



APALA LOGISTIC
COMPANY LIMITED



APALA LOGISTIC

COMPANY PROFILE



ABOUT OUR Company

Apala Logistic Company Limited is a premier provider of specialised logistics and transport solutions, distinguished by its commitment to excellence and customer satisfaction since its inception in 2016. Achieving full registration on July 14, 2023, with registration number 166961092 and TIN 116-483-424. We excel in delivering tailored supply chain management services across key central corridor regions from Dar es Salaam to Mwanza, setting industry benchmarks through innovation, strategic expansion, and a customer-centric approach. Our unwavering commitment to operational excellence ensures seamless logistics solutions that meet the diverse needs of our clients, positioning Apala Logistics as a trusted partner for sustained growth and success in the marketplace.

Apala Logistic Company Limited operates in two distinct segments: Apala Transport and Apala Cargo. Apala Transport specializes in providing trucks for transporting goods across numerous regions of Tanzania mainland. Meanwhile, Apala Cargo focuses on the efficient handling and management of goods throughout the logistics chain, ensuring seamless delivery and customer satisfaction. Together, these segments synergize to deliver comprehensive logistics solutions tailored to meet diverse industry needs, highlighting Apala Logistics' commitment to excellence in every aspect of supply chain management. Our head office is located at Livingstone Kariakoo for Apala Cargo and Temeke for Apala Transport, strategically positioning us to serve our clients effectively across different logistics requirements.

Apala Logistics Company Limited prides itself on our uniqueness, characterized by integrity, unwavering commitment, and meticulous handling of goods throughout their journey. These core values define our approach to every aspect of logistics management, ensuring reliability, trustworthiness, and exceptional service delivery to our valued clients. Therefore, the benefit of Apala Logistic Company Limited's approach, emphasizing integrity, commitment, and careful goods handling, lies in ensuring reliable and trustworthy logistics solutions that consistently meet and exceed client expectations. This approach fosters long-term partnerships built on confidence and satisfaction, ultimately driving business growth and operational efficiency.

BRAND Concept



Vision

To be the leading provider of innovative and reliable logistics solutions in Tanzania, recognized for our commitment to excellence, integrity, and customer satisfaction.

Mission

To deliver seamless logistics services through Apala Transport and Apala Cargo, leveraging our expertise and extensive network to exceed client expectations. We strive to uphold the highest standards of integrity, efficiency, and reliability in every aspect of supply chain management,

Main Objective

To establish Apala Logistics Company Limited as a premier provider of comprehensive and reliable logistics solutions in Tanzania, driving operational excellence and customer satisfaction.



Specific Objectives



1. Increase our operational footprint across key regions in Tanzania, enhancing accessibility and service delivery capabilities.
2. Continuously innovate and diversify our logistics services through Apala Transport and Apala Cargo, meeting evolving industry demands and client needs.
3. Implement advanced logistics technologies and optimize processes to streamline operations, reduce costs, and improve service reliability.
4. Foster strategic alliances and collaborations with stakeholders, suppliers, and clients to strengthen market presence and sustain long-term business growth



COMPANY Philosophy

At Apala Logistics, we are dedicated to delivering innovative, reliable, and sustainable logistics solutions that exceed client expectations while fostering integrity and long-term partnerships.



Our main activities

1. Establish new logistics hubs or offices in strategic locations across Tanzania
2. Negotiate partnerships with local transport providers to enhance regional coverage.
3. Invest in fleet expansion and modernization to meet increasing demand and improve service reliability
4. Develop customized logistics solutions tailored to specific industries or client requirements.
5. Implement training programs for staff to ensure high service standards and operational efficiency.
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7. Optimize route planning and scheduling to minimize transportation costs and reduce delivery times.
8. Collaborate with technology providers to integrate innovative solutions for improved logistics management
9. Engage in industry associations and forums to stay abreast of trends and regulatory changes impacting logistics operations
10. Establish a dedicated customer service team to handle inquiries, complaints, and feedback effectively.
11. Offer value-added services such as warehousing, inventory management, and customs clearance to enhance overall customer experience

Product and Services

Products

■ *Transportation Equipment*

Trucks and vehicles for transporting goods across Tanzania mainland.

Services

1. *Apala Transport*

- (1) Trucking and transportation services for various types of cargo.
- (2) Route planning and scheduling.
- (3) Last-mile delivery services.

3. *Additional Services*

- (1) Value-added services such as packaging and labeling.
- (2) Supply chain consulting and optimization.
- (3) Freight forwarding and logistics coordination
- (4) Green logistics solutions to promote environmental sustainability.

2. *Apala Cargo*

- (1) Warehousing and storage facilities.
- (2) Inventory management.
- (3) Freight forwarding and logistics coordination
- (4) Customs clearance and documentation services.



MARKET & Industry Position

Apala Logistics Company Limited operates within the competitive landscape of the logistics industry in Tanzania, where it strives to establish a strong market position through its specialized services and operational efficiency. The company targets various industries that rely on efficient supply chain management, including manufacturing, retail, agriculture, and construction sectors.

Market Position

Apala Logistics aims to differentiate itself by emphasizing reliability, customer-centric service, and tailored logistics solutions. By focusing on integrity and commitment, Apala Logistics seeks to build a reputation as a trusted partner in logistics services, thereby enhancing its market credibility and customer loyalty.

Industry Position

In the Tanzanian logistics industry, Apala Logistics competes with both local and international players offering similar services. The company positions itself as a provider of comprehensive logistics solutions, integrating technology and innovation to optimize operations and meet the evolving needs of its clients. Strategic expansion and investment in infrastructure are key strategies to strengthen its foothold and capture a larger market share within the competitive landscape of Tanzania's logistics industry.





CORPORATE Structure

Apala Logistics Company Limited operates under a structured corporate framework designed to support its operations and strategic objectives. The corporate structure typically includes the following key elements:

Board of Directors:

- Provides strategic direction and oversight to the company.
- Makes high-level decisions regarding corporate policies, finances, and major business initiatives.

Executive Management

- Comprises senior executives such as the CEO, and other key officers.
- Responsible for day-to-day operations, implementing strategic plans, and ensuring operational efficiency.

Department & Divisions

- Organized into functional departments such as Finance, Human Resources, Sales and Marketing, and IT
- Each department plays a crucial role in supporting specific aspects of the business, ensuring smooth operations and customer satisfaction.

Department & Divisions

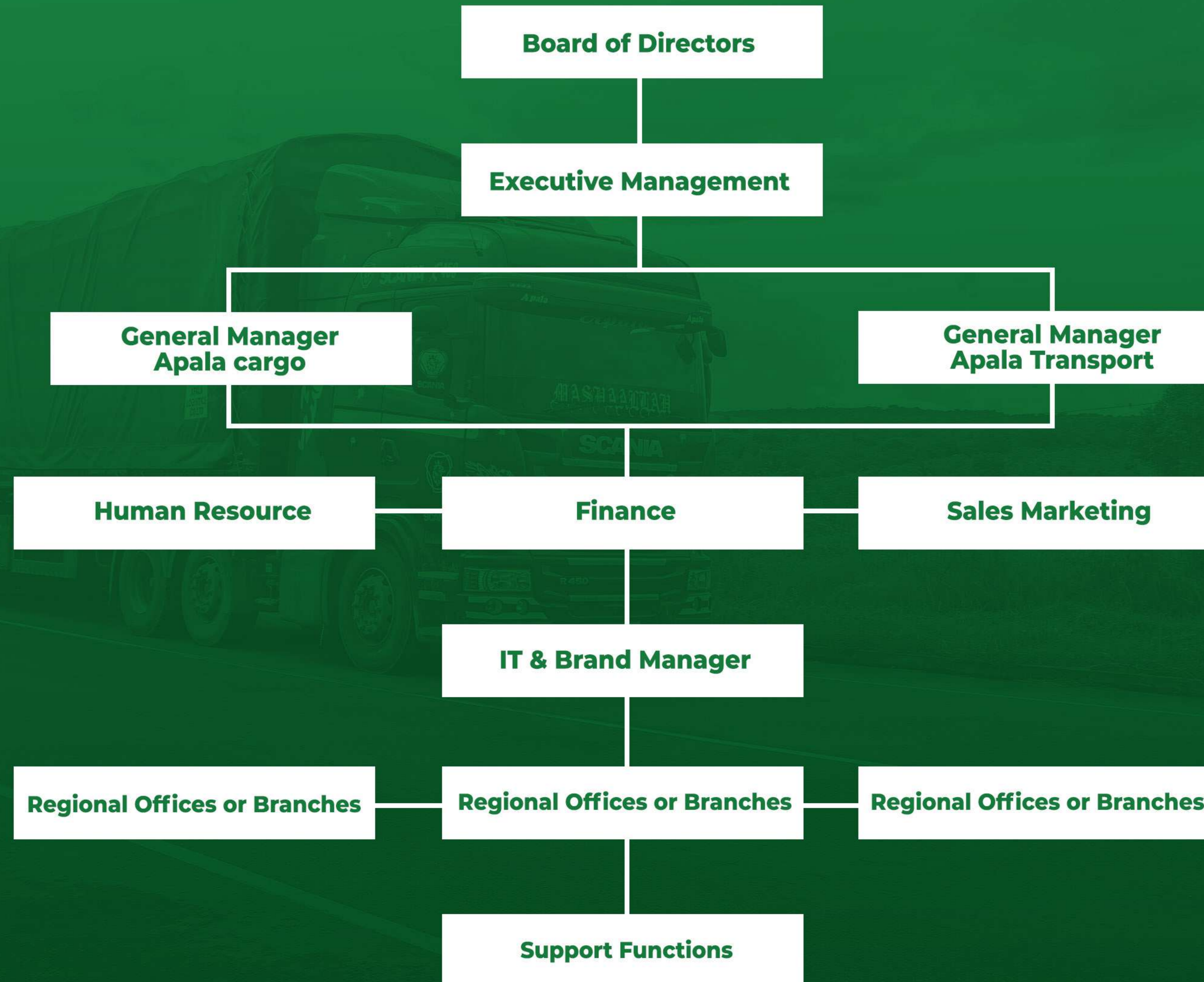
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Regional Offices or Branches

- Located strategically across Tanzania, facilitating local operations and customer service
- Responsible for regional logistics management, client relations, and business development activities.

Support Functions

- Includes support units such as Legal, Procurement, Quality Assurance, and Administration.
- Provides essential services and ensures compliance with regulatory requirements, internal policies, and industry standards



FUTURE PLANS AND Goal

Apala Logistics Company Limited envisions a future characterized by strategic growth, operational excellence, and enhanced service delivery in the logistics industry. Our future plans and goals encompass several key areas:

Expansion of Service Offerings

- a) Introduce new logistics solutions and value-added services to meet evolving customer needs and industry trends.
- b) Enhance capabilities in areas such as cold chain logistics, e-commerce fulfillment, and specialized transportation services

Geographic Expansion

- a) Establish our company in new regions within Tanzania and potentially expand into neighboring markets.
- b) Strengthen infrastructure and logistics networks to improve service coverage and efficiency.

Technology Integration

- a) Invest in advanced logistics technologies, including fleet management systems, IoT (Internet of Things) for real-time tracking, and AI (Artificial Intelligence) for predictive analytics.
- b) Implement digital platforms to enhance customer experience, streamline operations, and optimize resource utilization.

Sustainability Initiatives

- a) Implement green logistics practices to minimize environmental impact, such as reducing carbon emissions and promoting eco-friendly packaging solutions.
- b) Partner with stakeholders and adopt sustainable supply chain practices to support environmental conservation efforts.

Customer Engagement and Satisfaction

Focus on enhancing customer relationships through personalized service offerings and proactive communication.

Conduct regular customer feedback surveys and implement continuous improvement initiatives to ensure high satisfaction levels

Talent Development and Operational Excellence

- a) Invest in training and development programs for employees to foster a culture of excellence, innovation, and continuous learning.
- b) Implement best practices in operational management to improve efficiency, reduce costs, and maintain high service standards.

OUTSOURCING Managed Service

Apala Logistics Company Limited undertakes delivery of outsourcing and/or managed services for its clients. Such services are offered in strict compliance to the most efficient methodologies known today in the market.





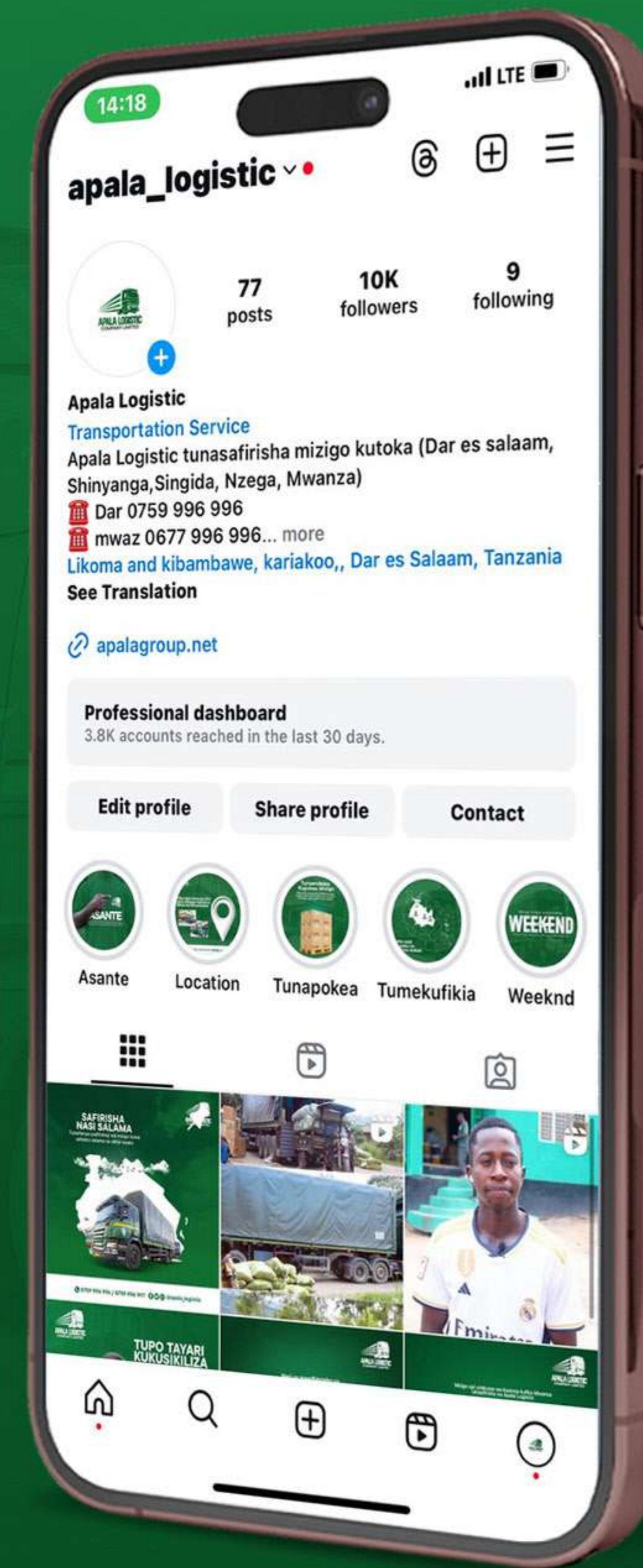
APALA Housing

In addition, Apala Logistics Company Limited is engaged in the construction and rental of houses across various regions including Mwanza (Kirumba, Nyasaka, and Nyakato), Dar es Salaam (Kinondoni and Kigamboni), Dodoma, and Pwani (Vianzi and Vikindu). Our portfolio includes affordable housing options designed to cater to individuals across all income brackets, ensuring accessibility and quality for every segment of society.

In line with our commitment to community development, we prioritize sustainable building practices and aim to create vibrant residential communities that enhance quality of life and promote inclusive growth. To support our mission of providing affordable housing solutions, we collaborate closely with local stakeholders and leverage innovative design concepts to deliver comfortable and sustainable living environments.



APALA Social Media & Map





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