

DISHIGO LTD

COMPREHENSIVE LOGISTICS



DISHIGO LTD
BUSINESS PROPOSAL



INTRODUCTION

The team mainly consists of two founders, Francis Kanyua Kamau (CTO, 7 years of Software Engineering experience) and Peninah Wambui Kariu (expertise in law, customer and operations management). Also involves two individuals who act as outside technical advisors with extensive experience in the industry. The company is currently registered as a Private Limited Liability Company with 10,000 shares fully owned by Francis Kanyua Kamau (CTO).

There are currently no unresolved disputes

Wherever a transport means can pass, we can deliver.

HEADING



Our business aims to cut logistics costs for businesses by 50% while taking all the stress of transportation and bundling in tracking, which makes it a solid product and adds a layer of trust.

Current products in the market ask for too much, from subscription fees to transport costs, making it impossible for small businesses and low-income households to even consider. We aim to be a solid and consistent product that is built on the existing infrastructure and reduces friction to make transportation a no hustle even from the most remote areas. Wherever a transport means can pass, we can deliver.



MISSION

Our mission is to deliver innovative and reliable systems that simplify transactions, strengthen trust, and enhance customer experiences. By combining operational excellence, strategic partnerships, and continuous improvement, we aim to create sustainable value for merchants and customers while contributing to the advancement of digital business ecosystems.



VISION

To be a trusted leader in digital commerce solutions, empowering merchants and customers with seamless, secure, and accessible platforms that foster growth, inclusivity, and long-term market resilience.

ACCOMPLISHMENT

So far Dishi App has been active and well-integrated in Egerton and Kabarak University together with its environs. All this includes separate ecosystem based functioning with location basis. Sales have increased steadily to having 45 orders a day averagely. One super merchant was on-boarded from Nakuru Town, with additional changes and improvements to our systems, including location setup, more Super merchants will be integrated.

The screenshot shows the Dishi app's main screen. On the left, there's a sidebar with icons for Home, Cart (containing 0 items), Super-Merchants (selected), Settings, Receipts, and Dishivibe. Below that is a signout button. The main area has a yellow header with the Dishi logo and a search bar. A sidebar on the right shows the time as 8pm. The main content area displays a food item card for "raw beef" at 150 Ksh from Butchery, with an "Order Now" button and a photo of the meat. Below this is a search bar and a section for "Order Items". Two items are listed: "chips plain" at 100 Ksh from Amigos Quick Bites and "sautéed fries" at 120 Ksh from Amigos Quick Bites.

A sub-service under Dishi App was developed to manage the super merchants feature, called Viona.

Dishi Vibes was then birthed into the App as a feature to encourage consumer reviews by interactive posting. This creates a familiar **social networking application** designed for sharing photos and stories in a visually engaging way. It allows users to create personal or business profiles and interact through likes and comments. The platform emphasizes community building and discovery. This is enhanced by promoting profiles with the most daily likes. Soon, Dishi Vibes will be developed to have often featured algorithm-driven feeds that highlight trending content together with personalized recommendations.

← DISHIVIBE

best nails

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Market Opportunity

The Kenyan logistics and warehousing market has been valued at around KES 180 billion in 2023, forecasting estimated growth to KES 1.3 trillion by 2032. Warehousing alone is projected at USD 3.4 billion in 2025, rising to USD 4.7 billion by 2030 on demand for expanded storage. This captures all freight, warehousing, and distribution services.

Agriculture contributes roughly 30-33% of Kenya's GDP, and employs 40-65% of the population. Post-harvest loss can be up to 30-40% for perishable produce without efficient transport, cold chain, and storage, highlighting a big need for logistics intervention.

E-commerce remains on a steep growth path across Africa, projected at 75 billion market, with the Kenyan market already demanding faster, reliable deliveries, pushing growth in both last-mile and third-party logistics solutions.

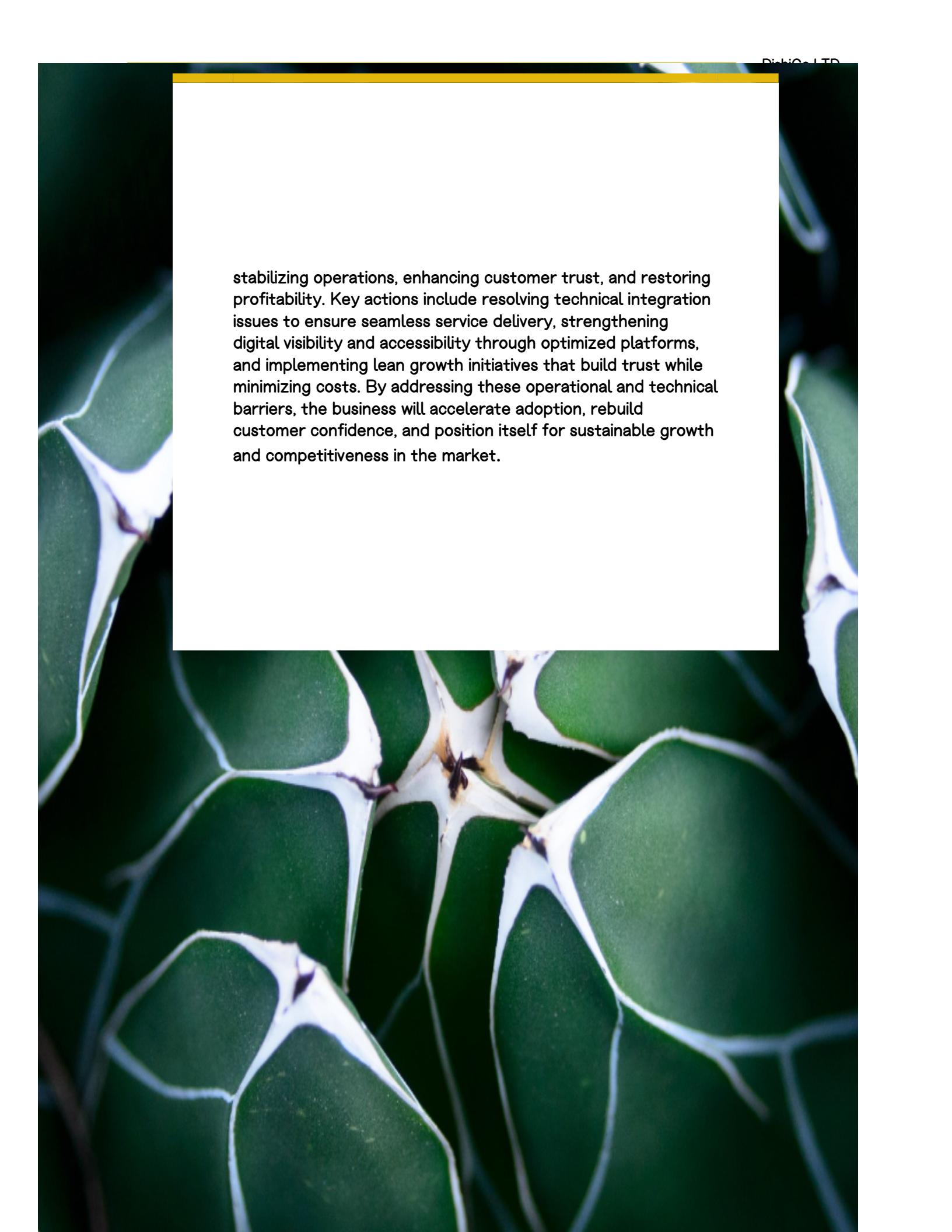
Logistics costs in Kenya range between 18% to 30% of product value, compared to 8% in developed countries. This shows a clear inefficiency gap. With affordable logistics helping by cutting per-km delivery costs, optimising rural and urban routes, using digital payment and tracking.

Financial

The business is currently experiencing revenue gaps due to the costs associated with regulatory registration and resolving technical hiccups with publishing its application on the Google Play Store, which has delayed market entry and limited customer accessibility. These operational hurdles have slowed growth and temporarily affected profitability, creating a need to stabilize financial performance and strengthen customer confidence.

To address these challenges, the focus will be on implementing lean growth strategies that prioritize customer trust, operational efficiency and sustainable revenue recovery. This includes enhancing transparency with stakeholders, leveraging digital channels for engagement, optimizing technical systems for reliability, and exploring partnerships or low-cost financing options to bridge short-term gaps. The objective is to restore profitability while positioning the business for long-term resilience and market competitiveness.

To overcome these challenges, the strategy will focus on

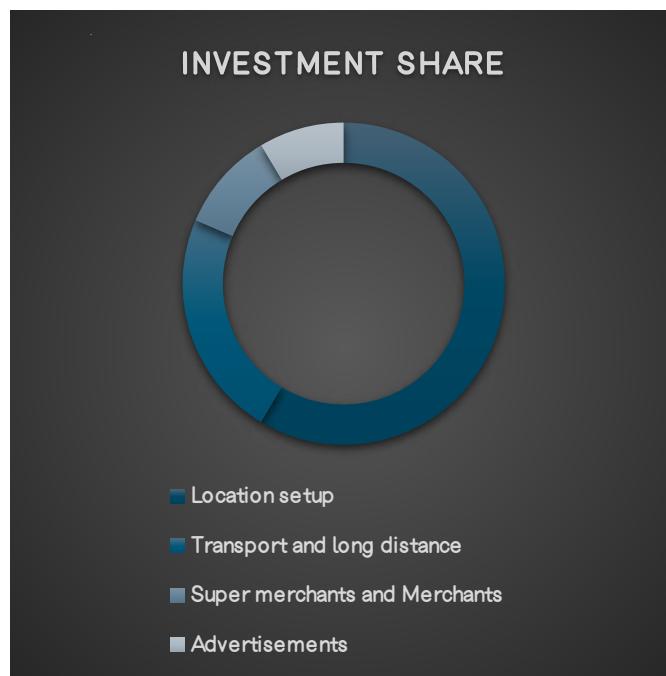


stabilizing operations, enhancing customer trust, and restoring profitability. Key actions include resolving technical integration issues to ensure seamless service delivery, strengthening digital visibility and accessibility through optimized platforms, and implementing lean growth initiatives that build trust while minimizing costs. By addressing these operational and technical barriers, the business will accelerate adoption, rebuild customer confidence, and position itself for sustainable growth and competitiveness in the market.

SALES & INVESTMENT DISTRIBUTION

It reflects a strategic allocation across four key operational areas. The largest share is dedicated to **transport and long-distance logistics**, which plays a critical role in reaching remote merchants and customers, thereby expanding market coverage and driving transaction volume. A significant portion is also invested in **location setup**, which includes both physical and digital infrastructure to enhance visibility and credibility.

Additional investment goes into **super merchants and merchant engagement**, supporting partnerships, incentives, and onboarding efforts that build trust and stimulate sales activity. Finally, a smaller but essential share is allocated to **advertisements**, aimed at boosting brand awareness and attracting new users. Together, these categories form a balanced framework for scaling operations, deepening market penetration, and sustaining revenue growth.



Exit Potential

The company demonstrates strong exit potential through its ability to scale within the digital e-commerce ecosystem and attract strategic interest from investors, partners, or larger platforms. By resolving technical challenges, strengthening customer trust and achieving sustainable profitability, the business positions itself as an attractive acquisition target or candidate for merger with established players seeking to expand their market reach.

Furthermore, the company's focus on operational efficiency, merchant engagement, and digital visibility creates a foundation for long-term value creation. Currently aiming to take Dishi to new and vast locations, Nairobi being our next step. This ensures that, beyond organic growth, there are clear pathways for investors to realize returns through strategic exits such as acquisition, partnership buyouts or integration into larger digital service providers.