

Glob Logistics

“Moving Trade Forward”

Business Plan – Alexandria, Egypt

1. Executive Summary

Glob Logistics is an online logistics and customs clearance platform that offers comprehensive freight forwarding, shipping management, and customs brokerage services for importers and exporters. The platform connects businesses and individuals with reliable carriers, tracks shipments in real-time, and simplifies documentation and customs clearance procedures.

Mission: To simplify global trade by providing fast, transparent, and efficient logistics and customs services through an all-in-one digital platform. Vision: To become a leading logistics solutions provider in the MENA region, known for reliability, transparency, and innovation. Core Services: Freight forwarding, door-to-door delivery, customs clearance, cargo tracking, warehousing, and consultancy for trade compliance.

2. Company Overview

Glob Logistics operates as a digital-first logistics provider offering users an easy way to book and manage shipments, request customs clearance services, and receive real-time updates through a user-friendly web interface and mobile app.

3. Market Analysis

The global logistics market exceeds USD 10 trillion, expanding rapidly with e-commerce and globalization. Egypt and the wider MENA region are key trade hubs due to proximity to major shipping routes. Target customers include SMEs, e-commerce companies, importers/exporters, and manufacturers. Customers value transparency, fast customs clearance, reliable delivery, and online convenience. Glob Logistics differentiates itself through technology-driven operations, competitive pricing, and strong customer service.

4. Marketing Strategy

Brand Identity: Blue tones representing trust and innovation. Slogan: “Moving Trade Forward.” Promotion Channels: SEO, Google Ads, social media, logistics partnerships, and referral programs. Website Features: Instant freight quotes, shipment tracking, online customs documentation, and customer support chat.

5. Operations Plan

Workflow: Client requests service online → Automated pricing → Shipment pickup → Customs clearance → Delivery confirmation. Technology: Responsive website, integrated CRM, shipment tracking API, and secure online payment system. Staffing: Operations manager, customs officer, IT/web developer, marketing executive, and customer service team.

6. Financial Plan

Startup Costs: Website & app (\$5K–10K), legal (\$1K), marketing (\$2K), office (\$3K), and initial operations (\$5K). Revenue Streams: Freight and customs fees, business subscriptions, and commissions. Year 1 Revenue: \$50K–80K. Break-even expected within 18–24 months.

7. Future Growth Plans

Planned expansions include a mobile app, regional market entry (Saudi Arabia, UAE, Africa), and integration with e-commerce APIs like Shopify and Amazon. Long-term, Glob Logistics aims to employ AI-driven optimization and predictive logistics technology.