Application Guide

# Business Plan Attachment

In preparing the business plan, kindly ensure that the following fields are included in the document:

## Company’s Executive Summary

* An introduction on the background of the company;
* Summary of the company’s current position in the market;
* Summary of the company’s objectives;
* Vision and mission.

## Scope of the Services

Outline the company’s scope of service for which the licence is being sought. This should include the total fleet against the routes taken by the operator. The applicant should also demonstrate how often parcels are despatched.

## Company’s Policy on Customers

* Indicate the set standards for customer services (How long it takes for a parcel to get to its destination);
* Outline the complaints handling procedure;
* State how the level of customer information and privacy is achieved;
* Outline the company’s policy on disabled and elderly persons.

## Coverage plan

* Indicate the current coverage plan, including the physical addresses of the other offices (if applicable);
* Indicate the anticipated roll out plans with time frames, if applicable.

## Tariff Structure

* Include a tariff plan/ proposal for all the types of services offered. The tariff plan/ proposal should clearly indicate the price range against the weight category

## Market Analysis & Projections

Detail of the market research should include:

* Marketing mix element (products offered, prices charged, promotions done and points of distribution)
* Competition
* Macro operating environment
* Indicate the target market

## Financials

* Financers of the project and the extent of funding (proof of funding)
* Cash flow projections (for three years)

# Annex to the Application

1. Certificate of incorporation
2. Tax Registration Certificate
3. Certified copies of Director
4. Submission of the contract between the operator and the agent/ service provider
5. Submit a list of the agent/ service provider details along with their physical addresses
6. For International courier operators, submission of the commercial agreements with associated companies outside Zambia
7. Attach the customer terms and conditions