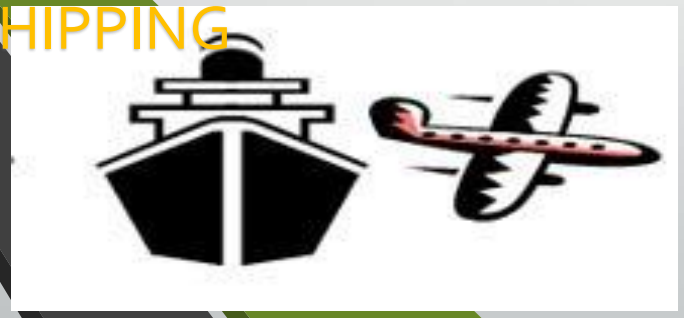
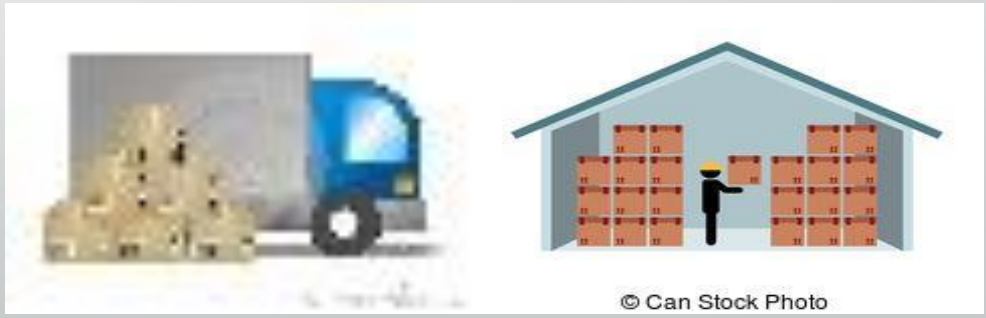
ForkFit Logistics (pty)ltd

DISTRIBUTION

WAREHOUSING

INTERNATIONAL SHIPPING





Forkfit international (Pty)Ltd

Overview

- Forkfit Logistics is a company that aims to make the life of the customer more convenient and affordable. It also aims to reduce the cost of getting goods to the customer. By operating a warehouse that also acts as a retail store we are able to cut the middle man and reduce costs of goods, at the same time recruit consumers who can be potential clients for our shipping, warehousing and distribution business.

➢ VISION

- To offer excellent service ,reliability and tailor made logistics
- We will do this by empowering staff facilitated by continuous training and leading controlled system tailor

➢ MISSION

- Our mission is to provide innovative logistics solutions to our customers with a focus on cost savings ,move cargo through worldwide destinations for corporates ,projects and to be first choice for our customers

➢ Company Structure

- Forkfit logistics is a private company firstly because of the numbers of members it can have ,making it have a greater opportunity of acquiring more capital so it have a start up that will boom from the beginning
- Limited liability
- Division of profits
- Life of company is indefinite

➢ Service Plan

Why people will consider our services

- The company offers excellent efficient services of goods in transit.
- Minimum loses/damage of goods in storage and in transit
- Packaging
- Distribution
- Private Warehousing
- Sales (retailing)

MARKETING PLAN

- 1st stage of marketing for the business will be via radio and local news papers
- 2nd stage will be by the creation of a social media page, to ring up young business owners
- 3rd yellow pages for more traditional customers
- 4th the use of pop-up ads on frequently viewed videos on the internet/ frequently searched words
- 5th Long-term: offer endorsements to public figures to promote the business/ buy air time on TV.

SWOT ANALYSIS

STRENGTHS

- Providing a variety of services within the organisation
- Smaller in comparison to competition, therefore is able to pay more attention to clientele

OPPORTUNITY

- The company is aware of international trends and developments making it easy for the company to adapt to changing market conditions or demand and supply of products
- There is a possibility for a niche market, as South Africa is at the back hand of technological development

WEAKNESSES

- Since it’s a new organisation we have a lot of unexperienced workers
- Initial start up will be capital intensive

THREAT

- There's a lot of competition and bigger companies already in existence
- Difficult gaining a market share
- Poor infrastructure can limit our objectives of customer service.

Market Analysis

- Majority of containerized cargo coming into the country via ports is dominated by established competition.
- Opportunity presents its self amongst more domestic companies, such as start ups. e.g. Students starting their own clothing line
- Start up companies often market via social media therefore, a marketing plan able to reach a large number of people on the social media platform would increase ForkFit's clientele

Competition

- Competition includes:
  - ❑ Other start-up logistics companies
  - ❑ Established logistics companies (domestic and international ones)
  - ❑ Truck/Bakkie rentals .e.g. Qashi-van
  - ❑ Delivery Drones .e.g. Amazon Drones
  - ❑ Rail transportation
  - ❑ Firms with own logistics network .e.g. Famous Brands

Location

import and export warehouses –near ports for storage of goods awaiting onward movement

The company also has warehouses located near markets that allow customer pickup

The location also grants lower retail prices than most retail stores located in the CDB's as the channel of distribution for some products ends at the warehouse and there aren't added charges for delivery.

Contact Information

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THE END