



INDUSTRIAL MINERALS, LOGISTIC AND TRANSPORTATION TOURS & SAFARI

COMPANY PROFILE



1. WHO WE ARE

FREMA TOURS LIMITED is a company that deals with the sales and distribution of industrial minerals in Tanzania. FREMA TOURS LIMITED was established in October 2011 and operates in the United Republic of Tanzania since then.

At FREMA LIMITED, we strive to continuously live by quality and service that meet the market demand through innovation. In an effort to deliver business and social value to our customers, we closely collaborate with our Business Partners and receive high levels of support of equipments and storage facilities to ensure our channel of distribution is not interrupted.

1.2 Vision

To become the most innovative brand in the business of industrial minerals in Tanzania.

1.3 Mission

To deliver the best possible customer service, excellent quality and the most advanced products.

1.4 Policy

To be "*Brilliant by Design*". We want to be the supplier of first choice to our key customers by providing them with the best products and a personal service while maintaining a very competitive price.

1.4 Our Value

- Commitment to our customers, colleagues, and communities.
- Open to new ideas, two-way communication and challenging the status quo.
- Relentless about continuously improving our quality, service and results, and doing so with integrity.

We attain the above values with complete:

- Professionalism
- Confidentiality
- Legal Compliance
- Trustworthiness
- Reliability

- Affordability and
- Timeliness

1.6 Business Goals

To support and empower our customers.

1.7 Business Objectives.

- Enhance staff expertise by scheduling regular training and seminars.
- Increase product awareness by fetching new customers and retain the existing ones.
- Improve customer services by offering free advice, physical visits and professional advice.



2. INDUSTRIAL SAFETY AND HEALTHY POLICY

2.1 Compliance with laws and regulations

The company and all employees comply with laws and regulations that govern labor and employment, health and safety and social well being.

2.2 Setting of an industrial safety and health risk reduction target and the audit thereof.

The company has set a reduction target, execute an audit on it, review the target as necessary and improve the target continuously.

2.3 Reduction of industrial safety and health risks

The company performs the following industrial safety and health activities, taking into full account the following industrial safety and health risks arising from business activities:

- i. Reduction of risks in connection with the operation, maintenance and inspection of machinery.
- ii. Reduction of risks in connection with work environment.
- iii. Reduction of risks in connection with work activities.
- iv. Reduction of risks in connection with logistics works.
- v. Reduction of risks in connection with product test works.
- vi. Reduction of risks in connection with processing works.

2.4 Communication

The company recognizes that industrial safety and health is realized through good communication and, as such, consults with employees fully and in good faith.

Moreover, the company and all employees participate actively in administrative and social activities to maintain good communication with contacts outside of the company.



3. WHAT WE DO

Our extensive product lines range in commercial use and offer a wide array of possibilities that help manufacturers to produce building and decoration materials.

3.1 SALES AND DISTRIBUTION

We lead in sales and distribution of the followings:

- Gypsum
- Dolomite
- Coal
- Magnesite
- Marbles
- Colourite
- Soapstone
- Valspar



4. RESOURCES

We live and breathe the Tanzania market needs. In-depth industry understanding and expert knowledge is our core competitive advantage. We maintain strong professional relationships with local customers to ensure that all local requirements and regulatory affairs are met and marketed in a timely manner.

4.1 DISTRIBUTION NETWORK AND TRANSPORTATION

We own heavy duty equipments, a fleet of 5 heavy duty trucks and 5 dumping trucks. Additionally we have subcontracted 5 independent transport and logistics companies with over 100+ national truck fleet. We manage a network of distribution centers and provide a 1-day shipping to 95% of Tanzania, hold a 60-day inventory on average. We can ship directly to our customer facilities or work with the distributors of our customers choices. Our drivers are incentivized to reduce fuel costs, saving time and saving the environment. We are confident our transportation team gets the job done on time.

4.2 WAREHOUSING

We have 20+ reliable partners across the country whose distribution centers are always at our disposal. These partners have 10 large warehouses, about 6,000 square feet each across the country. The facilities have been constructed under strict adherence of approved Industrial Minerals Practices and have the necessary clearance from relevant approval authorities. To minimize shipping lead times and reduce freight costs, the warehousing facilities are strategically located in close proximity to our customers.

We are known for providing first class services to our clients. Simply put, we drive superior financial performance. We stay agile, ahead and truly partner with our clients to achieve mutual success. We have the appropriate staff strength to handle procurement, both local and international.

4.3 OUR PARTNERS

Over the past 8 years we have built long lasting, mutually-trusting relationships with our business partners. We have extensive experience in identifying potential business opportunities. We have the right expertise to collaborate with potential partners. Elevating and strengthening partnerships is at a very core of our business. Thanks to our experienced sales team, logistics network, and the large amounts of data and knowledge we have on the Tanzania market, manufacturers turn to us when they want raw materials for the production.



5. MANAGEMENT AND OPERATION

FREMA TOURS LIMITED is led under outstanding leadership of Justine Kahendaguza Majaliwa as a Managing Director. Majaliwa possesses knowledge, skills and experience in starting and successfully running national Logistics & Transportation businesses. He has successfully applied his diploma in Logistics & Transportation acquired from The National Institute of Transport to provide a strategic direction of the company.

He enjoys the professional support from the top notch management of company Financial Expert, Human Resources Expert and Business Analyst. This team leads a pool of resourceful individuals on the following fields;

1. Accounting Marketing and
2. Direct sales representatives

Our diversified team is full of outstanding expertise. They know the business from the bottom up and top down.

FREMA TOURS LIMITED is committed to apply practices of Total Quality Management (TQM).



6. CLIENTS

The following are the Clients that we have provided our services to;

- i. CAMEL Cement
- ii. Amson's (T) Ltd
- iii. The Good One



7. CONTACTS

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