Business Name: ”SwiftGo Delivery”

**SwiftGo Delivery** is a fast, affordable, and reliable delivery service based in Tunisia. We specialize in transporting food, groceries, packages, and documents with speed and care.

Business Aims

starting in major cities such as Tunis, Sousse, or Sfax.

We planing to:

Maintain a 95% on-time delivery rate.

Secure 10–15% of the targeted local delivery market in the first year.

Form a partnership with restaurants, grocery shops, and online stores to handle their deliveries.

and provide GPS tracking and real-time updates via mobile app.

Financial Forecast:

**Start-up Costs**:

* scooters (5 units):dt **60,000**
* App/Website development: **dt 15,000**
* Government bureaucracy: **dt 9,000**
* Marketing budget:dt **6,000**
* **Total Start-up Investment**: **dt 90,000**

**Monthly Expenses**:

* Gasoline: **dt 4,500**
* Salaries for drivers/admin: **dt 10,000**
* Marketing and advertising: **dt 1,000**
* **Total Monthly Costs**:dt**15,500**

**Revenue Projections**:

* Average delivery fee: **dt7**
* Expected daily deliveries: **100**
* Monthly revenue: **dt 21,000** (100 × 7 × 30)
* **Annual Revenue**: **dt 252,000**

Assessment of the Competition

**Competitors**:

* Glovo (international competitor)
* Yassir Express
* Small independent couriers

Other delivery companies in Tunisia are well known and have many drivers, but they often charge higher fees, take longer during busy times, and don’t cover smaller towns. **SwiftGo Delivery** will offers lower prices starting at dt 5, works closely with local businesses, provides fast express deliveries, and gives friendly, reliable customer service.

The 4Ps of Marketing

#### **Product**

* Door-to-door delivery for food, groceries, packages, and documents.

#### **Price**

* Standard delivery: **TND 5–7** depending on distance.
* Express delivery: **TND 10–12**.
* Monthly plans for business partners.

#### **Promotion**

* Slogan: **"Fast. Local. Reliable."** to highlight speed, community focus, and trust.
* Social media ads on Facebook, Instagram, and TikTok targeting Tunisian cities.
* Partnerships with local restaurants, supermarkets, and e-commerce stores.
* First delivery free for new customers.

#### **Place**

* **Launch City**: Tunis (coverage of all districts).
* Launch after 6–12 months to Sousse, Sfax, and Bizerte.
* Ordering via mobile app, website, or phone.