

SSF

SUPER STAR FORWARDERS (SSF)

FORWARD THINKING



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Pradeep Kumar, head of the Commercial division and sales, discusses how SSF is expanding to meet the needs of its multi-national corporate clients



From its head office in Dar-es-Salaam, Tanzania, Super Star Forwarders (SSF), has been an ever present within the transportation sector since its establishment in 1991. Initially a small general cargo haulage business, the company has grown considerably in the 22 years since, to the point where it is today recognised as being a major transport logistics solution provider and among the leading hauliers of containers, equipment, fuel and general cargo in the East, Central and Southern Africa regions.

One of the things that sets SSF apart as being leaders in their field is the sheer size of their fleet of trucks that operate primarily within Tanzania, Kenya, Uganda, Zambia and DRC, and are at the heart of the company's ability to provide customised transport solutions to a host of multi-national companies including Total, Puma Energy and Trafigura.

"While our fleet is already large in size," explains Pradeep Kumar, head of the commercial division and sales, "it continues to grow, with new additions in the coming weeks set to take it in excess of 180 vehicles."

The fact of the matter, as Kumar goes on to highlight, is that as market segments throughout the region continue to grow so too does the demands for accomplished, proven vehicle operators. "The market at present is, for a lack of a better word, somewhat unorganised. The increase in demand for vehicles and transport providers has led to an influx of older trucks entering the market. While these companies are attracting some business, the larger corporate organisations are unable to work with them because they





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lack the required operational and safety standards. That is where we come in, offering the type of service and quality assurances that corporate clients demand.”

Today, SSF’s fleet provides transport services of transit goods in a number of Tanzania’s landlocked neighbouring countries including Zambia, Kenya, Malawi, Uganda, Rwanda, Burundi and DRC. This presence

means the company has been witness to those core drivers that have promoted increased business opportunities.

“Fuel, be it oil or gas, and the demand for it is arguably the biggest motivator of growth in this part of the world at present,” Kumar states. “Meanwhile, if you look at particular countries, Zambia and DRC for example, the growth in mining has contributed significantly

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Southern Cross Motors Limited (formerly Marunouchi Motors) is a motor vehicle distributor that specializes in supply of reliable and affordable vehicles. Southern Cross Motors is the official franchise holder of Mitsubishi, GWM, Mercedes Benz, Freightliner, Chrysler, Jeep, Dodge, Fuso Trucks and Buses in Zambia. We offer comprehensive back up for all our products through the spares department and workshops located on our premises. We have a team of highly competent, qualified and experienced staff. Southern Cross Motors limited has full after sales support facilities with technicians/mechanics that undergo regular refresher



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Scania operates in some 100 countries and has 37,500 employees. Of these, 3,300 work with research and development – mainly in Sweden, close to the company's production units. Scania's corporate purchasing department is supplemented by local procurement offices in Poland, the Czech Republic, the United States and China. Production takes place in Europe and Latin America. In addition, about 20,000 people work in Scania's independent sales and service organisation.

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MIX TELEMATICS



A performance-driven strategy for fleet owners in Africa – as proposed by MiX Telematics and Superdoll

According to a Frost & Sullivan report on green telematics in May 2009, up to 62% of operating costs can be influenced by the implementation of an effective fleet management system. MiX Telematics – in collaboration with partners like Superdoll in Tanzania – aims to help fleet owners take advantage of this notable opportunity. “Together, we place a priceless offer on the table,” says Steven Sutherland, Sales Director of MiX Telematics (Africa Fleet Solutions). “While MiX Telematics is a global leader in fleet management, driver safety and vehicle tracking solutions, Superdoll is one of the largest trailer manufacturers and automotive product distributors in East, Central and Southern Africa.” By providing customers with real-time information on where their mobile assets are, where they have been and how they are being driven, MiX Telematics enables them to make

informed and timely decisions that affect the performance of their fleets. A huge breakthrough was the launch of Trailer Tracking by MiX Telematics, which enables customers to be fully aware of the locations and activities of their trailers – whether they’re stationary or on the move. “Not being in control of their trailers and the attached high-value or high-risk loads has always presented a huge risk to fleet owners,” says Sutherland. “Whether it’s a bus, truck, van or trailer, we help our customers to improve vehicle utilisation, optimise route planning and efficiently manage service and licencing schedules. Functionality like this helps them to lower their costs and increase vehicle uptime,” he says. MiX Telematics customers also achieve an average saving of 10% on their fuel costs. This is partly done through the identification and correction of poor driving habits like harsh acceleration, over-speeding and excessive idling.

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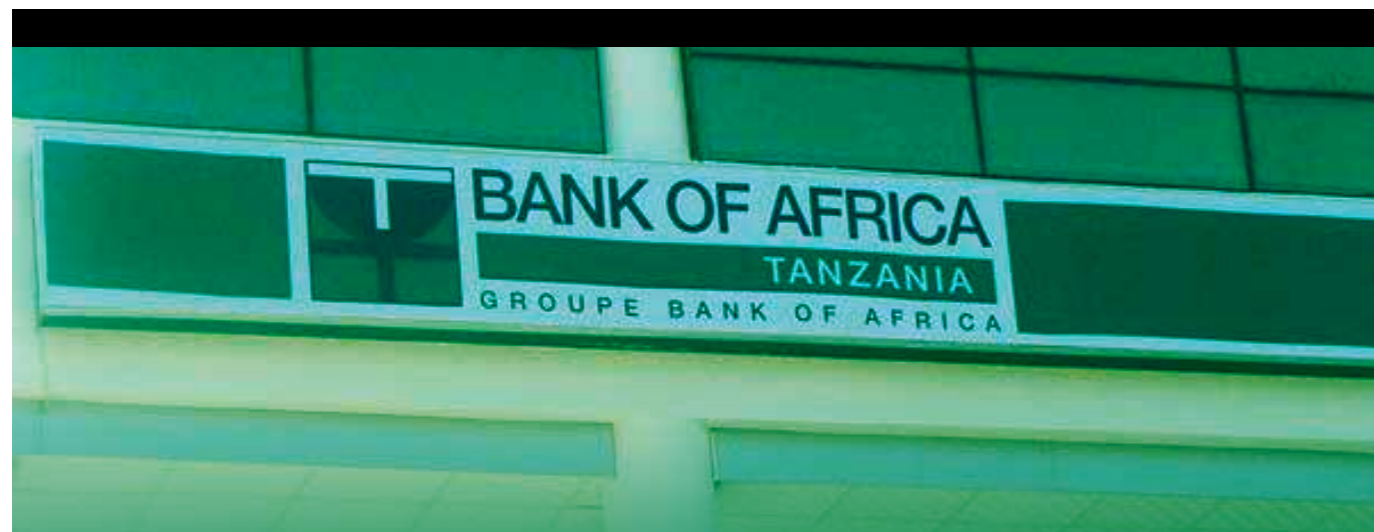


to the rise in demand for transportation and logistics services. Due to its port facilities, Tanzania is very much an export gateway for a number of African countries and as market sectors such as mining grows in our landlocked neighbours we are seeing a great deal of demand for services that can help take a company’s products away to the port in order to be shipped out to overseas customers.”

One of the more recent developments to

occur within the company is its move to expand its presence in Zambia. “Our plans for Zambia,” Kumar says, “represent the next phase of our aim to grow throughout Central Africa. For its part, Zambia knows that in order to grow in needs to be able to export to places like Mozambique and South Africa, and recognises that the best way to do so is through Tanzania. As copper production levels and copper values continue to increase so too does the importance

“SSF HAS BEEN RESPONSIBLE FOR INTRODUCING SOME OF THE INDUSTRY’S MOST INNOVATIVE AND IMPORTANT TECHNICAL SOLUTIONS TO THE AFRICAN MARKET”



BANK OF AFRICA - TANZANIA

BANK OF AFRICA - TANZANIA is delighted and honored to be recognized by Superstar Forwarders as one of their key partners in business and a contributor to their ' growth. The Bank has played a significant role in Superstar Forwarders' growth over the last 10 years. This partnership is expected to become even stronger following their regional expansion to Zambia.


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A snap shot from safety training

of doing business with and in Zambia. This presents an excellent business opportunity on which we wish to capitalise on.”

In recent times SSF has gradually built itself a reputation for being an industry pioneer. From its very first few years in existence the company had Global Positioning System technology placed within all of its vehicles, something that was upgraded in 2005 when it embarked on a programme of installing on-board computers into its trucks.

“These on-board computers,” Kumar enthuses, “provide both ourselves and our clients with all manner of safety and efficiency reports, and

help create a greater degree of transparency, which allows our customers to see just how it is we handle their goods.”

SSF has made considerable efforts to establish responsible standards throughout its operations. These include the scheduling of allocated 30 minute breaks for all drivers who have been on the road for four hours in order to combat the effects of fatigue. The

company also has in place a maximum driver speed limit of 80 kilometres per hour. Both of these important measures can be monitored by its on-board computers, meaning that any violation of the rules can be dealt with in a timely manner.

180+
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Vehicles that make up SSF's fleet

SUPER STAR FORWARDERS (SSF)

SSF has been responsible for introducing some of the industry's most innovative and important technical solutions to the African market. The most recent being the Alcolock system, an ergonomically designed breathalyser that must be breathed into prior to a driver starting the engine of a vehicle. Should an alcohol level over an agreed amount be detected the vehicle will not start. While such devices are widely available in Europe they are still relatively rare in Africa, so it is testament to SSF that it is one of the first companies to bring them to market.

In conjunction to its embracing of technology and innovation, SSF also delivers comprehensive in-house training to all of its employees, particularly its drivers, mechanics and engineers. This training is provided by a department headed up by a Swedish expert who has been certified by APTH France, an institute endorsed by a consortium of fuel companies including Total, BP and Shell.

As SSF continues to pursue its own expansion targets, Kumaar is clear what the company has to do to retain its leading position within its field. "It is important for us to maintain the highest possible level of service, while at the same time embracing new technologies and innovations. The market around us continues to change on an almost daily basis, yet I am sure that what we have achieved over the years as a business has put us in the best position to grow alongside it." **BE**

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