

**LESOTHO COMMUNICATIONS AUTHORITY**
Application Form for Postal & Courier Services Licence

Physical Address: 30 Princess Margaret Road, Old Europa, Maseru Tel.: + 266 22224300/ +26652221300

Postal Address: LCA, P.O. Box 15896, Maseru 100.

E-mail : licensing@lca.org.ls

Note: This form shall be completed by a person who has been duly authorised in writing to act as a representative of the Licensee¹. Any information requested which does not fit in the form may be included in an appendix to this form. You are advised to fill in **all the information** to avoid delays in the processing of your application.

1. PARTICULARS OF AN APPLICANT

1.1	Full Name of Applicant	REABETSOE TIAANE
1.2	Abbreviated Name	DEABE
1.3	Physical Address	LITHABANENE
1.4	Postal Address	PO Box 12870
1.5	Telephone Number	68252580
1.6	E-mail	hagener@gmail.com
1.7	State legal form of applicant e.g. company, trust, association, other	owner

(Please attach the current certified copy of company extracts and certificate of incorporation, constitution or founding document).

1.8	If registered, the office of registration	
1.9	Registration Number	75729
1.10	Date of registration	75729 16th August 2021

2. APPLICATION INFORMATION

2.1	Nature of services authorised to be provided under the current licence (Attach a copy of the licence)	COURIER ACTIVITIES			
3.	CONTACT PERSON DETAILS (Attach certified id/passport copy of the Chief Accounting Officer)				
3.1	Name	REABETSOE TIAANE			
3.2	Telephone Number	68252580			
3.3	E-Mail Address	hagener@gmail.com			
3.4	TYPE OF POSTAL & COURIER SERVICES (Please tick)	Public Postal Services	Courier Services Tier 1	Courier Services Tier 2	

4. ACKNOWLEDGEMENT

4.1 The applicant acknowledges the statements in this form and accompanying documents are true and correct.

Signature Reabetsoe Tiaane Date 31 JANUARY 2025Full names of signatory REABETSOE LESENO TIAANE

¹ Attach certified ID/passport copy of the Director or authorized representative of the licensee.



KINGDOM OF LESOTHO
THE COMPANIES ACT 2011

CERTIFICATE OF INCORPORATION

Reg Number. 75729
TIN Number. 200111371-7

I hereby certify that:

LESEHO LOGISTICS PTY LTD

was incorporated under the Companies Act 2011 as a private company on **10 August 2021** and that the liability of the shareholders thereof is limited.



Registrar of Companies

16 August 2021

The validation code for this certificate is LESOTHO-15643108. To check the validity of this certificate, go to <http://www.companies.org.ls/lesotho-companies-br/service/create.html?service=verifyDocumentCode> and enter the validation code.

Metcash Complex 161
Maseru 100 Lesotho

+266 6387 1431

+266 5756 5619



EXECUTIVE SUMMARY

Leseho Logistics is a local courier company which operates mainly in Maseru, Ladybrand, Bloemfontein and Johannesburg. It is owned and directed by Mr.Reabetsoe Tjaoane. Leseho Logistics serves lower, middle and high class citizens in both Lesotho and South Africa currently. The company also serves businesses mostly Small Medium Enterprises in Lesotho and South Africa. The company aims at bridging gaps between people living in separate regions but whom transact with each other daily. The company also aims at assisting people in adapting to revolutionary changes happening all over the world, where the use of online platforms to purchase and order commodities has become a necessity for most families and individual persons. Leseho Logistics delivers consignments to and from Maseru, Ladybrand, Bloemfontein and Johannesburg on daily basis on working days.

BUSINESS DESCRIPTION

Overview

Leseho Logistics provides courier services to individual persons and businesses in Maseru, Ladybrand, Bloemfontein and Johannesburg on daily basis during working days. The core services offered by the company include collecting packages from destinations described by clients and delivering those packages to them and the collection is done either from Ladybrand, Bloemfontein and Johannesburg. The other service provided by Leseho Logistics is delivering consignments to destinations provided by clients from Maseru to Ladybrand, Bloemfontein and Johannesburg. Additionally, Leseho Logistics also offer the service of running errands for clients which include,

paying for orders of consignments on behalf of our clients from their South African suppliers, making quotes on behalf of our clients for supplies and consignments from wholesale companies which supply other businesses in South Africa.

Leseho Logistics is a fully registered and cooperative business of high-caliber type of sole proprietorship form of business which runs successfully under its founder whom takes fully control of most operations that happens within the company.

Unique Value Proposition

“Sense of urgency, Professionalism and Convenience “are some of corporate characters that Leseho Logistics’ operations base themselves on while serving clients. Quality deliverance on the services offered at Leseho Logistics differentiate it from other local courier companies that already exist in Lesotho. The pricing range for the services provided by the company are more affordable and convenient for both individual persons and businesses that use courier services offered by Leseho Logistics. Unlike many other courier companies available in Lesotho, Leseho Logistics deliver consignments to clients on their door steps upon arrival within the country without a hassle.

Company`s Vision

The company aims at being amongst the biggest courier companies in Lesotho and South Africa in the next 3 years.

Company`s Mission

The core mission of Leseho Logistics is to offer convenient courier services to clients all over Lesotho regions and parts of South Africa.

MARKETING PLAN

Market Analysis

The courier industry in Lesotho and South Africa is experiencing significant growth driven by the expansion of e-commerce and evolving consumer expectations. The South African Courier, Express and Parcel (CEP) market is projected to grow from USD 207.96 million in 2024 to USD 316.28 million by 2030 with a compound annual growth rate of 7.24%. There is a growing emphasis on hyper-local and same-day delivery services to meet consumer demands for speed and convenience of which Leseho Logistics already practice on its daily operations.

The Lesotho courier market is expected to experience growth from 2024 to 2030 as well, and the growth is influenced by the demand for efficient delivery services. The expansion of online retail is contributing to the demand for reliable courier services.

Leseho Logistics` target market includes individual persons whom use online platforms to purchase commodities of their choice using platforms like Takealot, Superbalist, Amazon and many others. Furthermore, the target market for Leseho Logistics include local businesses that acquire their supplies from cross-border suppliers where Leseho Logistics offer cross-border delivery solutions between Lesotho and South Africa.

Competition

There are several courier companies in Lesotho which offer similar services like Leseho Logistics. However, the market is not saturated and the quality of service and convenience are important issues for clients which search for courier services. In order to compete with our competition, Leseho Logistics sticks on offering convenient and quality services to its clients daily at affordable prices.

Pricing

The pricing range used by Leseho Logistics is mainly determined by the weight and volume of consignments. Also the same-day delivery service has its own pricing range because of the high level of convenience it offers to clients. Furthermore, errands performed by Leseho Logistics personnel on behalf of clients, are charged differently from same-day delivery and normal collection and delivery charges.

Advertising and Promotions

Leseho Logistics frequently uses social media platforms to reach out to clients by familiarizing citizens with services offered by Leseho Logistics. Not only does Leseho Logistics use social media to connect with new and old clients but also uses marketing campaigns where pamphlets and brochures are distributed to clients, and the pamphlets and brochures display all necessary information about the services offered by Leseho Logistics Company.

HUMAN RESOURCE PLAN

Management

1. **Managing Director:** Reabetsoe Tjaoane; He is responsible for defining the company`s vision and long-term goals. He develops and implement strategic plans to grow the business and stay competitive. He analyzes market trends and identify new business opportunities.

2. **General Manager:** Bakubung Kuenene; He is responsible for overseeing daily operations, ensuring the efficient delivery of goods and services while aligning operations with the company's goals. He ensures that operations meet customer demands while maintaining cost efficiency. He leads and mentor teams including logistics managers, drivers and other staff.
3. **Logistics Officer:** Thabo Ratilo; He plays a crucial role in managing and coordinating the logistics operations of a company. He plans and coordinate the transportation of goods to ensure timely delivery. He allocates resources such as vehicles, equipment and manpower efficiently. He liaise with suppliers and service providers to ensure timely delivery of goods and services.
4. **Accountant:** Mots`abi Mohapi; She plays a critical role in managing financial activities, ensuring accurate record-keeping and supporting decision-making processes. She maintains accurate records of all financial transactions, including expenses, revenue and payments. She organize and store financial documents such as invoices, receipts and contracts.

OPERATIONAL PLAN

Service Offerings

1. **Daily Courier Services:** Operating in Johannesburg, Pretoria, Bloemfontein, Ladybrand, and Maseru.
2. **Overnight Delivery:** Between Johannesburg, Pretoria, Bloemfontein, Ladybrand, and Maseru.
3. **Same-Day Delivery:** Available in Ladybrand, Maseru, and Bloemfontein.
4. **Freight Forwarding:** For larger packages and bulk deliveries.
5. **Special Deliveries:** Across Southern Africa Development Community (SADC) for time sensitive shipments.
6. **Door-to-Door Service:** Ensuring convenience for customers.
7. **Customs Clearance:** For clearance processes at customs, through clearing agents

partnership. Operational Processes

1. **Order Management:** Implement a robust online and offline order management system to streamline booking and tracking.
2. **Fleet Management:** Maintain a fleet of reliable vehicles equipped with GPS tracking for real-time updates on deliveries.

3. **Staff Management:** Employ trained delivery personnel, customer service reps, and a dedicated operations manager.

4. **Quality Control:** Regular audits for service quality and customer feedback collection to ensure satisfaction and improvement.

Technology Use

1. **Mobile App and Website:** An easy-to-navigate platform for customers to place orders, track deliveries, and access customer support.

2. **Inventory Management:** For managing supplies required for packaging and special deliveries.

3. **Data Analytics:** Utilize analytics tools to monitor performance metrics, customer preferences, and operational efficiency.

MARKET ANALYSIS

Industry Overview

1. The courier and logistics industry is experiencing growth driven by increasing online shopping, e-commerce, and globalization.

2. The demand for reliable and fast delivery services is growing, particularly in urban

areas. *Target Market*

1. **Business Clients:** E-commerce companies, manufacturers, and retailers needing frequent parcel deliveries.

2. **Individual Clients:** People looking for dependable door-to-door delivery services for personal items and gifts.

3. **Institutional Clients:** Universities and schools requiring document or parcel deliveries. Law firms also, moving documents across cities.

Competitive Analysis

1. Identify key competitors in the area (e.g., established courier services). 2. Assess their strengths and weaknesses regarding pricing, service quality, and delivery speed.

3. Position Leseho Logistics as a customer-focused alternative with competitive pricing and flexibility.

Market Trends

- 1. Growth in e-commerce driving demand for quick delivery services.
- 2. Increased consumer expectations for fast and reliable delivery.

SALES STRATEGY

Current Campaign: #Re_li_lata_fast

- 1. **Targeted Marketing:** Focus on high-traffic areas such as Pioneer Mall, Basotho Flea Market, and Universities.
- 2. **Promotional Offers:** Provide 20% off for new customers for their first transaction to incentivize trial.

Customer Acquisition Strategy

- 1. **Networking:** Attend local business expos and community events for visibility and relationship building.
- 2. **Referral Program:** Incentivize existing customers to refer new clients by offering them discounts on future services.
- 3. **Content Marketing:** Utilize social media platforms and local SEO to reach potential clients by sharing testimonials, engaging content, and special promotions.

FINANCIAL PROJECTIONS

LESEHO LOGISTICS

3-Year Cash Flow

For the Year Ending 2026/03/31 2027/03/31 2028/03/31

Cash at Beginning of Year 20 000 44 375 95 625

Cash as End of Year 44 375 95 625 377 525

Operations Year 1 Year 2 Year 3 Cash receipts from

Customers

920 500	1 250 000	1 985 200
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(580 000)	(650 000)	(800 000)
(168 000)	(185 000)	(200 000)
-	-	-
(43 125)	(103 750)	(246 300)

Other Operations

Cash paid for

General operating and administrative
expenses Wage expenses

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Interest Income taxes

Net Cash Flow From Operations 129 375 311 250 738 900

Investing Activities

Cash receipts from

-	-	-

Sale of property and equipment Collection of principal on loans

Sale of investment securities

Cash paid for

Purchase of property and
equipment Making loans to other
entities Purchase of investment
securities

(90 000)	(250 000)	(450 000)
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Net Cash Flow from Investing Activities (90 000) (250 000) (450 000)

Financing Activities

Cash receipts from

Issuance of stock

Borrowing

Cash paid for

Repurchase of stock (treasury

stock) Repayments of loans

(15 000)	(10 000)	(7 000)
-	-	-

Dividends **Net Cash Flow from Financing Activites** (15 000) (10 000) (7 000)

Net Increase in Cash 24 375 51 250 281 900