



Your Daily Cross Border Courier Service

Delivery/Collections between Maseru and South Africa

📞 63951699 | 57756565

22th October 2025

The Licensing Officer
Lesotho Communications Authority
Maseru 100, Lesotho

Subject: Application for Courier Service Licence

Dear Sir/Madam,

We, iDeliver Couriers, would like to formally express our interest in applying for a Courier Service Licence.

iDeliver is a Lesotho-based courier company dedicated to providing reliable, efficient, and secure delivery services to individuals and businesses. Our operations cover both local and regional deliveries, including cross-border courier services as part of our service offering.

Our core services include:

- Parcel and document delivery within Lesotho and to neighbouring countries
- Door-to-door courier services for individuals and businesses
- Same-day and express delivery options
- Collection and dispatch of goods for corporate clients
- Cross-border delivery support for customers sending or receiving items outside Lesotho

We are committed to offering professional, timely, and cost-effective logistics solutions that contribute to better connectivity and customer satisfaction.

We therefore request your consideration of our application for a Courier Service Licence, which will allow us to continue operating legally and effectively within the regulatory framework of Lesotho.

Thank you for your time and consideration. We look forward to your positive response.

Yours faithfully,



LESOTHO COMMUNICATIONS AUTHORITY
Application Form for Postal & Courier Services Licence

FORM 40 (b)

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	IDELIVER		
1.2	Abbreviated Name	—		
1.3	Physical Address	MASERU - EAST OPPOSITE HIA CITY		
1.4	Postal Address	P.O BOX		
1.5	Telephone Number	+266 63951699 / 67756565		
1.6	E-mail	info@ideliver.africa		
1.7	State legal form of applicant e.g. company, trust, association, other	COMPANY		

(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	A7022/3215
1.10	Date of registration	12ND DECEMBER 2022

2. APPLICATION INFORMATION

2.1	Nature of services authorised to be provided under the current licence (Attach a copy of the licence)	ATTACHED			
3.	CONTACT PERSON DETAILS (Attach certified id/passport copy of the Chief Accounting Officer)				
3.1	Name	MOKHETHI			
3.2	Telephone Number	+266 58418071			
3.3	E-Mail Address				
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 Date 25TH NOVEMBER 2025

Full names of signatory KENEILOE LETSIE

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. **71888**
TIN Number. **200100157-3**

I hereby certify that:

IDELIVER (PTY) LTD

was incorporated under the Companies Act 2011 as a private company on **12 June 2020** and that the liability of the shareholders thereof is limited.



Registrar of Companies

25 May 2021



The validation code for this certificate is LESOTHO-2653556. 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.



KINGDOM OF LESOTHO

CERTIFICATE OF BUSINESS NAME

BUSINESS LICENSING AND REGISTRATION (REG.23 (5))

I, the Registrar hereby certify that

IDELIVER (PTY) LTD

Registration number **A2022/3215**

Has approved to trade under the name IDELIVER

with effect from 12TH DECEMBER 2022

Signed at Maseru on this day 12TH DECEMBER 2022



A handwritten signature in black ink, consisting of several vertical and diagonal strokes.

Registrar of Companies



iDeliver

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iDeliver Complete 3-Year Business Plan (Full Expanded Version - LSL)

Executive Summary

iDeliver is a cross-border and domestic courier service based in Maseru, Lesotho. After 5 years of successful

operations, the company is now positioned for accelerated growth powered by increasing demand for

e-commerce logistics and regional parcel movement. This comprehensive business plan outlines the

company's operational model, marketing strategy, financial forecasts, risk management framework, and

expansion roadmap for the next 3 years (Years 6–8).

The strategy focuses on scaling operations, increasing fleet capacity, improving digital infrastructure,

and enhancing customer experience—while maintaining strong financial discipline.

Company Background

iDeliver began operations in 2020 with a single delivery van and a small customer base. Over the past 5 years, it has become one of the most reliable cross-border couriers between Lesotho and South Africa.

Key accomplishments:

- Growth in delivery volume by 25–30% annually
- Established digital tracking and communication systems
- Built relationships with customs brokers and SA delivery partners
- Increased fleet to 3 operational vehicles
- Delivered more than 100,000 parcels cumulatively

Mission, Vision & Values

Mission: Deliver fast, reliable, affordable courier services that connect Lesotho with regional markets.

Vision: To become Lesotho's leading digital-first courier company and expand regionally.

Values:

- Reliability
- Professionalism
- Innovation
- Customer focus
- Transparency

Market Analysis

The courier and logistics industry in Lesotho is expanding due to:

- Growth in e-commerce adoption
- Increased import activity from South Africa
- Need for fast, affordable delivery solutions

Market Segments:

1. SMEs & retailers
2. Cross-border buyers
3. E-commerce sellers
4. Private clients

Market Drivers:

- Mobile shopping
- Competitive pricing
- Faster customs support

Competitor Analysis

Local Competitors:

- Small-scale domestic couriers with limited cross-border ability.
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International Competitors:

- DHL, Aramex, FedEx — strong but expensive.

iDeliver's Advantages:

- Lower rates
- Faster customs clearance
- High flexibility
- Local market knowledge

SWOT Analysis

Strengths:

- Strong brand and market presence
- Affordable pricing
- Skilled cross-border operations

Weaknesses:

- Limited fleet
- Manual admin processes

Opportunities:

- Growing e-commerce
- Regional expansion
- Digital automation

Threats:

- Competitor entry
- Rising fuel costs
- Customs delays

Operational Structure

Core operational areas:

- Pickup & delivery routing
 - Fleet management
-

- Parcel sorting and scanning
- Customs processing
- IT & tracking systems
- Customer service

Daily workflow:

1. Pickup scheduling
2. Sorting & scanning
3. Customs clearance
4. Delivery assignment
5. Updates & proof of delivery

Basics of Operating the Business

Daily Requirements:

- Vehicle inspection
- Route planning
- Parcel sorting
- Customs document verification
- Real-time tracking updates

Compliance:

- Insurance
- Road permits
- Cross-border documentation
- Occupational safety

Quality Controls:

- Weekly fleet maintenance
 - Monthly KPI audits
 - Quarterly staff training
-

- Provide fulfilment support

Brand Strategy:

- Fast delivery messaging
- Transparency and tracking
- Community engagement

Organizational Structure

Proposed staffing by Year 8:

- 1 Operations Manager
- 1 Finance/Admin Officer
- 1 Customer Service Lead
- 6 Drivers
- 2 Sorters
- 1 IT/Tracking officer

Organizational model focuses on efficient dispatching, clear responsibilities, and accountability.

Fleet Expansion Plan

Current fleet: 3 delivery vans

Year 6: +1 van

Year 7: +1 motorcycle

Year 8: Replace oldest van

Goal: Improve delivery capacity by 40% and reduce delays.

Technology Roadmap

Planned system improvements:

- Mobile tracking app
- Automated SMS alerts
- Customer dashboard
- API integration for online stores



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8.4 Financial Projections (Three Years)

Item | Year 1 (M) | Year 2 (M) | Year 3 (M)

Revenue	[REDACTED]	[REDACTED]	[REDACTED]
Operating Costs	[REDACTED]	[REDACTED]	[REDACTED]
Net Profit	[REDACTED]	[REDACTED]	[REDACTED]
Capital Expenditure	[REDACTED]	[REDACTED]	[REDACTED]
Cash Flow Balance	[REDACTED]	[REDACTED]	[REDACTED]

8.5 Human Resource Plan

8.5.1 Staff Training Plan

- Short-Term: Customer service, delivery handling, route management, and customs documentation.
- Long-Term: Logistics management, safety compliance, and technology use in courier operations.

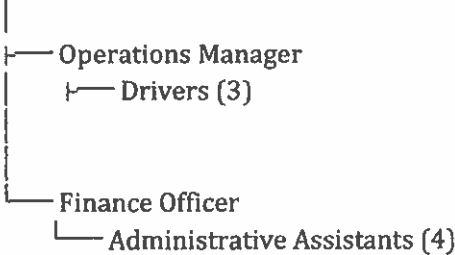
8.5.2 Curriculum Vitae (CV) for Key Personnel

Key personnel include:

- Managing Director: Oversees strategy and compliance.
- Operations Manager: Fleet and route management.
- Finance Officer: Financial reporting and compliance.
- Drivers and office Administrators (7): Handle deliveries and customer interactions.

8.5.3 Organogram

Managing Director



8.5.4 Proposed Working Hours

- Office Hours: Monday–Friday, 8:00 AM–5:00 PM
- Saturday: 9:00 AM–1:00PM
- Delivery Operations: Monday–Saturday, same hours as office hours.
- Cross-Border Operations: Monday–Friday, aligned with customs operation hours.



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iDeliver (Pty) Ltd

Detailed Business Plan for Courier Licence Application

9. Detailed Business Plan

iDeliver (Pty) Ltd is a registered courier and logistics company that operates between Lesotho and South Africa, with established offices in Maseru and Ladybrand. The company provides efficient and secure parcel delivery, document courier, and cross-border logistics services for individuals, corporate clients, and government entities.

The core mission of iDeliver is to deliver fast, reliable, and safe courier services that strengthen trade and communication between Lesotho and South Africa. Key services offered include:

- Same-day and next-day local deliveries.
- Door-to-door cross-border parcel and document courier services.
- Scheduled corporate deliveries and collections.
- Bulk and special deliveries (contract-based).

8.2 Financial Capability and Investment

iDeliver demonstrates strong financial capacity and sustainability through existing investments and assets. Current assets include:

- 4 delivery vehicles (ALL for cross-border logistics).
- 2 operational offices (Maseru and Ladybrand).
- Computerized tracking and communication systems.
- Skilled staff including management, finance, and operational teams.

The company's financial strength ensures that it can meet all operational and capital requirements, such as vehicle maintenance, fuel, staff remuneration, insurance, and regulatory compliance.

8.3 Tariff Proposals

Service | Area | Tariff Range (M)

Document Courier | Cross border only (150-350)

Parcel Delivery | Cross Border (150-650)

Cross-Border Delivery | Lesotho ↔ South Africa {(150-650)

Corporate Account Deliveries | Contract-based | Negotiable



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Customer Complaints Procedure

Dear Valued Customer,

Thank you for choosing iDeliver for your cross-border courier needs. We are committed to providing reliable, safe, and timely delivery services between Maseru and South Africa.

This document outlines how you can report any concerns, how we investigate complaints, and the steps we take to ensure quick, fair resolutions.

Your feedback is important to us and helps us improve our services continuously.

Sincerely,

iDeliver Management

Maseru / South Africa Operations

Courier Company – Customer Complaints Procedure

1. Complaint Intake

- Customers may submit complaints via phone, email, website/app, or in person.
- Staff must remain polite, thank customers, and avoid blame.

2. Record the Complaint

- Capture customer details, tracking number, date, issue type, and evidence.
- Enter data into the Complaint Management System.

3. Acknowledge the Complaint

- Respond within 24–48 hours.
- Provide a reference number and estimated investigation time.

4. Investigation Process

- Verify tracking information.
- Contact the courier/driver for a report.
- Check warehouse or hub for parcel status.
- Review any evidence provided.

5. Determine Resolution

- Delay: Explain cause & give new delivery time.
- Lost parcel: Compensation/refund based on policy.
- Damaged parcel: Compensation/repair/replacement.
- Wrong delivery: Retrieve & redeliver.
- Misconduct: Apology + internal disciplinary process.

6. Communicate the Outcome

- Provide a clear explanation and written confirmation.

7. Implement the Solution

- Complete refunds, redeliveries, corrections, or internal actions promptly.

8. Follow-Up

- Confirm customer satisfaction after resolution.

9. Close the Complaint

- Mark complaint as resolved and file documentation.

10. Review & Improve

- Supervisors review trends monthly and update procedures/training accordingly.