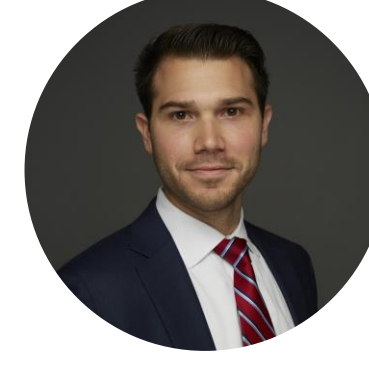# G-Lab 2019

Lori Systems, Nairobi, Kenya

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About Lori Systems

Tech-driven logistics company that seamlessly coordinates **haulage across Africa.** It is a m**a**rketplace between supply-side (transporters) and demand-side (shippers) logistics players with main operations in **Kenya, Nigeria and Uganda.** Lori Systems was recognized as the **fastest growing startup in Africa,** and winner of TechCrunch Battlefield Africa 2017.

Project

Lori Systems wants to grow their operations to **double the amount of loaded trucks in 2020.**
Considering **two main routes:**
o Scaling geographically by penetrating new markets
o Scaling by increasing volume within existing markets

Our Recommendation

In order to grow operations in a sustainable fashion, we recommended a framework to choose recurring partnerships on both demand and supply side:

Who?

To identify the most attractive partners

Thresholds

To identify the sweet spot to balance spot vs recurrent moves

How

To understand what levers can Lori pull to lock partners in

5 steps to identify attractive Cargo partners

1 Market analysis   2 Route analysis   3 Concentration analysis   4 Cash management   5 Predictability analysis

4 steps to identify attractive partners

1 Identify top transporters for selected routes   2 Assess fleet utilization   3 Margin analysis   4 Rate analysis

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