

THE MWEMBE SUPPLY CHAIN

Mwembe General Supply was founded in the year 2015 by Mr. Sahara Mwembe a well-known Businessman who resides in Dar es Salaam, Tanzania. The company is now one of the biggest growing companies owning other businesses within the line of supply like Supermarkets with a number of outlets in Dar es Salaam Mbezi beach, Tanga region, Dodoma region, and planning to have the other outlets in Mwanza, Arusha, and Mbeya with a notion to change the shopping habits of Tanzanians from local vendors to the Supermarkets and Malls in the biggest Cities of the country.

Part of the reason why Mwembe General Supply to have success and gain popularity amongst customers since its establishment has been the way it has organized both the supply side and demand side of its supply chain. The products and goods supplied to all outlets so far are done by Mwembe General Supply itself, on the acquisition of locally made products Mwembe uses the service of sub-contractors to perform some of the manufacturing tasks. Mwembe General Supply gains two advantages from this, first, its production costs for all the locally made products available at its outlets are significantly below those of its competitors because small supply companies whom they sub-contracting have lowered their costs themselves. Second, the arrangement allows Mwembe General Supply to absorb fluctuations in demand by adjusting its supply arrangements, without feeling the effect of demand fluctuations.

On the demand side of the chain, Mwembe General Supply operates also through a number of agents, each of whom is responsible for their own geographical area. These agents are responsible for developing the stores in their area where there is no Mwembe Supermarkets yet so as to avoid unhealthy competition between agents. Products shipped from Italy, Turkey, China, and other far-east countries direct to the Mwembe Supermarkets as well as to the Agents stores, after adhering to all import procedures at the Dar es Salaam Port as Mwembe General Supply works with a number of Shipping companies inside and outside the countries, forwarding agents, as well as Logistics companies as they use waterways as their main means of importation.

As it includes inbound and outbound logistics, the outbound logistics process uses a combination of truck and rail transportation to deliver the required products to the Supermarkets and agents

all over the countries, on the side of truck Mwembe General Supply uses ManUni's Logistics as a means of road transport as well as Tanzania Railway Corporations (TRC) as a means of rail transport, railway transport covered all the regions in the western part of the countries including regions like Tabora, Shinyanga, Mwanza, Mara and Kagera which are farthest from Dar es Salaam port attaining the advantages of shipping tons of products via train.

Since ManUni's logistics system has always been viewed as a critical component in the overall success of Mwembe General Supply as the system's supply chain management capabilities are fundamental to the company's ability to operate a just-in-time supply system. One of the most fundamental issues of distribution planning is regarding the choice and selection of the channels, considering the significant capital investments in equipment and facilities, along with operating expenses, ManUni's Logistics has long recognized the importance of good routing and scheduling in achieving an acceptable level of company profit and customer service to their customers including Mwembe General Supply.

Mwembe General Supply also operates under the laws of the country as they adhere to them for not importing any product which is restricted, but also securing permit from respective institutions for all the products require the permission since government enact a policy that limits the free flow of goods and services across borders, due to that Mwembe has got full praises from the government institutions dealing with issues of international business and mention them as a company which needed to be taken as an example of a good citizen by many other companies.

Following the good operation services within the country over seven years Mwembe General Supply signed the memorandum of understanding with Fahari Group Limited to be their partner in clearing the goods which will be in transit at the port, and they signed the contract after Mwembe secured the lucrative deal of supplying kitchen appliances, detergents soap, sugar, rice, and other home uses products needed in a large number of containers in the nearby countries which are landlocked annually.