About Lori Systems

Tech-driven logistics company that seamlessly coordinates **haulage across Africa**. It is a **marketplace** 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**:
- Scaling geographically by penetrating new markets
- 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:

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. Route analysis

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