



REF: INTRODUCTION LETTER

We are pleased to introduce our reputation in logistics and consequently request you to appoint us your Clearing & Forwarding Agent.

As premier service international Freight Forwarders, we rank second to none in designing logistics infrastructures which provide the best compromise between cost, speed and reliability. This process of designing and executing these logistics plans has earned for the **Benairs Logistics** the title: **Architect of Transport**.

The target groups of **Benairs Logistics** are those customers for which the standard service of the common forwarding Agents, Airlines and Integrators is not sufficient. We seek to distinguish ourselves by providing the most possible flexibility and reliability in customer service. Our global agency network enable clients to benefit from a package tailored to their individual needs and time requirements.

As an accredited intermediary in your logistics chain, we keep the promise you gave to your customers: - **JUST-IN-TIME**.

Attached herewith is an outline of our company's profile, services and rates quotation respectively.

Thank you in advance for your anticipated response.

Yours faithfully,

Managing Director.

COMPANY PROFILE

Mr. Ben Kyalo founded **Benairs Logistics Ltd** on the 20th Dec 2000. Simultaneously an office was opened at the Jomo Kenyatta International Airport to carry out all forwarding operations. The director attended Trans-Eastern Airlines Aviation College, the FIATA Airfreight Institute (Geneva, Switzerland) and the IATA Training & Development Institute (Montreal, Canada) whereby he graduated with Masters in IATA/FIATA Aviation cargo covering the principles and practices for processing international Airfreight and the IATA Dangerous Goods Regulations respectively.

The director acquired wide knowledge and experience within long years of working for the international forwarding businesses and Airlines; having thereby occupied leading positions. Over the years, the company successfully acquired a highly satisfied number of customers. To consolidate and cultivate confidence in **Benairs Logistics**, competence is therefore the primary ambition of the company.

Benairs Logistics renders the following services in her capacity as **IATA cargo Agent / consolidator:**

LOGISTICS CHAIN

(a) Going global-a growing trend

Global sourcing is becoming increasingly popular as a way of accessing new opportunities and strengthening your competitive edge. It is common practice for companies to develop a product in the U.S.A, manufacture it in Japan and sell it in Europe. This means that merchandise will often make a longer and perhaps more complicated journey from its source to the final destination-from concept to consumption.

(b) Managing the process

Benairs Logistics chain management services are designed to ensure that each step of your logistics chain is carefully coordinated and managed. Our staff is comprised of professionals who are committed to securing the process so as to meet your requirements. Given our network of agents and logistics partners around the globe, we are in a position to support your buying, selling and logistics processes anywhere in the world.

(c) Linking up with you

In order to better understand your specific needs and expectations, we work closely together with you. We begin by designating a dedicated client team with the exclusive task of examining each step in your logistics chain. Their job is to understand the nature of your business and assist in optimizing your logistics processes. Working in conjunction with you, the client team will develop, implement and maintain standard operating procedures that will suit your specific needs, thus becoming the fundamental document upon which we will operate your logistics chain.

AIRFREIGHT

(a) Timing is everything

Where time is of essence for certain shipments, airfreight is the natural choice. Benairs Logistics understands why valuable time must not be lost. Our highly skilled employees care about your merchandise as much as you do. Processing and overseeing each detail of every stage, so your merchandise arrives safely and as quickly as possible. That includes processing all the administration work, handling and documentation before and after the flight in accordance with the **IATA / ICAO** regulations. We know that customer success and satisfaction stems not only from our solutions, but also from our staff. Our commercial service team includes international business experts who have in-depth knowledge of global trade as well as our solutions. They are highly trained and experienced in industry standard methodologies.

(b) Elimination of Guesswork

To monitor the exact progress of your merchandise through each step, you'll appreciate our global data processing and sophisticated communication network. These Benairs Logistics systems have been designed to make the entire process totally transparent. That way you can make decisions based on real facts and real time. Knowing exactly where your merchandise is-any where, at any time will eliminate the guesswork on your part.

AIR CARGO CHARTERS

At Benairs Logistics, we understand that the punctual, safe and cost-effective delivery of all your air cargo consignments is a fundamental aim of any freight organization. Whatever your shipment, urgent, high value or outsize cargo, our commitment to you is to provide the best solution for all your cargo aircraft chartering needs ranging from **Full to Split Charter-flights**. Our comprehensive database of all types of aircraft is constantly updated with current locations and availability. Using this knowledge, we aim to provide our clients with the right aircraft at the right time and at the best price to meet all your freight requirements.

The benefits to you:

- We provide a 24 hour, 366 days a year service, ensuring a total commitment to our customers.
- Our expert knowledge combined with our comprehensive freight aircraft database means you get the optimum solution to all your freight requirements.
- Our staff has extensive operational experience and is able to provide effective support and advice at every stage of the operation.

CONSOLIDATION

This is by far the most popular and cost-effective way to effect freight movement. It is based on set flights during the course of the week where the allocation of space is pre-booked with the nominated Airline. The freight charge is cheaper than on a direct Master Air Waybill and it also means that flight details can be given quickly.

We facilitate our customers by making cargo consolidation by Air/Sea which includes the transportation of cargo to the stuffing point, stuffing the cargo into the container, processing shipping documents with customs, use of premium Air/Shipping lines and make sure that the cargo will reach the respective destination well before the stipulated time given by the reputed customer. We follow carefully all the important shipping instructions given and take care of your cargo by warehousing it until the shipment will be physically effected.

SEAFREIGHT

Sea freight is an eminent feature among the services offered by Benairs Logistics. Our network of agents and logistics partners worldwide enable our clients to benefit from a package tailored to their individual needs and time requirements. We excel in facilitating our clients with the following Sea freight services: -

- Worldwide export consolidation services.
- Import de-consolidation services.
- Handling FCL's / LCL's shipments to worldwide destinations.

FCL: If a shipper / importer has enough cargo to make either a 20ft or 40ft container cost-effective, the product is sold at a container rate. The customer pays an agreed price for the container, it is then totally at his discretion as to how much cargo is placed inside the container-the more tonnage placed inside the container the lower the unit price.

LCL: This is the same type of product, as the consolidation service on airfreight where there is not enough cargo for the shippers needs to warrant paying for a 20ft container. So space is sold at the applicable weight / measure price to and from the major ports throughout the world-this is effectively a groupage service.

As we work with all shipping lines, a detailed schedule of services can be provided which highlights the frequency, transit time and real freight costs as they do vary considerably for different lines within the same trade route.