

# Mapping logistics across Africa

## **Definition of a logistic platform:**

Two-or multi-sided digital platform through which the shipment of goods can be organized

## Senegal

Parcel delivery platform Yobante Express that provides courier services to retail, e-commerce and agricultural businesses.

## **Egypt**

B2B marketplace MaxAB which enabled more than 55,000 merchants to directly source their stock from the manufacturers.

## Kenya

مكست

maxab

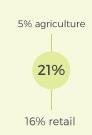
B2B marketplace Twiga for agricultural produce which delivers to more than 10,000 vendors daily from its 8,000 farmers.

## **Types of platforms**



## **B2B** marketplace

Marketplace through which businesses sell their products to other businesses and which manages the logistics of moving these goods through collaborating with logistic providers.





## On-demand logistics platform

37%

Platform that connects the shippers of goods that require logistic services with logistic providers on an on-demand basis.



## Last mile delivery platform

37%

Platform that organizes the last mile delivery of goods from businesses to customers.

## Côte d'Ivoire

On-demand logistic platform Kamtar that connects businesses with more than 5.000 truck drivers.



Nigeria

### **South Africa**

B2B marketplace Khula that connects over 3,000 farmers with input providers and more than 100 buyers. **khula!** 

Tracking is the most common form of value-added services followed by insurance.

## Provision of value-added services:

25 / 38 (66%) of platforms offer value-added services for their users in addition to logistic services:



Inventory management



On-demand logistic platform Kobo360 with a total fleet of 12,908 trucks serving more than 2,000 businesses.

26%

Vehicle

Credit