

2025

# Beyond cargo

COMPANY PROFILE



Beyond Cargo

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# About Us.

## Introduction

Beyond Cargo is a Zimbabwean-owned company based in the heart of Victoria Falls, specializing in agricultural produce imports, transport, and logistics. We pride ourselves on being a reliable and efficient link between producers, suppliers, and end markets both locally and across borders.

We are driven by a commitment to excellence, customer satisfaction, and the development of sustainable trade networks in Southern Africa.





# Mission & Vision.

## MISSION

To deliver top-quality agricultural produce and logistics services with integrity, speed, and professionalism ensuring our clients' cargo arrives safely and on time, every time.

## VISION

To be the most trusted and innovative logistics and agricultural import company in Zimbabwe and the Southern African region.

## WHY CHOOSE US

- ✓ Reliable Transport Network
- ✓ Experienced Logistics Team
- ✓ Custom Solutions for Each Client
- ✓ Commitment to Quality and Timeliness
- ✓ Affordable and Competitive Pricing





# Our Philosophy.

At Beyond Cargo, our philosophy is rooted in integrity, accountability, and service excellence. We believe that logistics is more than just moving goods it's about building trust, delivering promises, and creating lasting partnerships.

We approach every shipment, client, and transaction with the mindset that your cargo is our responsibility. From the moment your goods are in our care to the moment they reach their destination, we remain committed to transparency, communication, and reliability.

We operate with a solutions-first mindset, embracing innovation and continuous improvement to adapt to the evolving demands of the transport and agriculture industries. We treat every client, big or small, with equal respect ensuring personalized service, proactive support, and consistent performance.

Our philosophy also embraces sustainability we seek to minimize environmental impact by optimizing routes, reducing waste, and working with eco-conscious partners.

# Marketing

At Beyond Cargo, our marketing approach is centered around building strong relationships, creating visibility, and delivering value. We understand that trust is essential in the transport and logistics sector, which is why we focus on personalized customer engagement and dependable service delivery. Our strategy combines both traditional and digital marketing methods to reach our diverse audience. We actively promote our services through word-of-mouth referrals, participation in local trade events, and direct outreach via calls and messaging. Additionally, we leverage social media platforms such as Facebook and WhatsApp to connect with clients, share updates, and showcase our work. Our goal is to not only attract new customers but to build long-term partnerships based on transparency, reliability, and consistent quality.



## PRODUCT

We import and distribute fresh agricultural produce like tomatoes, onions, citrus fruits, grains, and legumes. Our logistics services include cross-border transport, cold chain solutions, and local deliveries. All our products and services are tailored for quality, freshness, and reliability.



## PRICE

Our pricing is flexible and competitive. We offer personalized quotes based on volume, distance, and urgency. Discounts are available for bulk orders and long-term clients. Transparency is keyour rates are clear, fair, and designed to give value for money.



## PROMOTION

We promote Beyond Cargo through social media platforms, business cards, flyers, and trade events. Referrals from satisfied clients also help us grow. Our promotions highlight our reliability, quick delivery, and strong customer support.



## PLACE

Our company is based in Mkhosana, Victoria Falls, a strategic location for local and regional trade. We deliver across Zimbabwe and to neighboring countries like Zambia, Botswana, and South Africa. Our transport network ensures fast, safe, and efficient service.

# Contact

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