



Fele Express Delivery

You book, we deliver in 30 minutes — or it's free!

Revolutionizing last-mile delivery in Benue State,
Nigeria.



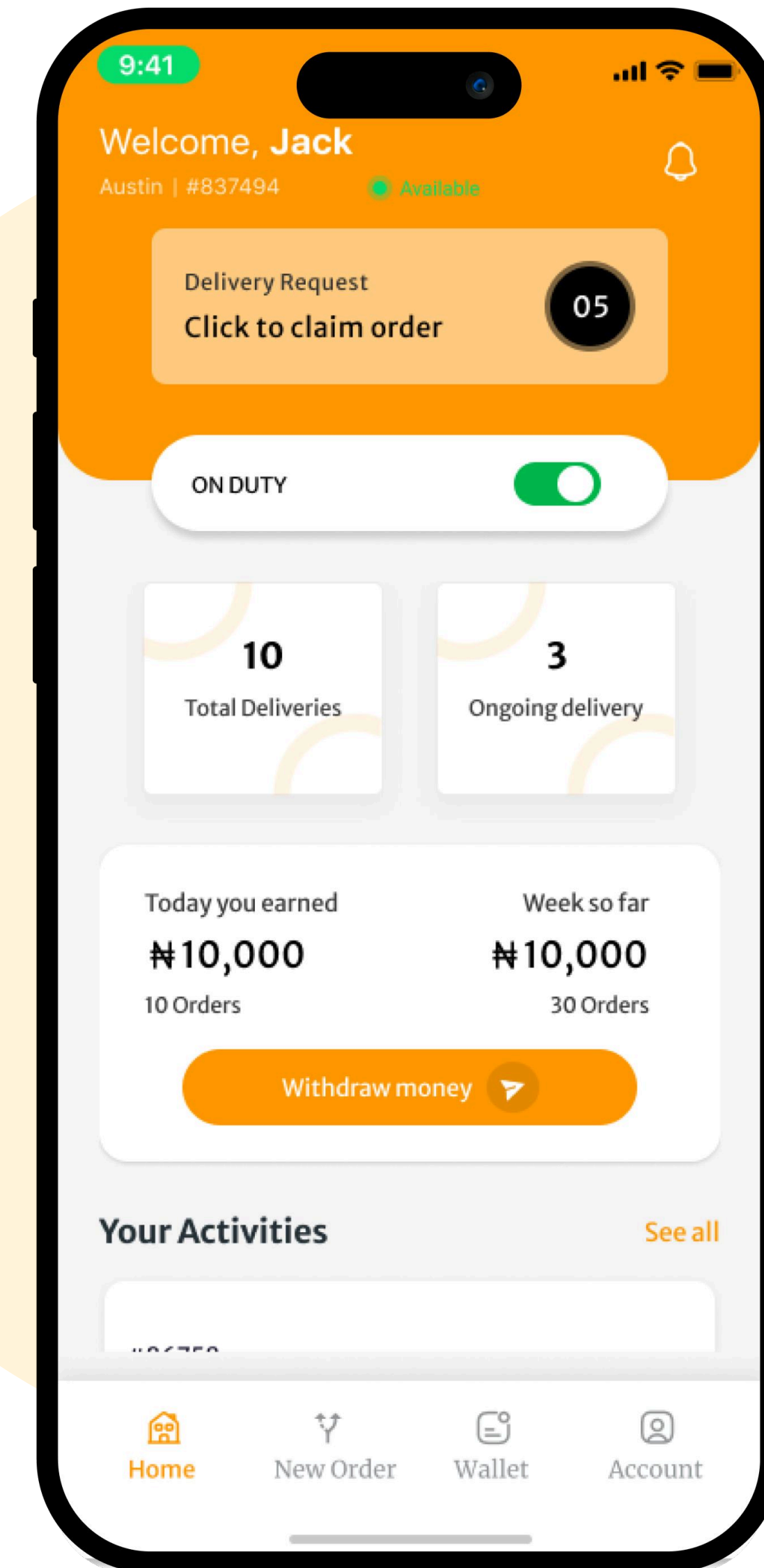
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Summary

Fele Express Delivery is a fast-growing logistics startup transforming last-mile delivery in Benue State, Nigeria. With our bold promise — "You book, we deliver in 30 minutes or it's free" — we offer unmatched speed, reliability, and convenience to individuals and businesses.

Founded by Mfena Gwaza and led operationally by James Msughter Shirsha, Fele Express was created to simplify delivery using digital tools, transparency, and a customer-first approach. Our service supports e-commerce businesses, restaurants, pharmacies, and individual clients who need urgent, dependable deliveries.



About Us

Frustrated by outdated waybill systems, unclear pricing, and poor transparency, a team of local problem-solvers built Fele Express — a digital-first logistics company.

"Fele" — meaning "Fast" in Tiv — reflects our mission: make on-demand delivery accessible, fast, and reliable through a simple mobile app. Our platform connects users to a fleet of professional riders, ensuring delivery at the tap of a button.



98%

on-time delivery
success rate.

The Problem

✗ Slow, unreliable deliveries frustrate users and businesses.



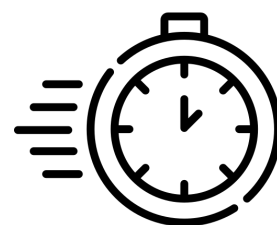
Waybill systems are inefficient and opaque



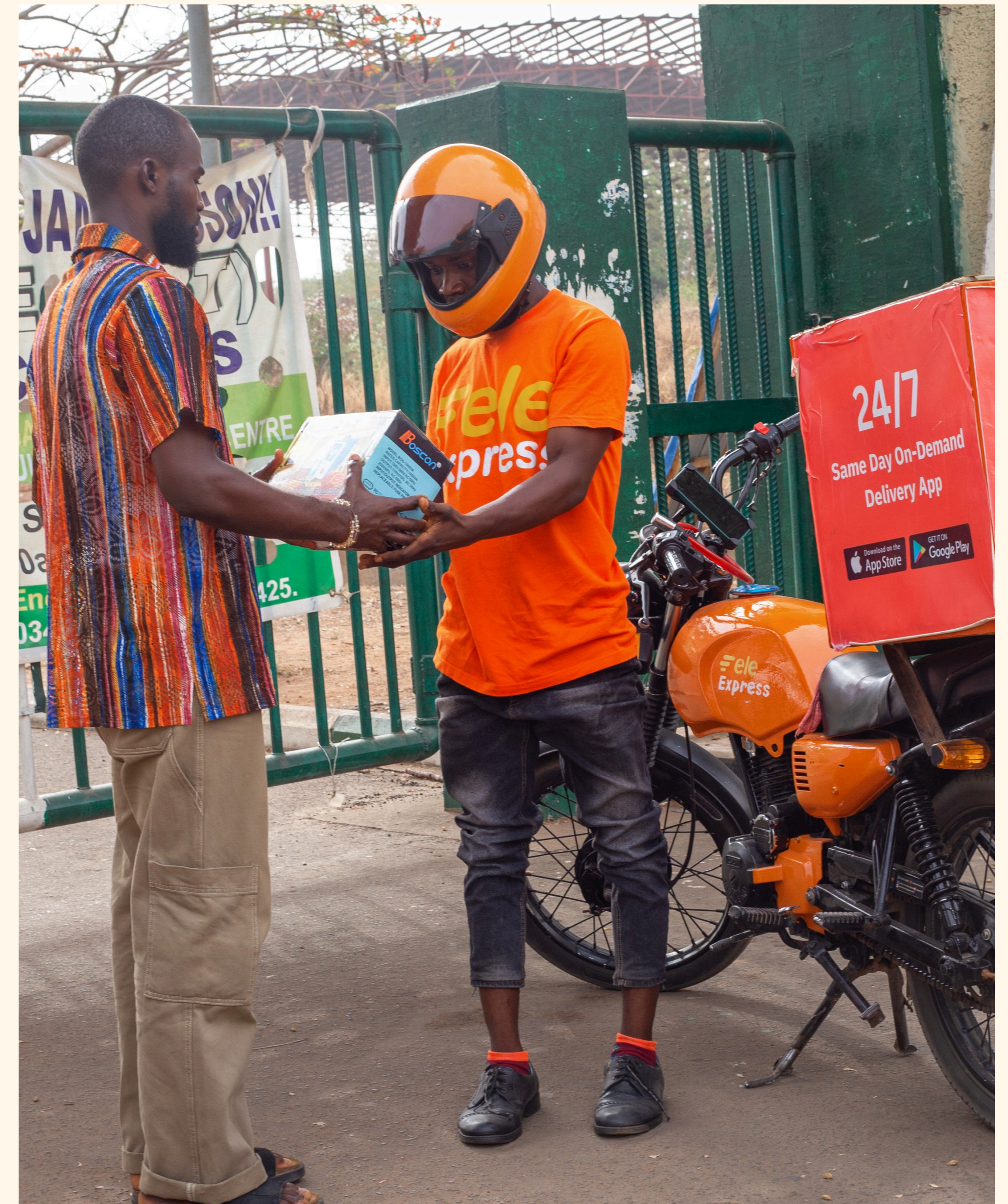
Late deliveries affect trust and sales



No consistent or accountable service in Benue

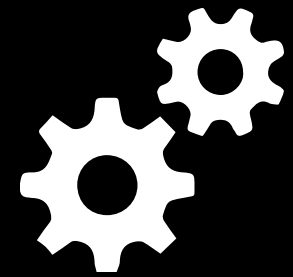


Customers need speed, reliability, and transparency



Our Solutions

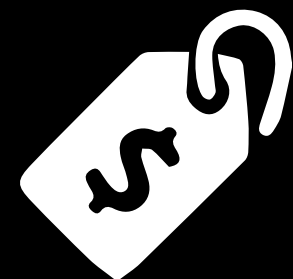
✓ “You book, we deliver in 30 minutes — or it’s free.”



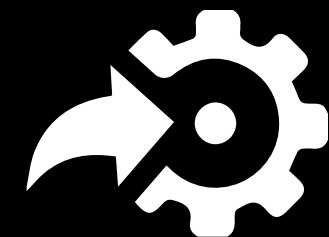
Tech-driven delivery system
with real-time tracking



Reliable fleet of **trained riders**



Transparent pricing with
instant quotes



Integration-ready for
business apps



Vision & Mission



Mission

To provide fast, reliable, and affordable last-mile delivery services across Nigeria through innovation and customer-centric operations



Vision

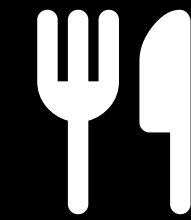
To become Nigeria's leading on-demand delivery platform, starting with Benue and expanding nationwide.

The Business

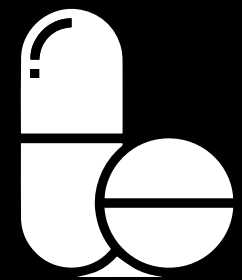
We Serve:



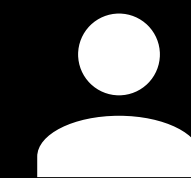
E-commerce retailers needing fast fulfillment



Restaurants and food vendors offering timely deliveries



Pharmacies with urgent health-related products

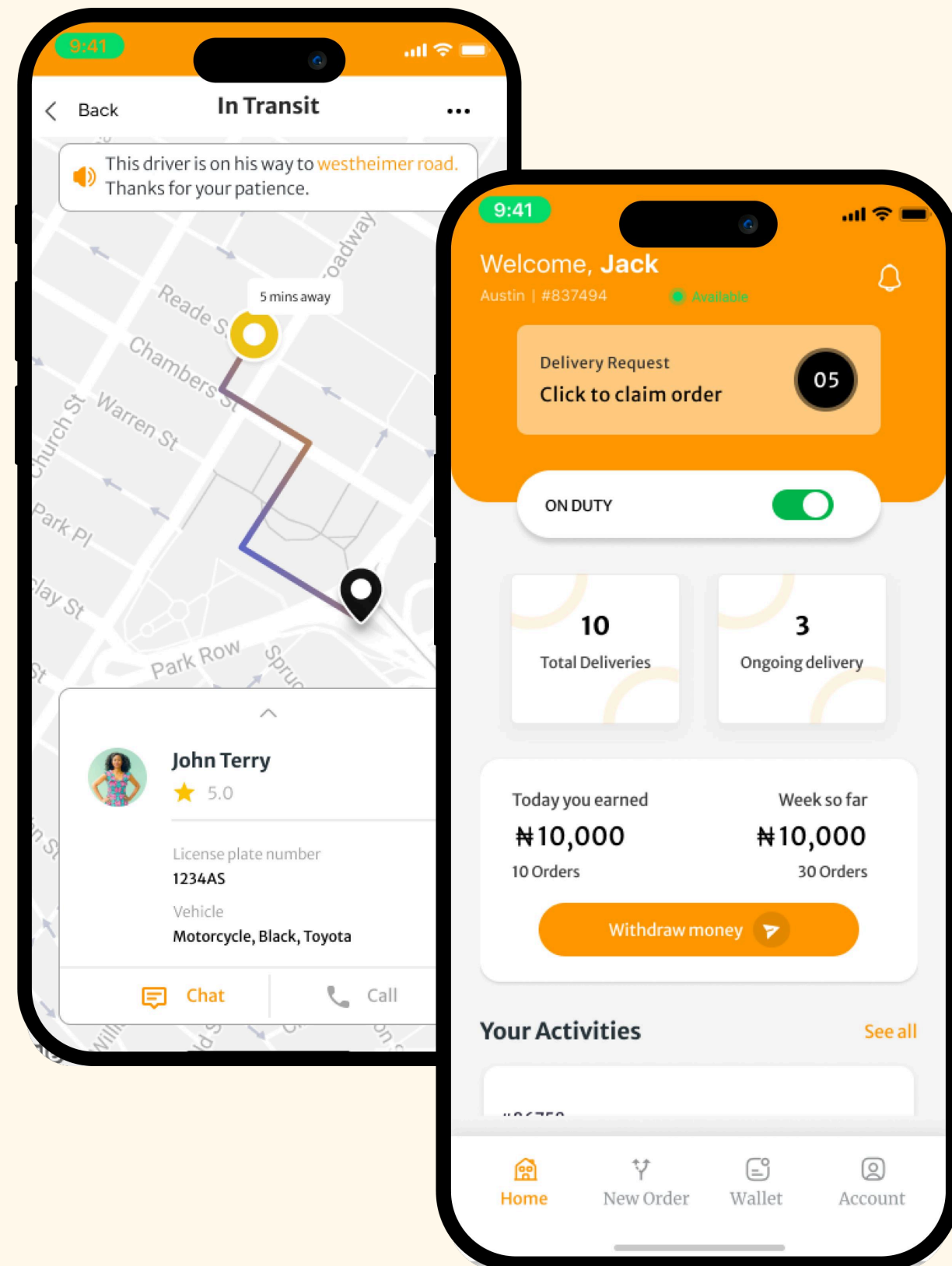


Individuals who value speed and convenience

Our competitive edge lies in our **time-bound guarantee**, seamless app experience, and an **API for third-party website/app integration**, allowing businesses to automate deliveries efficiently.

The Impact

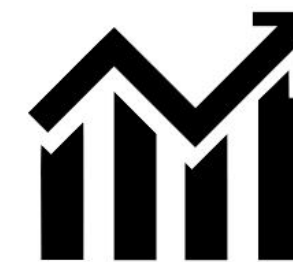
🚀 Since launching in 2023...



Over 1,400+ **deliveries completed** from June to December 2024 only



32+ **businesses** using Fele daily

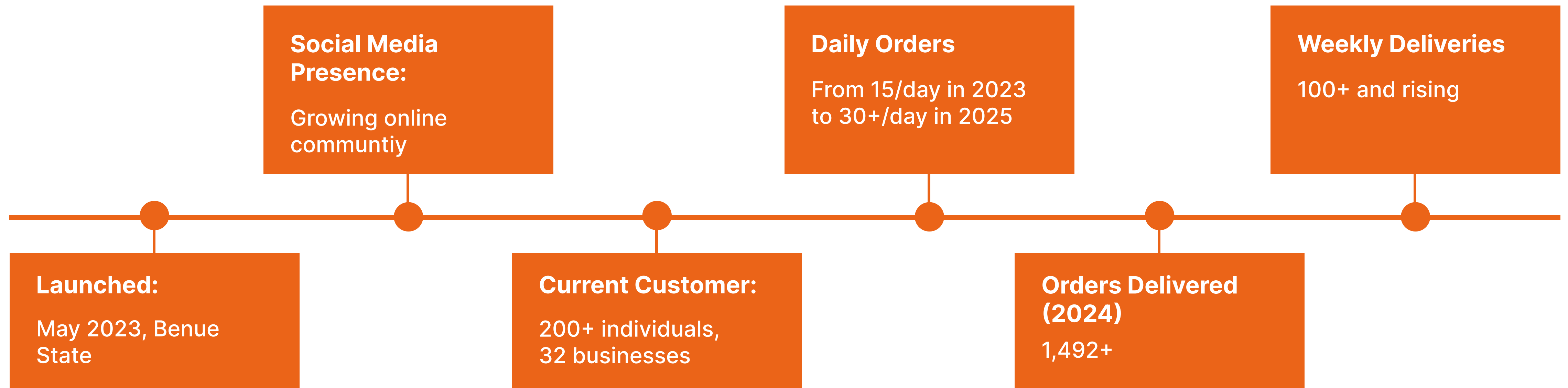


98% on-time delivery **success rate**



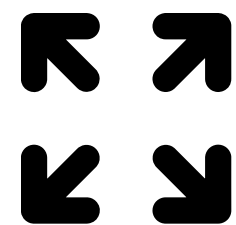
Positive user testimonials and repeat business

Traction & Progress



Future Plans

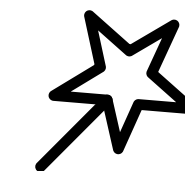
Initially envisioned as a decentralized platform using user-owned vehicles, we pivoted to a company-owned motorcycle fleet due to local market conditions. As we expand into Abuja and other tech-forward cities, we plan to reintroduce our original model — a scalable, decentralized logistics network.



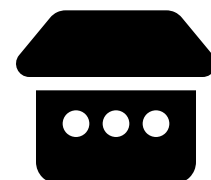
Expand to Abuja and other Nigerian cities



Launch decentralized rider program



Optimize our tech and app infrastructure



Forge e-commerce and retail partnerships



Secure investment to scale nationwide

Inspiration: Our business model is inspired by Asian delivery giant *Lalamove*.

Our Teams



Mfena Gwaza

Founder & CEO

Visionary entrepreneur
passionate about tech-driven
logistics.



Esq. T Orsootyo

Legal Advisor

Ensures compliance and
legal structure.



+ 5 Dedicated Riders

Our reliable delivery
champions on the road every
day.



James M. Shirsha

Operations Manager

Oversees daily logistics, customer
service, and delivery performance

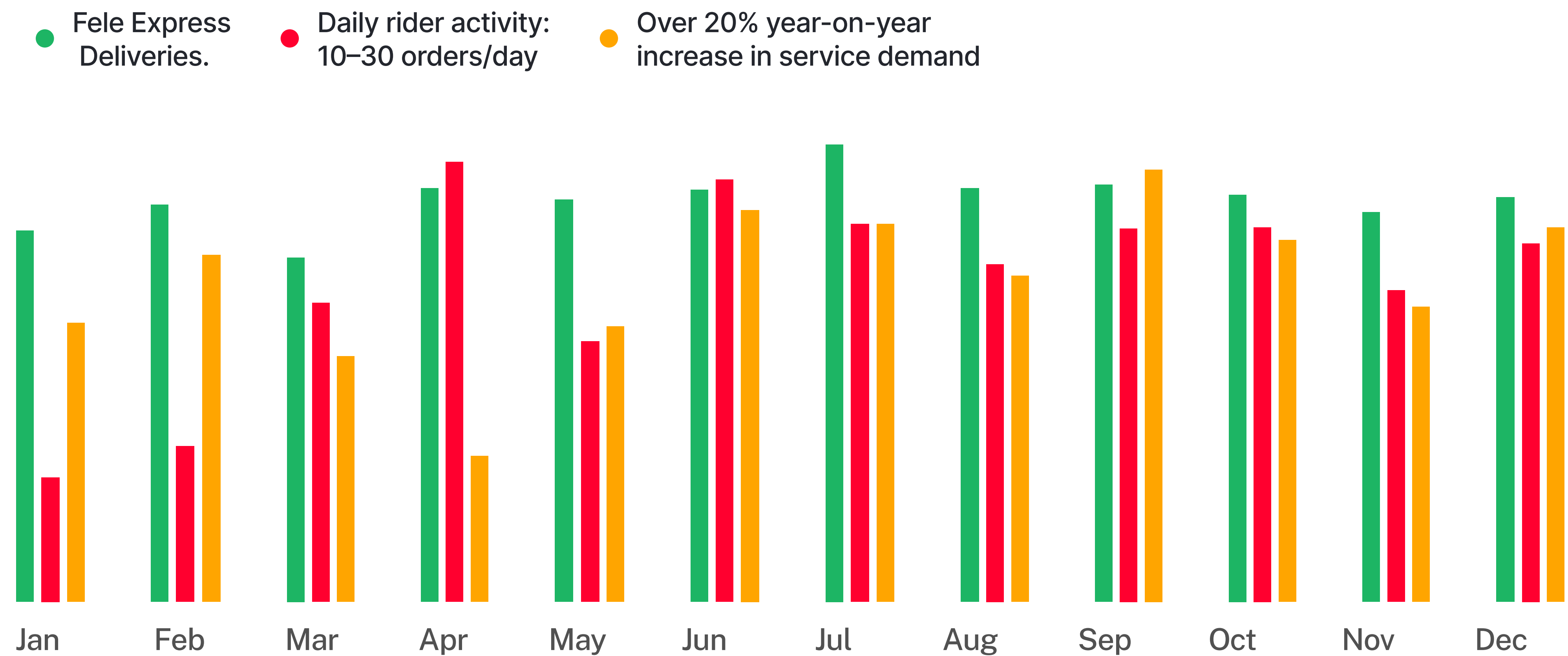


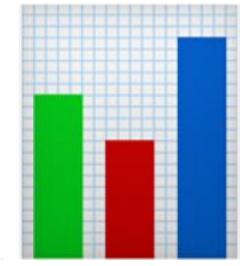
James Terngu

Head Rider

Leads and trains our team of
professional delivery riders.

Growth Statistics (2023–2025)





Market Size (Benue State & Nigeria)

Value 1

Nigerian logistics market was valued at \$60 billion in 2021, with steady YoY growth.

Value 2

E-commerce deliveries in Nigeria are projected to grow by 18.9% CAGR through 2027.

Value 3

Benue State, with a population of over 6 million, has rising demand for:

- Food, grocery & pharmacy deliveries
- Courier services for small businesses
- Last-mile logistics (especially in Makurdi)



Growth Opportunities



Hyperlocal Dominance:

Be the first to scale tech-enabled same day instant delivery in Benue and Beyond.



SME Integration:

Partner with 500+ small businesses lacking reliable logistics.



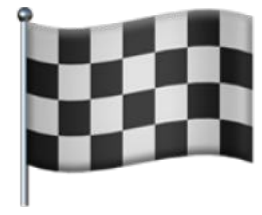
Vertical Expansion:

Add express medicine, documents, and food services.



Franchise Model:

Expand to nearby states via Fele Riders Network.



Competitor Snapshot

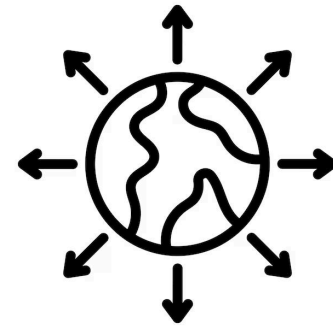
Competitor	Location	Strengths	Gaps Fele Solves
GIG Logistics	Nationwide	Scale, tech platform	Lacks hyperlocal 30-min delivery
Kwik Delivery	Lagos, Abuja	App-based, fast delivery	Not present in Benue
Local Riders	Benue (informal)	Cheap, accessible	Unreliable, no tracking, inconsistent

Call to Action

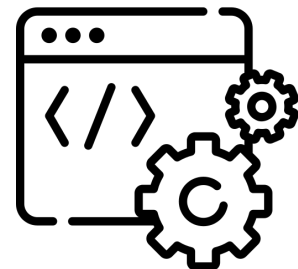
We are seeking partners and investors to help us:



Scale operations



Expand geographically



Optimize our tech platform



Acquire more riders and vehicles

Join us in redefining last-mile delivery across Nigeria.

📍 Makurdi, Benue State

🌐 www.feleexpress.com

☎ +234 704 852 3989



Thank You

For your nice attention.

