



## Cheetah Development, Inc. Newsletter

### Quality Bikes for Tanzania 'Project Punda'

December 14, 2009

In This Issue

**Project Punda**

Quick Links

**Last Month's Newsletter  
More About Us**

#### Dear Friends and Supporters

Our hope is that this holiday season finds you in good health and enjoying this hectic time of year. As you shop and bake, plan and manage, wrap, pack, and mail things, we would ask that you find the time to read about another opportunity from Cheetah that you could involve yourself in and change the lives of many in Tanzania. This newsletter concentrates on the 'Punda' (Swahili for donkey) Project. So put the Christmas 'to do' list down for a moment and read on.

Thank you!  
-Lonnie-

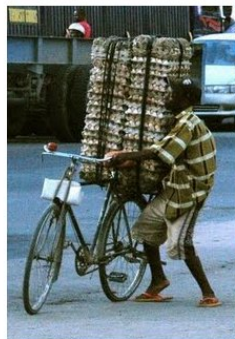
#### Punda Project

Getting from here to there...How valuable is your car to you? For those of us in the United States, do you remember the time you got your first car? A vehicle allows for mobility, independence, access, time saving, and on and on. Think of how your life would alter if you had to walk everywhere, carrying everything with you. Consider if you're a merchant and your wares need to get to the market, now how important is your vehicle?

Transportation in the developing world is difficult. In Tanzania the first wish is not to own a car but a bike. Think once more about getting any product to a selling point. To carry on foot limits both amount and distance traveled. The benefits of owning a bike are staggering. You can carry 5 times as much product, go 5 times the distance, and get there in a quarter of the time. Cheetah Development is taking this a step further. We are developing a line of special heavy duty bikes. It has been determined that the payback from the purchase price of a cargo bike is 3-9 months. Wow, think of the impact on a family's income.



Think of this as a truck. Some pictures speak better than words are able to. The limited cargo bikes available in Tanzania are in short supply, highly demanded, of poor quality, and require high maintenance due to break downs. The cost to ship the poor quality bikes in from China and India accounts for about half their purchase price. Because they are difficult to obtain and the quality is poor, local people try to use ordinary bikes to carry heavy loads. We have commonly seen wheels folded in half, frames bent and handlebars folded back. Because of this, Cheetah has determined that opening a bike factory in-country would not only yield high profit margins but also produce a better quality product for the Tanzanian people.



Partnering with micro-finance organizations, to help finance purchases, and the American bike industry, to help design an innovative product, Cheetah Development is planning to launch the 'Punda' (donkey) factory. 'Punda' would manufacture light cargo transport products, which

would include 2 and 3 wheeled heavy duty cargo bikes. This project will require about \$650,000, which includes the support expenses for Cheetah. We expect recovery in only 30 months.

A complete business plan is available upon request, but the key points in the plan to achieve market penetration and change lives through the 'Punda' Project, would include:

- Manufacture the frame and import most components.
- In stages, offer a complete product line, including accessories.
- Create distribution channels (effective channels lacking for nearly every product in East Africa.)
- Partner with micro-finance organizations so that buyers have a way to purchase.
- Receive assistance from American bicycle designers and companies for quality, affordable design, purchasing power, and manufacturing guidance.
- Export products from Tanzania to East African nations.
- Benefit from a "Made in Africa" brand and local shipping advantage.
- Work with universities to manage corruption within and around the company, receive legal assistance, engineering design of factory jigs, accounting help, etc.
- File patents through the assistance of university partners to protect product innovations from Asian imports.

These strategies are designed to bring access to the products to rural areas, provide financing to make them available to a wide group of buyers, establish a sustainable industry within Africa that provides meaningful jobs, and deliver a quality product to people instead of taking advantage of their poverty

What Cheetah is asking from you is to help sponsor the first year's production expenses. Each bike will cost us about \$260, thereby giving one family an incredible boost to not just their income but also their quality of life. How many families will you help? This Christmas, put something amazing under the tree - a whole new life for a family. We'll take care of wrapping it up for you.

To learn more about the 'Punda' Project and Cheetah Development, click on [Punda Project](#) and [Cheetah Development](#). To send your tax deductible contribution online click on [Donate Now](#). To mail your donation, make check payable to Cheetah Development and mail to:

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God Bless your Holiday Season!

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