

DAR WONDERLAND BEACH RESORT INVESTMENT COMPANY LIMITED

BUSINESS PLAN

Region Dar Es Salaam, District Kinondoni, Ward Mikocheni,

Postal code 14112, Street Mikocheni light industrial area, Road

Mikocheni light industrial area, Plot number 9



The information contained in this business plan is confidential and is intended for the use of the Board of Directors of the company and is not to be distributed to any other person without the prior written consent of the company.

Executive Summary

Company Overview

ABC Manufacturing Beach Resort Investment Company Limited is a private company with the aim of providing investment services in the tourism and leisure industry. The company was founded in 2024 and is a subsidiary of **ABC Group Ltd**, a leading business development firm. The company's primary focus is on the development and management of high-quality beach resort properties in the Caribbean region, with a particular emphasis on sustainable and eco-friendly practices. The company's core business areas include:

- Development and construction of beach resort properties.
- Management and operation of beach resort properties.
- Investment and acquisition of beach resort properties.
- Marketing and sales of beach resort properties.

The company's primary goal is to create a world-class beach resort experience for its guests, while also contributing to the local economy and environment. The company's strategy is to focus on high-quality, sustainable development and to provide exceptional customer service. The company's key objectives are:

- To develop a world-class beach resort experience for its guests.
- To expand the company's presence in the Caribbean region.
- To increase the company's revenue and profitability.
- To create a sustainable and inclusive business model.
- To provide strong returns on investment (ROI) to its investors.

Key Objectives



- 1. **Develop a World-Class Beach Resort Experience:** To create a world-class beach resort experience for its guests, while also contributing to the local economy and environment.
- 2. **Expand the Company's Presence in the Caribbean Region:** To increase the company's revenue and profitability by expanding its presence in the Caribbean region.
- 3. **Create a Sustainable and Inclusive Business Model:** To create a sustainable and inclusive business model that provides long-term value for the community, investors, and the environment.
- 4. **Provide Strong Returns on Investment (ROI) to its Investors:** To provide strong returns on investment (ROI) to its investors through a combination of revenue growth and cost management.

- **Maximize stakeholder value:** To ensure high profitability and long-term growth for investors, shareholders, and partners.
- **Deliver exceptional guest experience –** To provide world-class accommodation, dining, recreation, and shopping facilities that meet international standards.
- **Support local economy:** To create employment opportunities and promote local businesses through partnerships, sourcing, and tourism growth.

Business & Operational Objectives

- **Achieve High Occupancy Rates:** To target 80%+ occupancy at the resort in the first 3 years of operation and 85% retail space occupancy within 12 months of mall launch.
- **Build a Strong Management Team:** To recruit experienced professionals in hospitality, retail leasing, facilities management, and marketing within the first 2 years.
- **Ensure Quality and Compliance:** To Meet all international standards for five-star rating (tourism board, hotel certification) and mall safety, accessibility, and security codes.
- **Implement Sustainability Standards:** To achieve green building certification (e.g., EDGE or LEED), using renewable energy, water recycling, and waste reduction systems.
- **Deliver Exceptional Guest Experience:** To maintain a customer satisfaction rating of 90%+ across the resort and shopping mall facilities based on service quality, cleanliness, and amenities.

Community & Social Impact Objectives

- **Create Employment Opportunities:** To Generate at least 200 direct and 3,000 indirect jobs during construction and operation phases, prioritizing local hires.
- **Promote Local Culture and Products:** To dedicate 15–20% of retail space to Tanzanian brands, artisans, and cultural experiences.
- **Support Community Development:** To invest in local schools, health centers, and environmental initiatives through structured Corporate Social Responsibility (CSR) programs.

Our Vision

To be a leading force in redefining coastal luxury in East Africa by creating world-class hospitality and lifestyle destinations that blend natural beauty, cultural heritage, and modern excellence.

Our Mission Statement

Our mission is to design, develop, and manage a premier Five-Star Beach Resort and Shopping Mall at Ununo Beach, delivering unmatched guest experiences, promoting sustainable development, empowering local communities, and creating long-term value for all stakeholders.

Our Core Values

- **Excellence :** We strive for the highest quality in every aspect of design, service, and management.
- **Sustainability :** We are committed to environmentally responsible development and operations.

- **Innovation** : We embrace creativity and smart solutions to enhance guest and shopper experiences.
- **Integrity** : We uphold transparency, ethics, and professionalism in all our dealings.
- **Community Impact** : We invest in the local economy and empower communities through jobs, training, and partnerships.
- **Cultural Pride** : We celebrate and promote Tanzanian culture and identity throughout our projects.

Value Proposition

Dar Wonderland Beach Resort Investment Company Limited will bring a distinctive edge to the Tanzanian hospitality and retail industry by delivering premier destination where luxury beachfront living meets vibrant retail and entertainment, offering guests and visitors an unparalleled lifestyle experience at Ununo Beach. Our integrated five-star resort and upscale shopping mall create a seamless blend of relaxation, world-class hospitality, exclusive retail, and cultural immersion in one iconic coastal location.

Unique Integrated Destination Experience

- **Luxury & Convenience Combined:** Guests will enjoy the tranquility and indulgence of a five-star resort while having immediate access to a premium shopping mall featuring global and local brands, gourmet dining, entertainment, and lifestyle services— all steps from the beach.
- **One-Stop Destination:** Whether visitors come to relax, shop, dine, or be entertained, they can do it all in one beautiful, secure, and convenient location.

Prime Location Advantage

- **Exclusive Beachfront Access:** The resort's privileged position on Ununo Beach offers guests stunning ocean views, private beach access, and proximity to Dar es Salaam's urban conveniences.
- **Destination for Locals and Tourists:** The combined resort and mall appeal not only to international tourists but also to the affluent local population seeking upscale shopping, dining, and leisure experiences by the sea.

Sustainability and Community Commitment

Since environmental regulation and community relations are increasingly important in Tanzania (coastal protections, local community rights, tourism impacts) **Dar Wonderland Beach Resort Investment Company Limited** has from the beginning committed to sustainable design, minimizing environmental footprint, managing coastal ecology, waste, water, etc.

- **Eco-Friendly Design and Operations:** Incorporating green building technologies, renewable energy, waste reduction, and water conservation to minimize environmental impact.
- **Empowering Local Economy:** Supporting local suppliers, employing local workforce, and fostering community development through tourism.

Target Market Appeal

- **Upscale Tourists and Business Travelers:** Catering to high-net-worth individuals seeking luxury vacations with lifestyle shopping and entertainment.
- **Local Elite and Middle Class:** Offering a premium retail and leisure experience accessible to the growing affluent local demographic.
- **Corporate and Events Market :** Providing facilities for corporate retreats, conferences, weddings, and events that combine luxury accommodation with retail and entertainment.

Business Background

Company History

Dar Wonderland Beach Resort Investment Company Limited was founded in December 2024 by a group Chinese investors and local investor who provide land as his capital injection. These investors have multiple experience in hospitality, real estate development and luxury tourism, Retail markets and management.

Its founding was motivated by recognizing the appeal of Ununio Beach, proximity to Dar es Salaam, natural beauty, yet under utilized potential for high end tourism development. The founders believe that with the right investment, Ununio can be transformed into a premier destination that combines luxury accommodation, shopping, leisure, and culture.

Since incorporation, the company has proceeded through the following phases:

Phase	Activities / Achievements
Land Acquisition and Feasibility	Secure beach front land at Ununio, carried out environmental impact assessments, market studies, cost and revenue projections, identify zoning, planning, permitting requirements.
Design and Planning	Engaged architects and consultants to produce a world-class beach resort and mall masterplans, designed 135 villas, amenities (recreation, restaurants, pools, etc.), retail layout, mall infrastructure, landscaping.
Financing & Partnerships	Sought investment from shareholders and partners and exploring branding/management partnerships for the resort.
Construction	Commenced infrastructure works: site levelling and installation of an electrical service line to the construction site, and building temporary construction camp.

Business model

Dar Wonderland Beach Resort Investment Company Limited will operate as Real Estate developer and managing company in Five-star beach resort and shopping mall. The Company will identify strategic land parcels in high-potential areas (urban centers like Dae es-salaam, Anzaha and Zanibar) and conduct due diligence on ownership or long-term leases and zoning regulations. Engaging with Government agencies for permits and land use approvals. Also the Company will finance the project of five-star beach resort with 135 villas and shopping mall at Unuzio beach.

The Company will study target demographics, pricing, competitor offerings, construction costs, create a financial model to assess- construction costs,

The Company will hire architects and engineers to prepare concept, schematic and detail designs and manage the construction project, leasing the property and sign management contract with a hotel brand.

Finalizing of the business concept and market research, confirming a strong demand for development and management of five-star beach resort and shopping mall.

Developed a comprehensive business plan outlining a clear path to market entry, growth, and financial sustainability.

Dar Wonderland Beach Resort Investment Company Limited will develop its Unuzio project in two Phases:

The first phase: 30 standalone sea-view villas will be built, along with reception hall, restaurant, and conference room for a five-star beach resort, a 600-square-meter infinity pool, a 2000 square-meter lawn wedding area, a beach bar, beach barbecues, a 360-degree sea-view gym, the largest beach stage in Tanzania, beach sports and recreational facilities and 10,000 square-meter home-furnishing and building materials shopping mall. Soft opening is expected to begin in April 2026.

The Second phase: The second phase of the shopping center construction will commence, introducing a local chain Supermarket and shop spaces for local and international brands to further diversify the shopping center's offerings and meet varied shopping needs, construction of e-commerce direct delivery warehouse and e-commerce live streaming base to nurture the local e-commerce ecosystem and related talents. The hotel project will be expanded to increase the number of rooms to 135, two additional conference centers will be constructed to meet international conference demands. Further development of the project will include the additional of beach market, a starlight cinema, a love pledge platform and a beach non-motorized amusement area as recreation and leisure projects.

Achievements

As Dar Wonderland Beach Resort Investment Company Limited is in its early stages, there are no historical achievements or milestones to report. However, key progress has been made in laying the foundation for success:

- Finalizing of the business concept and market research, confirming a strong demand for premium hospitality products in Tanzania.
- Secured initial agreements with partners and stakeholders.
- Developed a comprehensive business plan outlining a clear path to market entry, growth, and financial sustainability.

Key Partnerships

- **Government Agencies:** For permits, incentives, and infrastructure support (e.g. TIC, Ministry of Tourism)
- **Hotel Operators/Brands:** for management contracts
- **Retail Brands:** Anchor tenants for the mall
- **Tour Operators:** For bundled packages
- **Financial Institutions:** For financing, payment solutions
- **Local Artisans & SMEs:** for cultural authenticity and CSR

Core Offerings

Resort Services:

- 135 luxury beach front villas
- Infinity pool, spa, wellness center and gym
- Conference & events hall
- 3-5 restaurants & bars
- Water sports & excursions

Shopping Mall:

- High-end retail stores (supermarket, homeware, building material mall, furniture stores)
- Local artisanal and souvenir shops
- Food court & cafes
- Entertainment zone (cinema, kids' play area)
- Event & exhibition space

Organizational Structure



Management and Administration

Management Overview

As a newly established company, Dor Wonderland Beach Resort Investment Company Limited will be managed by Shareholders and Directors, who have the highest authority on strategic decisions for the project and managed in accordance with the resolutions of the partner themselves.

Accounting

An internal accountant will be employed to work with the existing external accountants who should have good experience in accounting systems, as well as being responsible for supervising all financial aspects of the company, including budgeting, forecasting and financial reporting.

As the company grows, Dor Wonderland Beach Resort Investment Company Limited is committed to bring additional skilled professionals across all departments to expand its team and support its mission.

Operations & Services

- Lease spaces to local and international brands
- Provide shared services: security, cleaning, maintenance
- Organize weekend markets, promotions, and events
- Enable foot traffic tracking and digital advertising

Operating Philosophy and Strategy

- **Integrated Management:** The company develops, owns, and operates both the resort and the mall for long-term value creation.
- **Customer-Centric:** Deliver premium service to tourists, shoppers, and event clients.
- **Sustainability:** Eco-conscious construction, operations, and CSR.
- **Technology-Enabled:** Use of ERP systems, hotel PMS, mall management tools, and analytics.

Revenue Streams

- Rental income (fixed + revenue share)
- Parking fees
- Advertising and signage
- Event space rental
- Vendor commissions
- Resort income

Implementation Timeline

Phase	Timeframe
Feasibility & Planning	1-4 months
Design & Approvals	4-7 months
Construction	8-24 months
Soft Launch	16 months
Full Operations	36 months

Final Thoughts

By managing both development and operations under one company, this integrated model offers:

- Full control over quality and branding
- Maximized profitability through diversified revenue
- Strong community and tourism impact
- A scalable blueprint for future properties.

Problem Statement or opportunity

Uruwio Beach is a picturesque coastal enclave of Dar es Salaam with abundant natural beauty and proximity to the city. However, despite Tanzania's growing tourism and hotel demand, Uruwio (and similar beach areas) lack sufficient high-end luxury resort infrastructure.

Presently, luxury hospitality options are limited, environmental persist, and the existing beaches are under-utilized for upscale tourists. For such a region, there is a mismatch between increasing demand for premium beachfront accommodations and supply of facilities that meet international five star standards. Without development, Dar es salaam risks losing potential revenue, local job creation, and tourism market share to competing coastal destinations.

Supporting evidence

- **Growing demand for luxury tourism and domestic high-end travelers:**
 - Tanzania is increasing in popularity for tourists. In 2024, Tanzania received about 5.26million tourists, exceeding its target. Also the local middle and upper classes are expanding, and more domestic tourists seek premium, resort-style stays. There is unmet demand for luxury resort lodging in coastal Dar es salaam.
- **Insufficient high-end hospitality infrastructure:**
 - While Dar es salaam has hotels and resorts, there is a shortage of world-class, full serviced, 5- star beachfront resorts that meet international luxury expectations (amenities, staff service, safety, privacy, etc) especially in Uniano.
- **Limited upscale retail options in beachside zones:**
 - Visitors and residents in coastal and beach area (resident of Uniano, Mbwani and Mbezi beach) have to travel into city centers (Kariakoo, Masaki and Mlimani city) for premium shopping, branded goods, high-end dining experiences. There is a gap for combined commercial, retail complex in or near beach resorts.
- **Economic leakage and missed opportunities:**
 - Tourists who stay in Dar es salaam or even in Uniano without a luxury property, often spend money outside the area (transportation, shopping, dining). Without a high-end resort with integrated retail, local economy misses out on significant value capture
- **Under-utilized tourism and leisure potential:**
 - Uniano has the natural attractiveness (ocean view, beach access, potential for marine leisure) but current amenities (restaurants, water sports, cultural tours offerings, entertainment) are limited. This reduces per-visitor spending.
- **Competition from overseas destination:**
 - For high-net worth or foreign tourists, there is competition from Zanzibar, Kenya coast etc. If Dar es salaam or Uniano doesn't raise its luxury and convenience level, it may fail to attract this segment, or they may stay shorter or spend less.
- **Increasing hotel occupancy and capacity**
 - Hotel bed-occupancy rates have risen dramatically. January 2025 saw approximately 63.5% national occupancy, up from 43-44% a couple of years earlier. Meanwhile, number of hotels and beds has increased this shows strong demand but also indicates supply is being stretched.

- **Shortage of hotel beds relative to demand**
 - A report noted Tanzania requires more than 50,000 hotel beds to meet growing holidaymaker demand, currently existing bed stock is significantly lower. This gap is especially relevant for premium or luxury accommodation which is more scarce.
- **Luxury Resort pricing and scarcity**
 - In Dar es Salaam there are relatively fewer 5 stars hotels; they command significantly higher rates (average 5-stars hotel price around US\$ 350 – 400 per night) compared to lower rated hotels. Also the average luxury resort price in Tanzania is high, showing that customers are willing to pay a premium for top quality.
- **Local issues and constraints around unamio**
 - There are rising concerns about sea level rise, saltwater intrusion at unamio and nearby beaches, causing damage to property erosion, structural issues.
 - Security is a challenge; unamio is noted to have some areas with crime risks especially at night, poorly lit or overgrown sections, which deter visitors.

Solution to problem over the market

- **Strategic location and natural appeal:**
 - Unamio Beach is attractive, ocean frontage, scenic beaches, proximity to city. That offers both convenience for locals, business travelers and the appeal of a beach getaway. Being close to the city reduces transport time/costs for both visitors and supply/investment
- **Integrated offerings increase revenue potential**
 - By combining hospitality (resort) with a high-end shopping mall, restaurants, entertainment, spa and water sports, you can diversify revenue streams; lodge, food and beverage, retail leasing, events/conferences and weddings, each helps to smooth out seasonal fluctuation.
- **Multiplier effects and local development support**
 - Such a project generates jobs (construction, hospitality, retail) and can boost supporting infrastructure which benefit the boarder area. Government may support such development via incentives, permits, zoning approvals, infrastructure investment, as it aids urban development and tourism.
- **Competitive differentiation**
 - If designed well, such a resort and shopping mall can stand out vs more modest beachfront properties or standalone hotels. Unique designs, sustainability features, strong service, integrated retail, high quality amenities, luxury branding can give strong competitive edge.
- **Opportunity to capture spend locally:**

- Visitors staying in the resort are likely to spend in-site/ nearby (shopping, dining, leisure), rather than traveling to other parts of Dar es Salaam. Similarly, the local affluent population may prefer luxury retail closer to home. This reduces leakage and increases local economic retention.
- **Potential for sustainable or green luxury tourism:**
 - Trends global show travelers are increasingly demanding sustainable luxury. A resort and mall can incorporate green building practices, renewable energy, local culture, community engagement, thereby commanding premium pricing and improve brand reputation.
- **Aligns with Government strategy:**
 - Since the Government is pushing for more beach tourism and high-end infrastructure, there may be policy support, possible incentives and easier regulatory alignment for such a project.
- **High return on investment (if well executed):**
 - High room rates, retail rent premium (for mall tenants), ancillary revenues (spa, events and recreation) can generate strong margins. Also land or real estate appreciation in beachfront areas tends to be favorable.

Unique Selling Proposition (USP)

What sets Dar Wonderland Beach Resort Investment Company Limited apart from other competitors in the market is that:

- **Integrated Luxury and Lifestyle:** Our five-star beach resort and lifestyle mall will set a new standard for coastal elegance in East Africa. We will offer an unmatched fusion of luxury accommodation, international and local retail experiences, and authentic Swahili hospitality, all in a sustainably developed beachfront destination. Whether guests come to relax, shop, wedding event or do business, we create a seamless experience that reflects the vibrant spirit and global potential of Dar es Salaam.
- **Prime Location:** One of the few large-scale developments directly on Unurio Beach, offering sweeping views of the Indian Ocean and proximity to the city center.
- **Sustainability Focus:** Eco-conscious development aligned with green building practices and marine conservation.
- **Year-Round Destination:** Capitalizing on Dar es Salaam's warm climate, tourism growth, and business travel sector.

Benefits

Dar Wonderland Beach Resort Investment Company Limited will offer a multifaceted solution to several market needs, economic, tourism, real estate, and lifestyle. By providing an all-in-one luxury coastal destination that meets the growing demand for premium hospitality, modern retail, and sustainable development in Tanzania's most dynamic city of Dar es Salaam.

- A national investor-led trust will manage rail and other publicly listed, large, complex publicly held toll, regulated assets. And modern shopping mall will a mixed mix of commercial, retail, local business, and social, entertainment, food, health and essential services.
- Attracting international capital, expertise, equity, and business expertise meeting world class standards, and also will create a vibrant lifestyle hub that draws both residents and tourists.
- Positioning Dar as a center of a private capital market destination: one that attracts both the investor and the consumer.
- Providing non-profits with an local infrastructure financing because economic growth.
- Maintaining local employment through restructure, hospitality, retail, and management jobs.
- Attracting foreign and local investment into the Dar as a local market leader.
- Encouraging urban infrastructure and increasing the value of surrounding real estate.
- Implementing sustainability design and construction practices.
- Encouraging mixed land uses and supporting small businesses and jobs.
- Promoting responsible growth with a vibrant and a high quality lifestyle program.

Implementation

Dar, through its local partner, Alwadi Real Estate Company Limited will manage an initial commercial development in its project from a competitive global real estate firm, the target market.

Define the Urban Selling proposition (USP)

Proposed USP



As a result, focus of luxury lifestyle, top global lifestyle, shopping, offering an experience, and unique beachfront experience, combined in Dar Alwadi.

Elements that support the USP

Prime Location: Unique beach, an amazing high view, world destination close to city center and prime luxury (Museum, Golf, Retail, Hotel, etc) and other (park).

Luxury Retail: Five (5) accommodations with cross retail area, many local, retail, spa and food (bar).

Integrated Mall Experience: Unique retail and entertainment, a lifestyle center for the shopping.

Top Commercial Design: Modern building technology, high quality, local materials and unique architectural effort.

Local Culture Integration: Showcase the local culture, build an identity, and support local economy.

Market Analysis

Target Market

- **High-end tourists and luxury travelers**
 - International tourist seeking beachfront luxury
 - Domestic luxury travelers (upper middle class, wealthy local families)
 - Business travelers and expatriates.
- **Commercial tenants and retail consumers**
 - Shops, restaurants, leisure outlets in the mall
 - Local population, tourists and beach visitors
 - Anchor tenants (supermarket chain, pharmacy, cinema etc)
 - Construction sector buyers, contractors (for finishing materials)
 - Developers building residential, commercial and hospitality

Market size and growth

Current size and Trend

Tanzania's tourism sector has been recovering strongly since the COVID years, in January 2025, national hotel bed occupancy reached about 65.5%, up from 43.44 in early years. The number of hotels and beds also increased from 185 hotels to 10,706 hotels beds (2024 -2025) to 266 hotels and 12,428 beds in January 2025.

There are number of luxury high-end hotel projects in development, especially in Dar es salaam, Arusha and Zanzibar.

- **Market Value and growth forecasts**

The Tanzania hotels market is projected to have revenue of **US\$ 385.25 million** in 2025, the expected CAGR for hotels sector from 2025-2029 is about 5.38%. By 2029, revenue is projected to reach around **US\$ 522.68 million**.

- **Caveats for five stars segments**

There is less publicly available data that isolates just five stars hotels. Many forecasts aggregate all hotels (including: lower star ratings, budget and midrange). Indicator suggest that five stars hotel nightly tariffs in Dar es salaam are significantly higher than average (approximately **US\$ 350/night**). Also luxury hotel and shopping malls developers are increasing new builds in luxury segment, in response to growing tourism arrivals and high spending tourists.

• Shopping Malls

Current supply and trends in Dar es salaam, the formal retail stock (existing mall/premium retail space) is about 133,000 sqm. More premium mall and plaza are under construction or planned

• Rents, occupancy and challenges

Prime mall retail rents in Dar es salaam are about US\$ 12-20 per square meter per month. One issue is undersupply vs oversupply, while formal retail retail is undersupply relative to increase demand in some parts, in other parts there is risk of oversupply, especial as many new retail developments are coming up.

• Growth Forecasts and market size

- The construction industry which includes commercial construction is expected to grow with CAGR of 7% in 2025, building towards 40.44 trillion Tanzania shilling by 2029 from 29.26 trillion Tanzania shilling in 2025
- Real estate including retail component is drawing increasing foreign investment, the whole real estate sector is seen as poised for growth through 2030.

The hotel sector is growing steadily, driven by rising tourist arrivals, domestic demand and higher spenders, five- star segments is likely capturing a disproportionate share of revenue growth.

Shopping mall is also growing, but performance varies by location, quality and tenant mix. Rents are decent for prime malls, but vacancy can be non-trivial and new supply must be absorbed.

Market Trends

These are trends that will affect Dar wonderland Beach Resort Investment Company Limited's development

- **Urbanization and rising disposable incomes**
 - Growing middle class in Dar es salaam, more demand for upscale leisure, shopping, luxury accommodation.
 - More domestic tourism and increased regional travel.
- **Rising demand for luxury, branded, experience tourism**
 - Beach resorts are more appealing, customers want high amenities, wellness, beach experiences
- **Mixed-use development preference**
 - Investors are preferring developments combining residential, commercial, hotels; etc, to spread risk and capture multiple revenue streams
- **Sustainability/green building**

- Increasing interest in green building methods, energy efficiency, local materials to reduce costs and environmental impact.
- **Growing in modern construction methods**
 - Prefab/precast growing, helps reduce labor shortages
- **Consumer behaviour**
 - Traditional informal retail still strong but more shoppers are spending in malls.
 - Retail formats with mixed leisure (food, entertainment) do better.
 - For hospitality, non -hotel stays, day-visit amenities, experience economy (spa, beach club) are important.
- **Increasing business travel and MICE (Meetings, Incentives, Conferences, Exhibitions).**
- **Infrastructure and regulatory improvements:**
 - Government pushing infrastructure, public private partnerships, regulatory reforms around construction, land ownership and investments

Competitive landscape

Pressure to expect

- **Existing beach resorts and hotels in or Unaniq beach and Dar es salaam.**
 - There are already luxury hotels and beach lodges, hence guest expect high service quality, amenities
 - Competition on location, beach quality, accessibility and services.
- **Retail malls**
 - Existing malls in Dar es salaam are in central areas. Some new ones are being built, expanding supply
 - Tenants choose based on foot traffic, accessibility, anchor tenants, cost of rent, maintenance and security.
- **Land and development costs**
 - Beachfront land is expensive, infrastructure may need upgrading
 - Regulatory, environmental compliance, possible permits for coastal development add complexity.
- **Seasonality and tourism demand fluctuation**
 - Dependence on international travel (can be volatile), domestic demand helps but may fluctuate.

Competitor Strength

- **Established brand and reputation**
 - Some have international or well-known domestic brands, like Hyatt Regency, Johar Rotana, Four Season by Sheraton, Ramada, Serena and Holiday Inn, Golden Tulip, Sea Cliff. Which give trust, recognition and attract tourists.
 - They may have good reviews, loyalty programs, partnerships with travel agencies and inbound and outbound tour operators worldwide.
- **Location and accessibility**
 - Hotels located in areas with good transport links, proximity to city center, airport or tourist attractions
 - Others near popular beaches or waterfront (e.g. Masaki, Oyster Bay, Mbezi Beach) that already have some prestige and amenities.
- **Amenities and services**
 - The more upscale ones already provide spa, fine dining, events and conferences facilities, pool, beach access and water sports.
 - Good infrastructure: power backup, internet, maintenance and reliable utilities.
- **Experience in guest service**
 - Operational maturity: experience staff, good customer service, understanding of luxury service expectations.
- **Marketing and digital presence**
 - Many high-end hotels in Dar es Salaam have good online presence (booking site, review, social media) which help reach international travelers.

Competitors Weaknesses

- **Environmental, Climate and coastal erosion issues**
 - At Unuzio and other coastal areas, there are reports of saltwater intrusion, erosion and flooding risk. This may degrade beach quality, affect infrastructure and guest satisfaction.
 - Maintaining beaches clean, dealing with marine pollution and managing sea level rise may be challenges. If current resorts have not addressed these well, that's a gap.
- **Service consistency and quality**
 - Some resort may have weak or variable service standards, not always matching five stars expectation. This could be due to staffing, training or resources constraints.
- **Limited differentiation**
 - Many resorts offer basic beach and relaxation packaging features (design, wellness, cultural authenticity, exclusive experience)
- **Branding and market penetration (especially international market)**

- Some may not be well known globally, may lack partnerships to bring consistent international visitors.
- **Expectation and offering of luxury exclusivity**
- Even among resorts and shopping mall that charge premium prices, sometimes the ambience, design, service or experience does not fully match what guests expect for "five star" rooms, décor, food, spa may lag against global benchmarks

Competitive Advantages

- **Prime Beachfront Location and Natural Appeal**
 - Ununio Beach is known for its beautiful coastline and serene environment.
 - Proximity to the ocean offers spectacular views, beach access, sunsets, etc., major draws for luxury travellers.
 - Clean beaches (especially compared to more crowded parts) can be a major selling point.
- **Growing Demand and Development Trends**
 - Northern Star or Salaam (areas like Ununio / Kunduchi / Mbezi Beach/ Mikocheni) are seeing increasing residential infrastructure development.
 - There are already plans or momentum for business parks in Ununio - Kunduchi, combining commerce, leisure, retail for the local communities. This suggests a market and infrastructure appetite.
- **Hybrid Revenue Streams (Beach resort and shopping mall)**
 - A Beach Resort will bring income from accommodation, food and beverage, recreation, events (weddings, conferences), etc.
 - The shopping mall component will provide retail rental incomes, entertainment, and food and beverage, which can keep the site alive also for non-guests (local population, visitors).
 - Cross-synergies: resort guests will use the mall; mall visitors may become guests or stay for resort services.
- **Premium Pricing & Upsell Opportunities**
 - Luxury / five-star beach resorts are able to command higher room rates and higher margins if service, amenities, and experience are well-delivered.
 - Unique offerings (spa, wellness, water sports, fine dining, exclusive beach access) allow for premium pricing.
 - The mix of luxury beach resort and shopping mall/amenities allows for upselling (luxury retail, gourmet restaurants, VIP experiences).
- **Differentiation & Brand Positioning**
 - Many resorts or hotels may offer luxury lodging, but fewer combine that with a high-end shopping mall in the same location, especially in coastal settings in Dar es Salaam.
 - Being able to offer "all-in-one" leisure, retail, stay, beach, entertainment is a strong differentiator.

- Emphasis on service, sustainability and design, can position the resort as a landmark destination.
- **Capturing Local & International Markets**
 - Local affluent customers in Dar es Salaam (and neighboring areas) looking for luxury escapes without leaving the city or country.
 - International tourists, both regional and global, are increasingly seeking coastal luxury, ease of access, and novel experiences.
 - Business travelers or conference/festival/celebration markets may desire high-end lodging in attractive settings.
- **Year-Round Use and Diversification**
 - Having a mall portion helps to smooth seasonality; even when hotel occupancy dips, the mall can keep generating revenues from retail, dining, events.
 - Events, weddings, conferences can be held in off-peak times.
 - Amenities like wellness, spa, wellness retreats etc, can draw non-residents as well.
- **Synergy with Local Culture, Environment & Sustainability**
 - Emphasizing local culture (food, art, performance, crafts) can enhance guest experience and appeal to travellers seeking authenticity.
 - Incorporating sustainable design (eco-friendly architecture, beach conservation, waste management) can be a selling point.
 - Partnerships with local businesses, artisans etc, can build community goodwill and reduce costs and logistics for some elements.
- **Infrastructure & Urban Growth Trends**
 - As Dar es Salaam continues to expand, outskirts like Utunio are likely to become better served by roads, utilities etc. Early investment in a flagship project can secure first mover advantages.
 - As surrounding residential areas grow, the resort + mall may benefit from rising property values, increasing local catchment.
- **Experience Economy & Tourism Preferences**
 - Trends show people increasingly pay for experiences (luxury + leisure + convenience) rather than just basic accommodation. A Five stars beach resort + shopping mall hits multiple dimensions: relaxation, leisure, shopping, dining, convenience.
 - Visiting tourists often appreciate combining relax, beach time with shopping and entertainment, so one location that offers both enhances their stay.

Consistent top service and staffing:

- We will invest in high quality staff training, maintaining service standards, perhaps bring in experienced international management.

SWOT Analysis

Strengths

- **Prime Beachfront Location:**
 - Uluwatu Beach offers natural beauty, privacy, and proximity to affluent areas like the Museum, MGallery, MGallery beach and MGallery.
 - Uluwatu Beach is attractive for tourists and locals alike, scenic, ocean views, and potential for luxury offerings.
 - Being by the sea offers for many amenities (beach access, view, nearby properties) that can differentiate in the luxury market.
- **Growing Middle Class & Urbanization:**
 - The ex. class is growing rapidly, more disposable income, more means, working globally and mobile services.
 - Increasing demand for fast and convenient, dining, shopping and recreation.



- **Integrated Development Concept:**
 - Construction of five star beach resort and modern shopping mall/amenity within lifestyle destination, where anything is within 10-15 minutes, shopping, a summer village.
- **Tourism Potential:**
 - Currently a well-known international tourism destination, the ex. class is growing for luxury travelers.
 - Proximity to tourism and coastal attractions can draw both international and domestic tourists.
- **Potential for Mixed Revenue Streams:**
 - Construction of hospitality (rooms, food and beverage), spa, restaurants, events and conference hall) and retail (luxury shops, anchor tenants, specialty stores and brands), activities (yacht charter, yacht club, golf, tennis, etc.)
- **High Market Demand:**
 - Growing demand in the Uluwatu and surrounding international airports create strong demand for luxury accommodations and related retail.
- **Experienced Management Vision:**
 - Led by a professional team of backed by expert consultants, the company can leverage global best practices in hospitality and retail.
- **Potential for Brand Partnerships:**

- Opportunity to attract globally recognized hotel operators (eg: Accor, Jin Jiang International, IHG hotels, Wyndham Hotels & resort, Marriott International, Hilton hotels, etc) and anchor retail tenants.

Weaknesses

- **High Capital Requirements**
 - Luxury mixed-use development demands significant initial investment, making it capital intensive and high-risk.
- **High Cost of operating Business**
 - Importation duties, shipping costs, obtaining luxury materials, staffing with specialized service personnel can be expensive.
- **Complex Project Scope**
 - Managing both hospitality and retail operations increases complexity in construction, financing, staffing, and operations.
- **Long Return on Investment Timeline**
 - Full return on investment could take 08 - 10 years, which may not align with short-term investor expectations.
- **Environmental & Climate Risks**
 - Coastal erosion, flooding, sea level rise, saltwater intrusion are affecting areas like Uruwé.
 - That threatens beachfront properties, damage, higher maintenance, insurance costs.
- **Regulatory Issues**
 - Permitting, land titles, environmental regulations can delay projects.
 - Local zoning, beach access laws, environmental impact assessments may impose constraints.
- **Cultural & Retail Behavior Patterns**
 - Shopping culture: many Tanzanians still prefer informal markets or small shops. Convincing customers to spend in mall settings can require lifestyle shifts.
 - Price sensitivity: even among middle class, luxury and non-essential consumption may be more price elastic.
- **Seasonality & Demand Fluctuations**
 - Tourism can be seasonal, demand could fluctuate.
 - Local demand for luxury may dip during economic downturns.

Opportunities

- **Tourism Growth in Tanzania**
 - Government initiatives to grow tourism, diversify offerings, and improve infrastructure support new investments.

- **Government Incentives**
 - Investment incentives through the Tanzania Investment Centre (TIC) for strategic sectors like tourism and real estate.
- **Gap in High-End Leisure Offerings**
 - Dar es Salaam lacks beachfront five-star resorts integrated with shopping and entertainment - a strong market gap to fill.
- **Urbanization and Rising Consumer Spending**
 - Rapidly growing urban population with increasing appetite for modern retail, leisure, and wellness experiences.
- **Rising Domestic Tourism & Staycations**
 - As travel abroad is expensive, local and regional tourists may increasingly look for luxury getaways closer to home. Resort and shopping mall could tap into this with promotions, packages.
- **Event and Conference Tourism**
 - Potential to host corporate events, weddings, and international forums with proper facilities and marketing.
- **Cultural & Eco-Tourism Appeal**
 - Possibility to integrate local culture and sustainable tourism practices to enhance brand value and attract conscious travelers.
 - Due to environmental risks and demand, using sustainable practices (green building, beach conservation, solar, water management) can be a selling point.
 - Could qualify for grants, incentives, or favor among environmentally conscious travelers.
- **Strategic Partnerships & Anchor Tenants**
 - Securing strong anchor tenants (restaurants, entertainment, international retail brands) can draw foot traffic and raise prestige.
 - Collaborations with tour operators, cruise lines, travel agencies to include your resort in itineraries.
- **Experiential & Luxury Amenities**
 - Spas, wellness, water sport activities, cultural experiences (local art, cuisine) could be differentiators.
- **Real Estate Spillover & Urban Growth**
 - Residential developments around Uturuni may increase, raising demand for nearby amenities.
 - A beach resort and shopping mall could anchor a luxury or semi-luxury community, benefiting from rising land values.

Threats

- **Environmental and Coastal risks**
 - Sea level rise, coastal erosion, flooding, saltwater intrusion can degrade the beachfront, damage infrastructure, raise maintenance costs, and regulatory hurdles related to Environmental Impact Assessment (EIA)
- **Competitive Pressure**
 - Future entrants or expansion of existing resorts (e.g. White Sands Beach Hotel, Sea Cliff Hotel, Kunduchi Beach Hotel, Ledgers Plaza Hotel) could challenge market share.
 - Other luxury resorts, malls elsewhere in Dar es Salaam or coastline may compete for the same market.
 - Existing malls have anchor tenants that might draw away retail brands.
- **Economic Volatility**
 - Inflation, exchange rate fluctuations and change in foreign investment policy may raise costs of imported goods and construction material, which lead to affect investor returns.
 - Consumer spending in luxury sector tends to suffer in downturns.
- **Operational Risks**
 - **Staffing:** getting and retaining appropriately trained hospitality staff.
 - **Supply chain issues:** importing luxury goods, maintaining quality.
 - **Maintenance:** resorts and shopping malls require high upkeep; coastal locations add wear & tear (salt, humidity).
- **Regulatory and Policy Risk**
 - Changes in tax policy, tourism regulation, slow permitting process land use disputes can delay or disrupt development. could affect operations.
- **Cultural & Social Risks**
 - Local opposition (if construction impacts communities or environment).
 - Potential social concerns: displacement, changes in land use, etc.
- **Global Shocks, Health and Pandemic-type Risks**
 - Tourism and retail are highly vulnerable to international crises affecting travel and consumer spending. Global risks like pandemics, restrictions on travel could deeply impact tourism.
 - Also local public health infrastructure and services matter, as guests expect high standards.

Marketing Strategy

Marketing Strategy for Dar Wonderland Beach Resort Investment Company Limited.

Branding and Positioning :

- **Positioning statement**

Dar Wonderland Beach Resort Investment Company Limited will position itself as a premier beach sanctuary that redefines luxury living and retail experience in East Africa, where business, leisure and lifestyle blend seamless on the shores of the Indian ocean (Tagline: "Where Ocean Luxury Meets Urban Lifestyle). Our brand will emphasize on High-end hospitality, fine dining, wellness, entertainment shopping, Eco conscious operation and excellence beach activities

Customer Acquisition and Retention

Our customer acquisition strategy will focus on building strong relationships, establishing trust, and delivering exceptional value from the start. Retention efforts will emphasize the importance of ongoing service and the long-term value of working with Dar Wonderland Beach Resort Investment Company Limited.

Customer Acquisition:

- **Pre-Opening Brand Awareness and Lead Generation**, using both digital and traditional channels, we will actively pursue we will actively pursue travel agencies, tour operators, business travelers, local affluent tenants, anchor tenants, event organizers etc.
- **Launch Campaign (Pre-Opening to 3 Months After Opening)**
 - Teaser Campaigns: Social media, radio, billboards, drone footage of construction/progress.
 - Influencer Marketing: Invite lifestyle influencers for exclusive preview stays.
 - Grand Opening Event: With celebrities, media, dignitaries, fashion shows.
 - Press releases & PR Bits: In regional and international outlets.
- **Corporate Outreach:**
 - Create corporate packages (retreats, workshops, year-end parties).
 - Embassy and diplomatic packages.
 - Partner with event organizers for weddings and luxury events.
- **Customer Footfall Strategies**
 - Cross-promotions with the resort (guests get mall vouchers).
 - Cinema, food court, kids' entertainment.
 - Pre-launch gala for influencers, media, government
 - Soft opening for business partners and VIP clients
 - Regular mall and resort events (fashion shows, wine tasting, cultural night)
- **Referral Program:**

- To encourage word-of-mouth marketing, we will implement a referral program that incentivizes existing clients to recommend our project to other businesses in the hospitality and retail industry.

- **Tenant Acquisition:**

- Identify anchor tenants early (supermarket, electronics, home finishing materials).
- Offer flexible lease terms, revenue-sharing options.
- Attract mix of - Local high-end brands.
- International franchises.

Customer Retention:

Loyalty Rewards: Implementing a loyalty program where long term tenants receive rewards such as discounts.

Personalized Service: We will maintain regular contact with our clients through personalized communications to ensure they are satisfied with the quality of service.

Customer Feedback Loop: We will actively seek and listen to customer feedback, using it to improve our offerings, service, and overall experience. This will help us anticipate customer needs and address any issues promptly.

Marketing and Sales Channels

- **Digital Marketing:**

- Website & Booking Engine: SEO-optimized, multilingual, 360° tours, online booking

- **Social Media:** Instagram, Facebook, TikTok, and YouTube

- Pre-opening countdowns
- Influencer visits and behind-the-scenes content
- Paid Ads: Google Display Network, Meta Ads, Programmatic Ads
- Content Marketing: Blogs on tourism, culture, local attractions.
- Email Marketing: VIP club, updates, seasonal offers

- **Traditional Media**

- Billboards on major Dar es Salaam roads (Bagamoyo Road, Ali Hassan Mwinyi Rd).
- Airport advertising (Julius Nyerere International)
- TV/radio spots on Clouds Media, East Africa TV, etc.
- Press releases to major publications and luxury travel magazines

- **Partnership Marketing**

Partner with:

- Safari tour operators for "Broch + Bush" packages.
- Airlines (Qatar, Turkish, Ethiopian) for fly & stay offers

- o Luxury travel agents,
- o Wedding & event planners.

Public Relations (PR)

- Press releases in local and international media.
- Interviews with developers and architects.
- Features in tourism, travel, and business magazines (Travel Africa, Condé Nast, etc.).

Resort Sales Strategy

- **Distribution via OTAs (Online Travel Agencies)**
 - o Listings on Booking.com, Expedia, Agoda, Airbnb Luxe, etc.
 - o Special packages with safari operators (e.g., "Beach & Bush" combo)
- **Wholesale & B2B**
 - o **Agreements with:**
 - o Tour operators (In China, Kenya, South Africa, Europe and America)
 - o DMCs (Destination Management Companies)
 - o Incentive programs for resellers and agents
- **MICE Market (Meetings, Incentives, Conferences, Exhibitions)**
 - o Build a conference hall and event space
 - o Offer event planning services
 - o Target banks, telecoms, FMCGs, NGOs for retreats and events
- **Retail & Resort Cross-Promotion**
 - o Hotel guests get shopping discounts or free mall gift cards.
 - o Mall visitors get special resort deals or spa vouchers.
- **Experiential Marketing**
 - o Weekly beach events: Yoga, live music, art fairs.
 - o Food festivals and fashion pop-ups.
 - o Showcase local artisans in the mall and resort gift shops.

Future Outlook:

- The company intends to open in phases. First phase may include initial 30 standalone villas, key amenities (restaurants, pool, conference room, spa, lawn/wedding area, beach bar, beach barbecue, a 360 sea-view gym, the largest beach stage in Tanzania, mall for home furnishing and building materials as a segment of shopping mall and other beach sports and recreation

facilities. Later phases to expand retail shops, entertainment and 105 villas. This will become a landmark destination for Dar es Salaam's residents as well as domestic & international tourists, and stimulating local economic growth.

Implementation

Strategic Implications & Suggestions

By strategically addressing these points, Dar Wonderland Beach Resort Investment Company Limited is well positioned to thrive in the growing Tanzanian hospitality and retail market.

To leverage strengths and opportunities and mitigate weaknesses and threats, here are some strategic imperatives:

- **Site and Environmental Due Diligence:** Invest in thorough environmental impact assessment, flood risk analysis, shoreline stability. Plan for resilience (sea walls, elevated construction, erosion control).
- **Security & Community Engagement:** Work with local communities, local government to improve safety (lighting, patrols). Engage locals as employees, suppliers to build goodwill.
- **Design & Operational Excellence:** High quality architecture, amenities, guest experience. Ensure reliable utilities (power backup, water, waste management). Luxury branding.
- **Tenant Mix & Retail Strategy:** Anchor tenants, experiential offerings. Local plus international brands. Complementary services that make the mall a social destination, not just shopping.
- **Marketing & Positioning:** Promote as luxury yet accessible, destination resort. Emphasize experience, sustainability. Target domestic wealthy and international tourists.
- **Cost Management:** Local sourcing where possible to reduce import costs. Renewable energy (solar) to reduce utility costs. Good supply chain planning.
- **Risk Management:** Insurance, contingency planning (for extreme weather, economic shocks). Flexible business model to adapt (e.g., multi-use spaces).
- **Regulatory & Permitting Strategy:** Early engagement with government, secure clear land titles, ensure compliance with zoning, environmental laws. Explore incentives.

Risk Identification, Assessment and Mitigation matrix

Dar Wonderland Beach Resort Investment Company Limited faces a variety of risk that could impact its operations and long-term success. To prepare for potential risks that could disrupt the planning,



construction, operation, or profitability of the resort and shopping mall project, ensuring safety, compliance, and operational continuity.

These risks can be categorized into financial, marketing and operational risks.

- **Regulatory and Legal Risks:** Delays in obtaining building permits, land title issues or changes in zoning laws
- **Environmental, climate change and compliance Risks:**
 - Coastal erosion, flooding or sea level rise and environmental regulations.
 - Natural disasters (storms, heavy rainfall).
- **Construction & Development Delays:** Contractor delays, labor strikes, material shortages, cost overruns due to material price fluctuations or poor contractor performance.
- **Financial risks:**
 - **Currency Fluctuations:** currency exchange rate fluctuations could increase procurement costs.
 - Insufficient funding or withdrawal of investors.
- **Operational risks:**
 - Unreliable electricity, water and internet supply.
 - Poor staff skills or service standards
- **Market risks:**
 - Low tourist arrivals due to global or economic downturn.
 - Competition from other resorts and mall,
 - Health and safety risks: Diseases outbreaks
- **Security & Safety Risks:** Theft, vandalism or local unrest, terrorism, public protests and guest and staff injury.
- **Technology risks:** Cybersecurity threats - data breach and hacking.

Mitigation Strategies

To minimize and manage the risks identified, Dar Wonderland Beach Resort Investment Company Limited will implement the following mitigation strategies:

- **Regulator and legal Risk Mitigation:**
 - We will hire a local legal advisor familiar with Tanzania and Dar es Salaam Municipal laws.
 - conduct a thorough Environmental and Social Impact Assessment early.
 - Maintain strong relationship with regulatory authorities and keep legal permits and documentation updated.
- **Environmental, climate change and compliance mitigation:**
 - We will conduct a full Environmental Impact Assessment.
 - Design in compliance with NEMC and municipal standards.
 - Conduct hydrological and geotechnical surveys before construction.
 - Elevate key infrastructure above flood levels.

- Buy comprehensive property and disaster insurance.
- **Construction & Development Delays MITIGATION**
 - We will choose reputable and experienced Vatted contractors.
 - Include penalties for delays in contracts.
 - Build in buffer time and budget in the project schedule.
 - pre-qualify multiple suppliers.
 - Lock in prices with long term supplier contracts.
- **Financial risks mitigation:**
 - Maintain reserves in multiple currencies and insufficient funding.
 - Cash Flow Management: Implement robust financial forecasting to closely monitor cash flow and expenses
 - Engage in currency hedging or forward contracts to lock in exchange rates for international transactions this will reduce the impact of currency fluctuations on procurement costs.
 - Engage with financial institution in Tanzania for access to funds in case of liquidity shortages or unplanned financial challenges.
- **Operational risks mitigation:**
 - We will invest in backup generators, solar energy, water storage systems and partner with reliable utility providers.
 - We will partner with local hospitality training institutions, implement staff training and retention programs, with a focus on customer service.
 - We will implement robust Facility Management (FM) systems.
- **Market risks Mitigation:**
 - **Market Research and Adaptation:**
 - ✓ We will conduct thorough market research to keep up with changes in customer preferences and trends. This will allow Dar Wonderland Beach Resort Investment Company Limited to quickly adjust its business strategies.
 - **Competitive Intelligence:**
 - ✓ We will monitor competitor strategies regularly to ensure Dar Wonderland Beach Resort Investment Company Limited can adjust promotional tactics, or offerings as needed.
 - ✓ We will diversify customer base (local, regional and global) not only Chinese market
 - Focus on differentiating through design, amenities and experience and continuously upgrade services and facilities.
 - **Economic Monitoring:**
 - ✓ We will stay informed about Tanzania's and global economic outlook and potential political instability that could affect the hospitality and retail sector.
 - We will implement aggressive marketing strategies and partner with tour operators and travel agencies.
 - We will develop off-season offers and loyalty programs and creating a dynamic marketing plan with digital and physical strategies.

- We will develop a health and sanitation policy by installing hand sanitizing stations and hygiene infrastructure.

- **Security & Safety Risks mitigation**

- We will develop a security plan with 24/7 security teams and CCTV surveillance.
- We will hire private security company and engage with community to ensure local goodwill.
- We will install access control systems (biometrics, cards)
- Establish emergency evacuation procedures and train staff and engage with local police and community leaders.
- We will partner with local hospital for emergency medical support and train staff in emergency health protocols.
- We will implement on site medical support and train staff in safety procedures.
- To implement regular safety audits and installation of clear signage and fire exit.

- **Technology risks mitigation:**

- We will use reputable IT providers, install cybersecurity software and firewalls, regular backups and system audits.

The majority of critical risks for this project fall under:

- Regulatory delays
- Coastal environmental risks
- Financial and construction risks
- Operational dependencies on utilities

By recognizing the potential risks and implementing proactive mitigation strategies, Dar Wonderland Beach Resort Investment Company Limited is positioned to handle challenges effectively. The company will continuously monitor and adapt to financial, market, and operational risks, ensuring business continuity and long-term growth. The contingency plans ensure that the business remains resilient and can adjust swiftly to changes in the market or operational environment, minimizing disruptions and protecting profitability.

Success Factors for Risk Management

- Proactive stakeholder engagement (government, community, investors)
- Strong project governance and reporting
- Investing in resilient infrastructure
- Training and retaining a skilled workforce
- Flexibility in design and operations to adapt to evolving conditions

Financial plan

Financial Plan Below is a detailed tabular financial plan for Dar Wonderland Beach Resort Company Limited, focusing on its operations as a Real Estate Developer and management Company in Tanzania.

This financial plan covers the revenue model, sales forecast, cost structure, profit and loss statement, funding requirements, and expected ROI for investors.

Revenue Model

Revenue Streams will be generated from rooms booking and villa rentals, event hosting (wedding, conferences), spa and wellness, package food and beverages sales, Rental income from tenants, revenue share agreements, parking fees, beach activities and recreation and branded merchandise.

Cost Structure

Category	Estimated Cost (USD)*
Land Acquisition	1,000,000.00
Resort Construction	7,000,000.00
Mall Construction	4,000,000.00
Interior Design & Equipment	3,000,000.00
Licensing & Legal	200,000.00
Marketing & Launch	400,000.00
Staffing & Operations	1,000,000.00

Statement of Income and Expenditure of DAB (HONGKONG) TRADING BRANCH (INCORPORATED IN HONG KONG) COMPANY LIMITED (LIMITED)

	2022	2021	2020	2019
Revenue	2,203,449,000	4,714,647,000	4,380,192,000	3,464,109,000
Operating expenses	(974,270,000)	(2,943,962,000)	(2,884,100,000)	(2,429,140,000)
Earnings before depreciation and interest	1,229,179,000	1,770,685,000	1,496,092,000	1,034,969,000
Interest	(200,270,000)	(4,362,000)	(400,000,000)	(400,000,000)
Depreciation	(206,100,000)	(4,810,000,000)	(400,000,000)	(200,000,000)
Profit before tax	1,822,809,000	(3,400,000,000)	1,096,092,000	434,969,000
Taxes (Note)	(600,000,000)	(1,350,000,000)	(500,000,000)	(600,000,000)
After-tax profit	1,222,809,000	(4,750,000,000)	596,092,000	(165,031,000)
Accumulated profit	1,000,000,000	(2,400,000,000)	(1,800,000,000)	(4,000,000,000)



(DAB (HONGKONG) TRADING BRANCH (INCORPORATED IN HONG KONG) COMPANY LIMITED'S Financial Statement with Note) (LIMITED)

	2022	2021	2020	2019
Revenue				
Earnings before interest and depreciation	1,229,179,000	1,770,685,000	1,496,092,000	1,034,969,000
Interest income	1,200,000,000	2,000,000,000	0	0
Total source	2,429,179,000	3,770,685,000	1,496,092,000	1,034,969,000
Capital expenditure	(200,000,000)	(4,000,000,000)	(400,000,000)	(400,000,000)
Working capital expenditure	(500,000,000)	(1,000,000,000)	(1,000,000,000)	(1,000,000,000)
Expenditure of taxation	(600,000,000)	(1,350,000,000)	(500,000,000)	(600,000,000)
Subsidiary income	1,000,000,000	2,000,000,000	3,000,000,000	2,000,000,000
Net cash flow	1,129,179,000	(1,300,000,000)	596,092,000	(165,031,000)
Equity/Total cash	1,000,000,000	(2,400,000,000)	(1,800,000,000)	(4,000,000,000)