

# **Business Plan for GW Safaris Limited**

**Concerning Non-Consumptive Tourism  
(Photographic and Hospitality) Operations.**

<b>Table of Contents</b>	<b>Pg</b>
<b>Executive Summary</b> .....	<b>2</b>
<b>1. Introduction and Background</b> .....	<b>2</b>
2.1 Company Overview	
2.2 Mission and Vision	
2.3 Project Objectives	
<b>2. Market Analysis</b> .....	<b>3</b>
3.1 Tanzania Tourism Industry	
3.2 Competitive Analysis	
3.3 Target Market	
3.4 Market Trends	
<b>3. Business Activities</b> .....	<b>4</b>
4.1 Core Services	
4.2 Proposed Expansion	
<b>4. Investment and Financing</b> .....	<b>5</b>
5.1 Capital Investment	
5.2 Financing Plan	
5.3 Investment Incentives	
<b>5. Financial Projections</b> .....	<b>6</b>
6.1 Sales Revenue Projections	
6.2 Cost of Sales and Operating Expenses	
6.3 Profit and Loss Statement	
<b>6. Cash Flow Projection</b> .....	<b>7</b>
<b>7. Balance Sheet (Year-End)</b> .....	<b>7</b>
<b>8. Visualizations</b> .....	<b>8</b>
<b>9. Organization and Management</b> .....	<b>10</b>
10.1 Ownership Structure	
10.2 Management Structure	
10.3 Human Resources	
<b>10. Implementation Schedule</b> .....	<b>11</b>
<b>11. Regulatory Compliance</b> .....	<b>11</b>
12.1 TIC Registration	
12.2 TALA Licensing	
12.3 Land and Camp/Lodge Development	
<b>12. Risk Analysis and Mitigation</b> .....	<b>11</b>
<b>13. Economic and Social Benefits</b> .....	<b>12</b>
<b>14. Conclusion and Recommendations</b> .....	<b>13</b>

## Executive Summary

GW Safaris Limited, incorporated in 2025 in Arusha, Tanzania (Certificate No. 184106167), is poised to capitalize on Tanzania's thriving tourism industry by offering premium safari and travel services, focusing on the Northern Circuit (Serengeti, Ngorongoro, Tarangire, Lake Manyara) with plans to explore the Southern Circuit. With a total capital investment of USD 1,368,468, the company will acquire 10 Land Cruisers, 2 Toyota Alphards, land for operational headquarters, and invest USD 600,000 in a camp/lodge starting in Year 3 (2028) to complement Northern Circuit operations. The plan ensures compliance with Tanzania Investment Centre (TIC) and Tourism Licensing Act (TALA) requirements, including the 10-vehicle threshold. GW Safaris projects revenues of USD 1,102,187 in Year 1, growing to USD 1,595,000 by Year 5, with net profit margins of 12–15%. This plan leverages market research from Tanzania Specialist and Nimali Africa to position GW Safaris as a competitive, eco-conscious tour operator.

## 1. Introduction and Background

### 1.1 Company Overview

GW Safaris Limited is a private limited company based in Arusha, Tanzania, established under the Companies Act (Cap. 212). A joint venture between local Tanzanian entrepreneurs and a foreign shareholder, the company leverages tourism expertise to deliver high-quality safari experiences, eco-tourism, and cultural tours. Mountain climbing activities are excluded to comply with regulations prohibiting such operations by foreign-owned entities.

### 1.2 Mission and Vision

- **Mission:** To provide exceptional safari and travel experiences showcasing Tanzania's wildlife, culture, and natural beauty while promoting sustainability.
- **Vision:** To be a leading tour operator in Tanzania, recognized for quality, innovation, and eco-friendly practices.

### 1.3 Project Objectives

- Acquire a fleet of 10 Land Cruisers and 2 Toyota Alphards to meet TALA licensing requirements.
- Secure land (USD 248,961) and develop a camp/lodge (USD 600,000, starting Year 3) to support Northern Circuit operations.
- Offer competitive safari packages, eco-tourism, and cultural tours.
- Establish international partnerships in Europe, the U.S.A, and Asia.
- Achieve 6% annual tourist growth, aligning with industry trends.
- Ensure compliance with TIC and TALA regulations.

## 2. Market Analysis

### 2.1 Tanzania Tourism Industry

Tanzania's tourism sector contributes 16% to GDP and 40% of export earnings, welcoming 5.36 million tourists in 2024, surpassing the 2025 target of 5 million. The Northern Circuit dominates, with Ngorongoro (55%), Zanzibar (48%), and Serengeti (41%) as key destinations. The industry is projected to grow at 6% annually, supported by the government's Integrated Tourism Development Master Plan and infrastructure upgrades.

## 2.2 Competitive Analysis

Research on Northern Circuit tour packages from Tanzania Specialist and Nimali Africa informs GW Safaris' strategy projections:

- **Tanzania Specialist:**
  - 6–10 day Northern Circuit safaris (Serengeti, Ngorongoro, Tarangire, Lake Manyara).
  - Prices: USD 2,500–USD 5,000 per person (mid-range), including accommodation, transport, and park fees.
  - Focus: Customizable itineraries, eco-tourism, private group tours.
- **Nimali Africa:**
  - Luxury 5–7 day safaris, priced at USD 4,000–USD 7,000 per person.
  - Operates exclusive tented camps (e.g., Nimali Tarangire, Nimali Serengeti).
  - Emphasis: Eco-tourism, conservation, cultural interactions.

### GW Safaris' Positioning:

- Offer mid-range to premium packages (USD 2,000–USD 4,500 per person) to compete with other tour operating companies.
- Differentiate through eco-tourism, cultural tours, and a proprietary camp/lodge from Year 3.
- Target small group and private tours for Europe, USA, and Asia markets.

## 2.3 Target Market

- **Primary Markets:** Europe (UK, Germany, France, Italy), USA, Asia (Japan, China).
- **Customer Segments:** Holiday tourists (77%), eco-tourists, cultural enthusiasts, researchers, small business groups.
- **Demographics:** Young adults (18–35 years, 47%), repeat visitors (22% return within 5 years).

## 2.4 Market Trends

- Growing demand for sustainable and eco-tourism experiences.
- Popularity of combined safari-beach holidays (Northern Circuit + Zanzibar).
- Rising interest in the Southern Circuit due to less crowding.
- Preference for personalized, small-group tours.

## 3. Business Activities

### 3.1 Core Services

GW Safaris will focus on the following activities, excluding mountain climbing:

- **Safari Tours:** 1–9 day tours in the Northern and Southern Circuits.
- **Eco-Tourism:** Conservation-focused tours, ornithology, and cultural experiences with Maasai communities.
- **Cultural and Study Tours:** Programs for students, researchers, and volunteers.
- **Car Rental Services:** Safari-spec vehicles for tourists, businesses, and consultants.
- **Booking and Facilitation:** Lodge bookings, park entries, airport transfers.

- **Wildlife Filming and Photography:** Logistics and permits for film crews and photographers.
- **Camp/Lodge Operations:** Develop a mid-range tented camp/lodge starting in Year 3 to complement safari offerings.

### 3.2 Proposed Expansion

- **Vehicle Fleet:** 10 Land Cruisers and 2 Toyota Alphards to meet TALA requirements.
- **Land and Camp/Lodge:** USD 248,961 for land acquisition; USD 600,000 for a tented camp/lodge starting in Year 3.
- **Office Infrastructure:** Modern office in Arusha with furniture and equipment.
- **Human Resources:** Employ 8–10 staff initially, scaling to 15–20 by Year 5.

## 4. Investment and Financing

### 4.1 Capital Investment

The total capital investment is 1,586,659 USD revised as follows:

Item	Cost (USD)
Land Acquisition	
Camp/Lodge Development (Year 3)	600,000
Vehicles (10 Land Cruisers)	480,000
Vehicles (2 Toyota Alphards)	180,000
Office Furniture and Fittings	12,000
Office Operational Equipment	12,000
Pre-Operational Expenses	53,698
<b>Total</b>	<b>1,586,659</b>

- **Camp/Lodge Development:** USD 600,000 allocated for a mid-range tented camp (10–15 units) starting in Year 3, based on benchmarks from other related tour operating companies.
- **Vehicles:** 10 Land Cruisers (USD 48,000 each) and 2 Alphards (USD 90,000 each) to meet TALA’s 10-vehicle requirement.
- **Pre-Operational Expenses:** Includes TIC/TALA fees, legal costs, and initial marketing.

### 4.2 Financing Plan

Source	Existing (USD)	New Investment (USD)	Total (USD)
Equity Contribution	162,639	1,155,829	1,318,468
Bank Overdraft	0	50,000	50,000
<b>Total</b>	<b>162,639</b>	<b>1,205,829</b>	<b>1,586,659</b>

- **Equity Contribution:** Shareholders fund USD 1,318,468, including USD 50,000 working capital. Camp/lodge investment (USD 600,000) is financed in Year 3 via retained earnings and additional equity if needed.
- **Bank Overdraft:** USD 50,000 for advance lodge payments and supplier costs.

### 4.3 Investment Incentives

- Partial exemption of customs duty and VAT on vehicles and equipment.

- Tax holidays under the Tanzania Investment Centre Act 1997.

## 5. Financial Projections

### 5.1 Sales Revenue Projections

Revenue Stream	Year 1 (USD)	Year 2 (USD)	Year 3 (USD)	Year 4 (USD)	Year 5 (USD)
Safari Tours (1–2 days)	460,000	599,000	628,850	643,178	660,000
Safari Tours (4–9 days)	520,000	611,810	643,582	680,119	700,000
Camp/Lodge Revenue	0	0	50,000	110,000	130,000
Car Rental (Executive)	16,172	19,717	29,547	29,547	30,000
Sale of Tourism Materials	50,015	69,142	78,641	88,641	90,000
Commission on Bookings	56,000	84,400	97,060	111,619	115,000
<b>Total Revenue</b>	<b>1,102,187</b>	<b>1,384,069</b>	<b>1,527,680</b>	<b>1,663,103</b>	<b>1,725,000</b>

- **Assumptions:**

- Camp/lodge revenue starts in Year 3 (USD 50,000), growing with occupancy.
- 65% capacity in Year 1, increasing to 85% by Year 5.
- Average safari prices: USD 2,500 (1–2 days), USD 4,000 (4–9 days).
- 6% annual tourist growth.

### 5.2 Cost of Sales and Operating Expenses

Item	Year (USD)	1 Year (USD)	2 Year (USD)	3 Year (USD)	4 Year 5 (USD)
Consumables (Food, Lodging)	535,271	633,500	654,300	675,000	685,700
Vehicle Running Expenses	21,453	22,000	22,500	23,000	23,500
Insurance and Maintenance	11,213	11,500	11,800	12,000	12,200
Salaries and Wages	10,000	15,000	20,000	25,000	30,000
Electricity and Water	100	120	140	160	180
Camp/Lodge Operating Costs	0	0	30,000	60,000	70,000
Depreciation	68,750	68,750	78,750	78,750	78,750
Interest on Overdraft	9,000	9,000	9,000	0	0
<b>Total Expenses</b>	<b>655,787</b>	<b>759,870</b>	<b>826,490</b>	<b>873,910</b>	<b>900,330</b>

- **Depreciation Rates:**

- Vehicles: 25% straight line.
- Camp/Lodge (from Year 3): 10% straight line.
- Machinery & Equipment: 12.5% diminishing value.

- Furniture & Fittings: 12.5% diminishing value.
- Pre-Operational Expenses: 20% straight line.

### 5.3 Profit and Loss

Item	Year 1 (USD)	Year 2 (USD)	Year 3 (USD)	Year 4 (USD)	Year 5 (USD)
Total Revenue	1,102,187	1,384,069	1,527,680	1,663,103	1,725,000
Total Expenses	655,787	759,870	826,490	873,910	900,330
<b>Gross Profit</b>	<b>446,400</b>	<b>624,199</b>	<b>701,190</b>	<b>789,193</b>	<b>824,670</b>
Corporation Tax (30%)	133,920	187,259.7	210,357	236,757.9	247,401
<b>Net Profit</b>	<b>312,480</b>	<b>436,939.3</b>	<b>490,833</b>	<b>552,435.1</b>	<b>577,269</b>
<b>Gross Profit Margin (%)</b>	<b>40%</b>	<b>45%</b>	<b>46%</b>	<b>47%</b>	<b>48%</b>
<b>Net Profit Margin (%)</b>	<b>28%</b>	<b>31%</b>	<b>32%</b>	<b>33%</b>	<b>33%</b>

Item	Year 1 (USD)	Year 2 (USD)	Year 3 (USD)	Year 4 (USD)	Year 5 (USD)
<b>Cash Inflows</b>					
Sales Revenue	1,102,187	1,384,069	1,527,680	1,663,103	1,725,000
Equity Contribution	768,468	0	600,000	0	0
Bank Overdraft	50,000	0	0	0	0
<b>Total Inflows</b>	<b>1,920,655</b>	<b>1,384,069</b>	<b>2,127,680</b>	<b>1,663,103</b>	<b>1,725,000</b>
<b>Cash Outflows</b>					
Capital Expenditure	768,468	0	600,000	0	0
Operating Expenses	554,371	657,620	713,440	760,160	785,880
Interest on Overdraft	9,000	9,000	9,000	0	0
Tax Payments	143,720	197,310	220,647	247,258	258,111
<b>Total Outflows</b>	<b>1,475,559</b>	<b>863,930</b>	<b>1,543,087</b>	<b>1,007,418</b>	<b>1,043,991</b>
<b>Net Cash Flow</b>	<b>445,096</b>	<b>520,139</b>	<b>584,593</b>	<b>655,685</b>	<b>681,009</b>
<b>Cumulative Balance</b>	<b>Cash</b>	<b>445,096</b>	<b>965,235</b>	<b>1,549,828</b>	<b>2,205,513</b>
		<b>965,235</b>	<b>1,549,828</b>	<b>2,205,513</b>	<b>2,886,522</b>

### 6. Cash Flow Projection

- **Assumptions:**
  - Camp/lodge capital expenditure (USD 600,000) occurs in Year 3, funded by equity or retained earnings.
  - Overdraft repaid by Year 4.
  - No additional borrowing required.

### 7. Balance Sheet (Year-End)

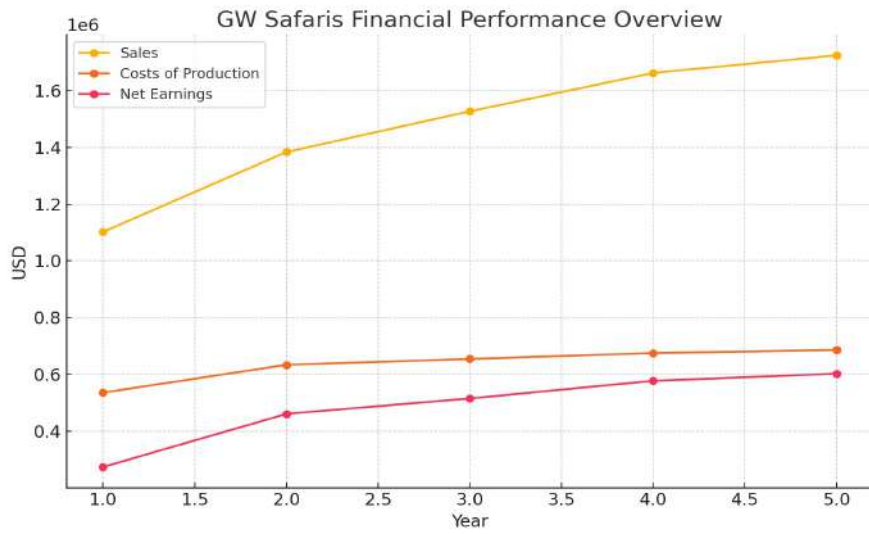
Item	Year 1 (USD)	Year 2 (USD)	Year 3 (USD)	Year 4 (USD)	Year (USD)	5year
<b>Assets</b>						
Fixed Assets (Net)	699,718	630,968	1,152,218	1,073,468		994,718

Item	Year 1 (USD)	Year 2 (USD)	Year 3 (USD)	Year 4 (USD)	Year (USD)	5year
Cash & Equivalents	445,096	965,235	1,549,828	2,205,513		2,886,522
<b>Total Assets</b>	<b>1,144,814</b>	<b>1,596,203</b>	<b>2,702,046</b>	<b>3,278,981</b>		<b>3,881,240</b>
<b>Liabilities &amp; Equity</b>						
Bank Overdraft	50,000	50,000	50,000	0		0
Equity Contribution	768,468	768,468	1,368,468	1,368,468		1,368,468
Retained Earnings	326,346	777,735	1,283,578	1,910,513		2,512,772
<b>Total Liabilities &amp; Equity</b>	<b>1,144,814</b>	<b>1,596,203</b>	<b>2,702,046</b>	<b>3,278,981</b>		<b>3,881,240</b>

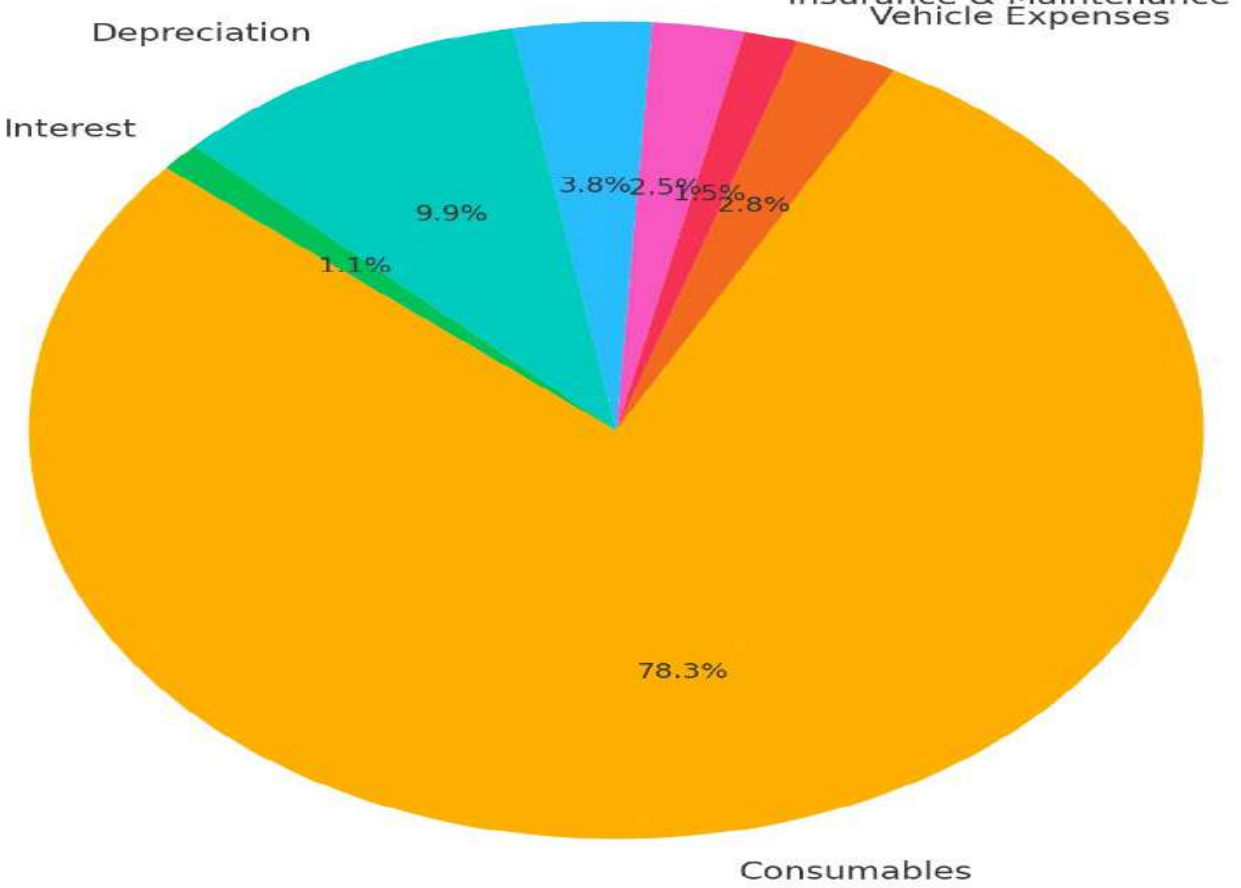
## 8. Visualizations



Financial Performance chart



Year 3 Expense Breakdown (Including Camp/Lodge)



## 9. Organization and Management

### 9.1 Ownership Structure

- **Shareholders:**
  - Porini Limited: 999 shares (99.99%)
  - Mohanjeet Singh Brar: 1 share (0.01%)
- **Authorized Share Capital:** TZS 20,000,000, divided into 1,000 shares of TZS 2,000 each.

### 9.2 Management Structure

- **Board of Directors:** Sets policies and strategic direction.
- **Managing Director:** Oversees daily operations.
- **Operations Manager:** Manages tour logistics and customer service.
- **Finance Manager:** Handles budgeting and compliance.

### 9.3 Human Resources

- **Initial Staffing:** 8–10 employees (4 tour guides/drivers, 1 expatriate specialist, administrative staff).
- **Training:** On-the-job training for hospitality and customer care.
- **Future Expansion:** Scale to 15–20 employees by Year 5, including camp/lodge staff.

## 10. Implementation Schedule

Stage	Tasks/Activity	Time Frame
Stage 1	Mobilize equity and overdraft funds	1–2 months
Stage 2	Acquire vehicles, land, and office setup	3–6 months
Stage 3	Pay suppliers and secure lodge bookings	1 month
Stage 4	Complete TIC and TALA registration	2–3 months
Stage 5	Begin camp/lodge construction (Year 3)	Q1–Q2 2028
Stage 6	Launch full operations with camp/lodge	Q3–Q4 2028

## 11. Regulatory Compliance

### 11.1 TIC Registration

- **Requirements:** Minimum USD 500,000 investment (met), five-year business plan, proof of assets.
- **Process:** Submit plan and documents to TIC by Q2 2026.

## 11.2 TALA Licensing

- **Requirements:** 10 vehicles (not older than 5 years), TCC, eco-tourism compliance.
- **Process:** Apply via Tanzania National Business Portal post-TIC approval.

## 11.3 Land and Camp/Lodge

- **Process:** Pre-Sale Agreement for land, followed by Derivative Rights from the Commissioner of Lands. Camp/lodge construction begins Q1 2028.

## 12. Risk Analysis and Mitigation

<b>Risk</b>	<b>Mitigation Strategy</b>
Regulatory delays	Engage Kasegenya Consult for streamlined compliance.
Competition	Differentiate with camp/lodge (from Year 3) and eco-tourism focus.
Currency fluctuations	Use USD-based contracts for international clients.
Seasonal demand	Offer cultural tours and Southern Circuit packages for low seasons.
Construction delays (Year 3)	Partner with experienced local contractors for camp/lodge development.

## 13. Economic and Social Benefits

- **Job Creation:** 8–10 initial jobs, scaling to 15–20 with camp/lodge operations.
- **Foreign Exchange:** USD 1.10–1.73 million annually.
- **Community Impact:** Cultural tours with Maasai communities.
- **Tax Revenue:** Corporate taxes, VAT, and tourism levies.
- **Sustainability:** Eco-tourism and conservation initiatives.

## 14. Conclusion and Recommendations

GW Safaris' revised plan, with USD 1,368,468 investment, is financially viable, projecting net profits of USD 335,346 in Year 1, growing to USD 602,259 by Year 5, and a cumulative cash balance of USD 2,886,522. The delayed camp/lodge investment (USD 600,000 in Year 3) ensures compliance and enhances competitiveness.