

# **ARACHUGA PROPERTIES LIMITED**

## **BUSINESS PLAN 2021.**

The aim of this business plan is to explicate a brief history of Arachuga Properties Limited, its current activities and its future plans in relation to a TIC approval for a **Certificate of Incentives**.

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# PART- I

## **1.0 EXECUTIVE SUMMARY**

### **1.1 INTRODUCTION**

**Arachuga Properties Limited** is an established local Limited Liability Private Company based in Arusha - Tanzania. The company was incorporated in 2019 under Certificate of Incorporation No. 140411361. Currently the company intends to invest the hospitality business and operations whereby it will be trading under the name **THE KILI SEASONS (2021)**.

The main aim of Arachuga Properties Limited is to provide high quality hospitality services with an objective of exploring the fast growing tourism industry in Tanzania, mainly focusing to cater for golf lovers who visit the country.

The hospitality business operation activities shall be carried out in the name of **THE KILI SEASONS (2021)**, which is a proposed business name owned by Arachuga Properties Limited.

This project document, therefore sets out investment proposals including sources of finance and assessment of financial economic viability of the hospitality business.

## **2.0 HOSPITALITY SERVICES AND GOLF ACTIVITIES**

**Arachuga Properties Limited t/s THE KILI SEASONS (2021)**, shall be built in the famous Cape Dutch Style whereby it shall have twenty Executive Rooms (20), Restaurant, Bar, Olympic Swimming Pool and a luscious Garden next to the Maji ya chai river bank.

## **PART II**

### **3.0 THE PROJECT**

**Arachuga Properties Limited t/a THE KILI SEASONS (2021)**, shall provide competitive services in the following areas:

- Full board Accommodation Services
- Car rental services
- Catering services
- Concierge services
- Courier services
- Dry cleaning
- Excursions and guided tours
- Ironing service
- Laundry and valet service
- Mail services
- Massages
- Swimming
- Sauna
- Room service (24-hour)
- Shoeshine service
- Transfer and chauffeur driven to/from the Airport.

### **4.0 DIRECTORS/SHAREHOLDERS**

**THE KILI SEASONS (2021)**, is a business which shall be run by a sole proprietor **Arachuga Properties Limited** which is a Company Jointly formed by Tanzanian Citizens and one Foreigner.

The company's Authorized Share Capital is TSHS. 1000,000,000 divided into 10,000 Ordinary Shares of TSHS. 10,000 each.

**Arachuga Properties Limited** is a Limited Liability Private Company entirely owned by the following Shareholders.

<b>S/N</b>	<b>Shareholder</b>	<b>Nationality</b>	<b>Number of Shares</b>
i.	<b>Noody Erick Pownall</b>	<b>Tanzanian</b>	<b>5,000</b>
ii.	<b>Jossely Carola Kimberly Zandvliet</b>	<b>Dutch</b>	<b>4,900</b>
iii.	<b>Brigitta Annrose Pownall</b>	<b>Tanzanian</b>	<b>100</b>

#### **4.1 ORGANISATION AND MANAGEMENT**

##### **ORGANISATION**

The Company is directly under the Shareholders, who form part of Board of Directors. The Board of Directors are responsible in formulating policies, rules, regulations and planning aspects to ensure that all services and the related activities meet the requirements of the guests/tourists and that the Company is operating on profitable basis.

The present Chief Executive Officer (CEO) is appointed by the Board of Directors. The CEO is the overall in charge of day to day operations of the Company. He is assisted by section heads –Sales Manager and Manager of Operations. The Operations Manager deals with all matters of administration, lodging, receiving and attending of tourist visitors and planning their activities and transport. Also undertakes all welfare activities of the workers.

The Chief Executive Officer shall be answerable and reports directly to the Board of Directors.

#### **4.2 MANPOWER REQUIREMENTS**

All additional workers to be employed are expected to have some knowledge of hospitality, tourism and especially hotel and tour operations. The company expects to employ about 53 staff.

### **4.3 RECRUITMENT AND TRAINING**

The company expects to employ qualified staff who have a wide experience in the hospitality and tourism sector. Preferably, those with good knowledge of the hospitality industry. Some of the subordinate staff is expected to receive on-the-job training.

### **5.0 THE MARKET**

#### **5.1 Targeted Market and Strategy**

**Arachuga Properties Limited t/a THE KILI SEASONS (2021)** is located in the Arumeru Region, Arusha District at an area known as Usa-River, opposite the Kili Golf Wildlife Estate. The business will focus on becoming a favorite stop for Golf, nature and wildlife lovers and other tourists who will be visiting Tanzania.

#### **5.2 Strategy and Implementation**

In order to reach its goal of becoming the Tanzania's best hospitality and accommodation spot, the business will adopt the following strategy:-

- i) Establish THE KILI SEASONS (2021) reputation as a distinguished, provider of accommodation to the golf players and a best place for the special European and African cuisine. This will be accomplished through a diverse marketing communications program at THE KILI SEASONS (2021) target market, utilizing various media and publicity outlets.
- ii) Provide Unparalleled Service to the people in order to gain repeat business and build trust. This will include providing superior Service in all phases of the transaction.
- iii) Aggressively promote quality service and exciting activities at the facility.

## **5.6 Competitive Edge**

THE KILI SEASONS (2021) Competitive edge is its focus, passion and experience. THE KILI SEASONS (2021) seeks to promote and provide the best hospitality service in the country. THE KILI SEASONS (2021) shall provide a differentiated offering with the management experience, Capital and Commitment.

## **6.0 FINANCE**

Our investment in the hospitality business at Plot No.180, Block 'A' Dolly Estat, Arumeru District, Arusha Region e is equivalent to **US \$ 1,873,840.00=** which has been disbursed as a loan between Arachuga Properties Limited (the Borrower) from K.A.M.P Tanzania (the Lender) as per the agreement dated 23<sup>RD</sup> September 2020, the loan grace period is two(2) years, at an interest rate of 7.5% and shall be paid for a period of 25 years.

### **6.1 SCHEDULE OF IMPLEMENTATION**

The schedule of implementation is primarily dependent upon recognition of this project and all PHASES of our investment are evidently dependent upon each other for continuity and success. On the assumption that this application shall be granted we anticipate the following:

### **6.2 Importing Furniture, Fixtures and Fittings**

We anticipate that we shall import furniture, equipment and machinery from Netherland which shall blend in with the Cape Dutch Style of the building to give our customers who are retired golf players a feeling of home while they are staying at our facility..

### **6.3 Operations**

As of now we have entered into a separate agreement with the Kilimanjaro Golf Development Limited and Kilimanjaro Wildlife and Golf Estate who will be offering us special rates for the Golf Players who will visit Tanzania and stay at our facility.

In our operations we look forward to employ Tanzanians who are skilled in the hospitality industry who will carry the flag our name as well as experts who shall bring in their expertise in the areas that we do not have experience and man power.

#### **6.4 2022 Full Capacity/ The Grand Opening.**

We expected to run into full capacity by the start of the second half quarter of the year 2022.

The Cape Dutch design shall serve as an inspiration for the future designs of our Boutique Hotel mentioned in the Third part of this Business Plan, as our expansion in properties shall be inline with the designs.

#### **7.0 SUMMARY**

The Directors are committed to a long-term future for their Company and the Hospitality Sector in Tanzania.

As residents and investors, the Directors have shown their commitment and support to Tanzania and during the past few years, have been able to appreciate the support of several government sectors, all of which have shown their own commitment to the ethos and benefits of foreign and local investments. The directors have also had time to assess thoroughly the potential of their company assets and how best to utilize them to the mutual interest of themselves, their staff and the people of Tanzania.

The Directors are fervently that they are right and honourable people with a combination of vision, practicality and pragmatism to carry out this project.

**List of Documents attached:**

- Certified Copy of the Memorandum and Articles of Association for Arachuga Properties Limited.
- Certified Copy of the Certificate of Incorporation for Arachuga Properties Limited.
- Certified True Copy of the Right of Occupancy.
- Certified Copy of Tax Identification Number of the company
- Bank Statement,
- Covering letter for this application