
RUHUDJI COMPANY (T) LTD

AT BURK ALONG ARUSHA-DODOMA ROAD
ARUSHA REGION

BUSINESS PLAN

Prepared on behalf of:
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Legal Page

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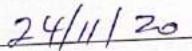
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Upon request, this document is to be immediately returned to Ruhudji Company Limited



Signature

Mr. Harpreet Singh Brar



Date

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1.0 INTRODUCTION

1.1 Industry Overview

Wildlife breeding site is the intensive management of sizable wildlife species on relatively small surface areas where a narrow range of complementary production systems and uses are professionally managed so as to render them compatible and beneficial, including game viewing, cropping, and sale of live animals, tourism and fishing. On the other hand, wildlife breeding site is an area of minimum size to keep animals for the commercial purpose.

Due to economic factors, the wildlife breeding site is usually on domestic and agriculturally marginal land. The key management tools to increase and maintain animal stocks to a viable level of production are protection, feeding, animal husbandry, careful development and habitat modification.

Originally in Africa, wildlife was managed and used under customary or traditional laws and rules. Certain animals such as elephants could only be hunted with the permission of the local tribal chief or king. Others could only be hunted during certain times of the year. Some areas were sacred and were off-limits for hunting. During the colonial period the State took control of wildlife and it was managed by a Government Department in charge of wildlife conservation and management. This meant that people were no longer in charge of their wildlife resource be they commercial farmers or communal landowners. Landowners felt little need to conserve their resources as they received few benefits and had no control over them. In spite of wildlife laws and the policing action of wildlife personnel, the Game Departments could not stem the decline in wildlife numbers, which reached a peak in the fifties and sixties. It also became evident to the wildlife authorities that many Protected Areas were becoming isolated areas surrounded by agricultural activities and that wildlife corridors and migratory routes were being destroyed by haphazard land developments.

The feeling was that dramatic changes had to be made to the Wildlife Policies and Laws in order to reverse the decline in wildlife on land outside the Protected Areas. The way this was done was the granting of user rights or appropriate authority to landowners be

they commercial wildlife breeding facilities. Wildlife use rights were first of introduced to Namibia in 1967 and then to Zimbabwe in 1975, first of all to commercial breeders and then some 10 to 25 years later to communal landowners. All in all, the new policies and laws contained the following key elements:

- Devolution of User Rights to the Landowner
- Benefits from Wildlife Accruing to the Producer
- Wildlife Management Options to Include Consumptive and Non Consumptive Use

As a first condition that permitted the involvement of a much greater number of actors, most Southern and East African countries now allow the landowner to manage and use wildlife on his property (be it fenced or unfenced) but with the State retaining ultimate ownership and authority over wildlife. User rights can be limited to certain wildlife options (for example non game cropping in migratory areas) or they can allow the full use of all wildlife options. If a rancher erects a suitable wildlife fence, which hinders any movement of wildlife in or out of the ranch, he receives additional management benefits such as longer hunting seasons and higher off take quotas. However, user rights can be withdrawn by the Director General if the wildlife rancher uses wildlife unsustainably or in a fashion, which is incompatible with current wildlife laws. South Africa has gone a stage further in the question of user rights in that the wildlife rancher owns the wildlife on his ranch if he complies with certain wildlife fencing specifications. He can then manage it anyway he wants.

The second condition is that all benefits from wildlife management accrue to the landowner or producer just as it does when he is running a cattle ranch, tree plantation or agricultural farm. The ranch owner is free to set his own trophy fees and daily rates irrespective of current market prices. This is essential as it provides him with the economic incentive to conserve wildlife and manage it sustainably. The advantages to the Tanzania Wildlife Management Authority are that landowners invest in wildlife and take over responsibility in managing wildlife on their property. Further benefits are an increase of revenue to TAWA from licensing fees and permits and the Treasury benefits by the additional income from taxes, import duties and levies. A national benefit, which is often

overlooked, is the creation of jobs and income and the improvement of livelihoods in rural areas where unemployment is particularly high.

The third condition for the successful development of management of wildlife in captive facilities is that all wildlife options are available to the facility owner be it game cropping and game capture (consumptive use) as well as all forms of wildlife tourism (non-consumptive use).

The role of TAWA is to provide an enabling environment whereby wildlife utilization and tourism can flourish on private and communal land and to provide specific guidelines and regulations for wildlife management practices, sustainability and to monitor the trade and sale of wildlife products. Adaptive management has become the key word for many Wildlife Authorities, which means that it is flexible enough to accommodate ranches on a case-to-case basis without jeopardizing the main tenants of sustainability and benefit sharing.

1.2 Executive Summary

Ruhudji (T) Ltd is a registered company that will be registered for wildlife breeding facility to be based in Arusha-Tanzania. We have done our detailed market research and feasibility studies and we were able to secure 15.5 acres of land to establish our private wildlife breeding facility and start our wildlife breeding business. Our wildlife breeding business is going to be standard one hence will be involved in commercial breeding of wild animals and birds such as antelope, buffalo, zebra, wildebeest, eland and any other herbivores.

Nevertheless, small game such as alligator, rabbit, squirrel, pangolin, porcupine and birds will be also kept in our breeding site. We will also be involved in breeding services to our customers. In the nearest future, hopefully within the first five years of officially running wildlife breeding site, we will start our beef jerking and milk processing plant and also start exporting our game to other parts of the country. This is why aside from the fact that we've secured the required land for our wildlife breeding business, we will also hire some key

employees to fit into the ideal picture of the 21st century wildlife breeding business workforce that we want to build.

We are in the business because we want to leverage on the vast opportunities available in the industry to contribute our quota in growing the Tanzania economy, in national food (meat) production, raw material production, to export wildlife produce from Tanzania to other countries and over and above to make profit.

Ruhudji (T) Ltd is well positioned to become one of the leading wildlife breeding businesses in Tanzania, which is why we have been able to source for the best hands and equipment to run the business. We have put processes and strategies in place that will help us employ best practices when it comes to wildlife breeding facilities.

Ruhudji (T) Ltd is a private registered farm company that is owned by Harprete and his immediate family members. The company will be single handedly financed by Harprete and his immediate family members at least for a period of time.

Before starting Ruhudji Company, Harprete and his immediate family members own one of the leading camp site, just outside the famous Tarangire National Park in Manyara District. They have worked in the industry for over 20 years before deciding to engage in wildlife breeding business in the secured land at Burka in Arusha town.

1.3 Our Target for Product Offerings

Ruhudji Company Ltd is planning to be a licensed wildlife breeding business that will be committed to offer game viewing, cropping, commercial breeding and photographic tourism for both Tanzania's and the global market. We are planning to be in this business to make profits and we will ensure that we do all that is permitted by the law in to achieve our business aim and objectives. These are the areas we will concentrate on in our wildlife breeding business. If need arises, we will definitely add more related services such as sale of both processed and raw game meat. Other related services include but not limited to breeding services.

1.4 Our Mission and Vision Statement

- Our Vision is to become one of the leading wildlife breeding brands not just in Tanzania, but also in Eastern and Southern Africa.
- Our mission is to offer luxury light game viewing, commercial breeding photographic tourism, sell of wildlife byproducts both processed and raw game meat in commercial quantities both locally, nationally and internationally.
- We want to build a wildlife breeding business that can favorably compete with other leading wildlife breeders in Tanzania and Eastern and Southern Africa.

1.5 Our Business Structure

Ruhudji Company Ltd intends to start wildlife breeding facility in Arusha near along Arusha-Dodoma, but hopes to grow big in order to compete favorably with leading wildlife breeding facilities in the industry both in Tanzania and Eastern and Southern Africa.

We are aware of the importance of building a solid business structure that can support the kind of world class business we want to own. This is why we are committed to only hiring the best hands in and around Tanzania. At Ruhudji, we will ensure that we hire people that are qualified, hardworking, dedicated, customer centric and are ready to work to help us build a prosperous business that will benefit all the stakeholders.

As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more as agreed by the management of the facility. In view of the above, we have decided to hire qualified and competent hands to occupy the following positions;

Below is the business structure of Ruhudji Company Ltd for wildlife breeding investment;

- General Ranch Manager
- Facility Operating Manager
- Administrator/Accountant
- Wildlife Utilization Manager/Supervisor
- Field Employees

1.6 Job Roles and Responsibilities

1.6.1 General Ranch Manager:

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results
- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals
- Responsible for providing direction for the business
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization

1.6.2 Facility Operating Manager

- Responsible for the planning, management and coordinating all facility activities across the various sections on behalf of the organization
- Providing advice on the management of ranching activities across all section
- Responsible for carrying out risk assessment
- Using IT systems and software to keep track of people and progress of the growth of wildlife
- Responsible for overseeing the accounting, costing and sale of wildlife produce after harvest
- Represent the organization's interest at various stakeholders' meetings
- Ensures that wildlife breeding goals desired result are achieved, the most efficient resources (manpower, equipment, tools and feeds etc.) are utilized and different interests involved are satisfied.
- Defining job positions for recruitment and managing interviewing process
- Carrying out induction for new team members
- Responsible for training, evaluation and assessment of employees

- Oversee the smooth running of the wildlife breeding activities across the various facility sections.

1.6.3 Administrator/Accountant

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Defining job positions for recruitment and managing interviewing process
- Responsible for training, evaluation and assessment of employees
- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Responsible for financial forecasting and risks analysis.
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensuring compliance with taxation legislation
- Handles all financial transactions for the company
- Serves as internal auditor for the company

1.6.4 Wildlife Utilization Manager/Supervisor

- Responsible for tourism and business services including business plan
- Responsible for managing the commercial breeding of wildlife
- Responsible for controlling quota,
- Responsible for supervising game viewing activities
- Responsible for photographic tourism activities
- Responsible for managing tour guides
- Responsible for customer services
- Work closely with the General Manager to achieve the organizations' goals and objectives

1.6.5 Field Workers/Contract Staff

- Responsible for feeding wild animals as instructed by the supervisor
- Handles facility implements and machines

- Assist in handling the breeding of animals
- Carries out task in line with the stated job description
- Assist in transport working tools and equipment from the facility and back to the designated store room
- Serves as security in the breeding site.
- Handles any other duties as assigned by the facility manager

1.7 SWOT Analysis

Ruhudji Company Ltd, do not intend to launch out with trial and error hence the need to conduct a proper SWOT analysis. We know that if we get it right from the onset, we would have succeeded in creating the foundation that will help us build a standard wildlife breeding business that will favorably compete in the farming industry.

As a commercial wildlife breeding business, we look forward to maximizing our strength and opportunities and also to work around our weaknesses and threats. Here is a summary from the result of the **SWOT** analysis that was conducted on behalf of Ruhudji Company Ltd.

1.7.1 Strength:

Our strength as a commercial wildlife breeding business is the fact that we have healthy relationships with loads of major players in the farming industry and wildlife merchants; both suppliers and buyers within and outside of the United Republic of Tanzania. We strategically located along Arusha-Dodoma Main Road in Arusha a tourism city and just few kilometers from Arusha airport as our potential transportation infrastructure.

Besides from our relationship (network) and location, we can confidently boast that we have some the most experienced hands in the breeding business.

1.7.2 Weakness:

Our weakness could be that we are a new commercial wildlife breeding business in the United Republic of Tanzania and we may not have the required cash to import high yielding resources outside of the United Republic of Tanzania for now. We are aware of

this and from our projection will overcome this weakness with time and turn it to a major advantage for the commercial wildlife breeding captive facility.

1.7.3 Opportunities:

Game meat selling is the newly established business opportunity in Tanzania which dictates the return for Tanzania wildlife captive facilities. Game meat selling will generate an increase in returns per head for wildlife breeding. Consequently, higher returns generally encourage breeders to devote more resources to commercial wildlife breeding facility. The game meat selling is expected to rise in the coming year, presenting the industry with a potential opportunity both local and international.

2.0 MARKET ANALYSIS

2.1 Market Trends

Despite the fact that commercial wildlife breeding has been in existence since time immemorial, that does not in any way make the industry to be over saturated; commercial wildlife breeders are exploring new technology to continue to improve management of wildlife captive facilities and processes. The fact that there is always a ready market for wild animal and their produce makes the business ever green.

One of the new opportunities in wildlife utilization industry is that with the recent establishment of game meat selling regulations, breeders can now improve the various breeds of the wild animals they are breeding. As a matter of fact, it is now easier for wildlife breeding businesses to comfortably engage in multiple wildlife utilization businesses to supplement those of trophy hunting and photo tourism and replace live animal export trade which was banned since 2016.

2.2 Our Target Market

The end consumers of wildlife products also those who benefits from the business value chain are all encompassing; it is far – reaching. It is assumed that, almost every household will consume products from wildlife produces such as meat, feathers/skin (leather) used for bags, belts and shoes production etc.

So also, a large chunk of manufacturing companies depends on wildlife breeding businesses for some of their raw materials. In essence a wildlife breeding business owner should be able to sell his or her bdeed produce to as many people as possible.

We will ensure that we position our business to attract consumers of wildlife products, not just in the United Republic of Tanzania alone but also other parts of the world which is why we will be exporting some of our game products to other countries of the world.

2.3 Our Competitive Advantage

We are quite aware that the reason why some wildlife breeding businesses hardly make good profits is their inability to sell off their products to a larger market. In view of that, we are planning to partner with some of the leading wildlife and ranchers businesses and abattoirs operators and wildlife conservative operators to help us maximize profits.

In summary, Ruhudji Company Ltd will adopt the following strategies in marketing our wildlife product;

- Introduce our business by sending introductory letters alongside our brochure to wildlife related businesses, abattoirs operators, wildlife conservative operators and key stakeholders in the agriculture industry in and around Tanzania.
- Advertise our wildlife breeding in agro – allied, tourism and food related magazines and websites
- List our wildlife breeding business on yellow pages ads (local directories)
- Attend related wildlife, agriculture and food expos, seminars, and business fairs both local and international
- Leverage on the internet to promote our business
- Engage in direct marketing
- Encourage the use of word of mouth marketing (referrals)

3.0 SALES AND MARKETING STRATEGY

3.1 Sources of Income

Ruhudji Company Ltd is in the wildlife breeding industry for the purpose of maximizing profits hence we have decided to explore all the available opportunities within the industry to achieve our corporate goals and objectives. Below are the sources we intend exploring to generate income for Ruhudji Company (T) Ltd

- Light and luxury game viewing and photographic tourism
- Commercial breeding and sale of game meat
- Sale of processed game meat of wild animals (birds and plain game)
- Breeding services
- Wildlife health services
- Shearing services
- Wildlife related consultancy and advisory services

3.2 Sales Forecast

From the survey conducted, we were able to discover that the sales generated by a commercial wildlife breeding business depend on the size of the facility, and the network of the business.

We have perfected our sales and marketing strategies and we are set to hit the ground running. We are quite optimistic that we will meet or even surpass our set sales target of generating enough income/profits from the year of operation and build the business from survival to sustainability.

We have been able to examine the management of wildlife in captive facilities and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projections are based on information gathered on the field and some workable assumptions as well with respect to the nature of commercial wildlife breeding business that we run.

Below are the projections that we were able to come up with for the first five years of running our game ranch;

Fiscal Year	Projection (USD)
FY 1	70,000.00
FY 2	80,000.00
FY 3	92,000.00
FY 4	106,400.00
FY 5	113,400.00

N.B: This projection was done based on what is obtainable in the industry and with the assumption that there will be annual increment of 20% and there won't be any major economic meltdown that can impact negatively on tourist spending, bad weather cum natural disasters and unfavorable government policies.

3.3 Our Pricing Strategy

Generally speaking, pricing will be based on the type of wildlife use (consumptive and non-consumptive wildlife utilization). The actual cost depends on the type of activities undertaken in the breeding site such as luxury game viewing, cropping for game meat and breeding services. Game for meat usually sells in average of \$5 per Kg. For example, games will also differ in price based on species and weight. We are quite aware that one of the easiest means of penetrating the market and acquiring loads of customers for all our products to sell at competitive prices.

One thing is certain, the nature of wildlife breeding business we are involved in makes it possible for breeders to place prices for their product based on their discretion without following the benchmark in the industry. The truth is that it is one of the means of avoiding running into loss. The easier you sell off your products when they are there for use, the better for your business.

3.4 Payment Options

The payment policy adopted by Ruhudji Company Ltd is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but

at the same time, we will ensure that we abide by the financial rules and regulation of the United Republic of Tanzania.

Here are the payment options that Ruhudji Company Ltd will make available to her clients;

- Payment via bank transfer
- Payment via credit cards
- Payment via Point of Sale Machines
- Payment via online bank transfer
- Payment via check
- Mobile transaction (M-Pesa, Tigo-Pesa, Airtel Money, Holo-Pesa)
- Payment via bank draft

In view of the above, we have chosen banking platforms that will enable our clients make payment for our products without any stress on their part.

3.5 Publicity and Advertising Strategy

Any business that wants to grow beyond the corner of the street or the city they are operating from must be ready and willing to utilize every available means to advertise and promote the business. We intend growing our business which is why we have perfected plans to build our brand via every available means.

Below are the platforms we want to leverage on to boost our wildlife based business operations brand and to promote and advertise our products;

- Place adverts on both print (newspapers and related wildlife magazines) and electronic media platforms
- Sponsor relevant community based events / programs
- Leverage on the internet and social media platforms like; Instagram, Facebook, twitter, YouTube and Google to promote our business
- Install our Billboards in strategic locations all around Tanzania
- Engage in roadshow from time to time in targeted neighborhoods
- Distribute our fliers and handbills in target areas

- List our commercial game ranch in local directories / yellow pages
- Advertise our breeding facility in our official website and employ strategies that will help us pull traffic to the site.
- Ensure that all our staff members wear our branded shirts and all our vehicles and trucks are well branded with our company logo.

3.6 Financial Projections and Costing

Below are some of the basic areas we will spend our startup capital in setting up our game ranching business;

- The total fee for incorporating the business in United Republic of Tanzania \$ 150.
- The budget for key insurance policies, permits and business license – \$ 500
- The amount needed to acquire/lease a farm land – \$ 10,000
- The amount required for preparing the land (for construction of fencing and dams) – \$20,000
- The cost for acquiring the required working tools and equipment/machines/fencing etc – \$ 5,000
- The amount required for the purchase of the first set of wild animals and birds – \$10,000
- The cost of launching an official website – \$300
- The amount required for payment of workers for a period of 3 months – \$10,000
- Additional Expenditure (Business cards, Signage, Adverts and Promotions) – \$ 200

Going by the report from detailed research and feasibility studies conducted, we will need an average of seven hundred and fifty thousand dollars (\$ 70,000) to start a standard wildlife breeding business in the United Republic of Tanzania.

3.7 Generating Funds/Startup Capital for Ruhudji Company Ltd

No matter how fantastic your business idea might be, if you don't have the required money to finance the business, the business might not become a reality. Finance is a very important factor when it comes to starting a game ranch.

Ruhudji Company Ltd is a family owned business and it will be financed by Mr, Harprete and his immediate family members. Therefore, the following are the areas where we intend sourcing for fund for Ruhudji Company Ltd;

- Generate part of the startup capital from personal savings
- Generate part of the startup capital from friends and other extended family members
- Generate a larger chunk of the startup capital from the bank (loan facility).

N.B: We have been able to generate about \$70,000 (Personal savings \$10,000 and soft loan from family members \$20,000) and we are at the first stages of obtaining a loan facility of \$40,000 from our bank. Several banks have been consulted for comparing interest rates. Negotiation will be made before signing papers and documents for submission. Once the loan is approved, we will be in a position to start business operations.

4.0 BUSINESS GROWTH: Sustainability and Expansion Strategy

Part of the plans we have in place to sustain Ruhudji Company Ltd is to ensure that we continue to make available a wide range of wildlife based business products, improvise on how to do things faster and cheaper. We are not going to relent in providing conducive environment for our workers and also the required trainings that will help them deliver excellent services at all times.

From our findings, another factor that kills new businesses is financial leakages. In order to plug financial leakages, the management of Ruhudji Company Ltd will adopt the use of payment machines and accounting software to run the business.

We are quite aware that our customers are key components to the growth and survival of our business hence we are going to continuously engage them to give us ideas on how to serve them better and the services they want. We will not waste time in adopting new technology, best practices and diversifying our services.

Ruhudji Company Ltd will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of. Our company's corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner.

We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

Check List/Milestone

- *Business Name Availability Check: Completed*
- *Business Incorporation: Completed*
- *Opening of Corporate Bank Accounts: Completed*
- *Opening Online Payment Platforms: In Progress*
- *Application and Obtaining Tax Payer's ID: In Progress*
- *Application for business license and permit: In Progress*
- *Purchase of Insurance for the Business: In Progress*
- *Conducting Feasibility Studies: Completed*
- *Startup Capital Generation: In Progress*
- *Writing of Business Plan: Completed*
- *Drafting of Employee's Handbook: In Progress*
- *Design of The Company's Logo: In progress*
- *Printing of Packaging and Promotional Materials: In Progress*
- *Recruitment of employees: In Progress*
- *Building/construction of fence, camp and dam: In Progress*
- *Purchase of the first set of wild animals: In progress*
- *Purchase of the needed working tools, machines and equipment: In progress*
- *Creating Official Website for the Company: In Progress*
- *Creating Awareness for the business (Business PR): In Progress*
- *Farm land Treatment, Health and Safety Arrangement: In Progress*

- *Establishing business relationship with key players in the industry (wildlife farm produce merchants, game meat businesses, abattoir operators, wildlife conservative operators and wild animal transporter/haulage): In progress*