

# SF 168 LIMITED

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COMPANY PROFILE

2021

<b>1. Name of the organization</b>	SF 168 LIMITED.
<b>2. Address</b>	P.O BOX, 95571, DARESALAAM. URSINO STREET, MIKOCHEMI DARESALAAM.
<b>3. Established in</b>	2021.
<b>4. Organization status</b>	Limited Company.
<b>5. Level of action</b>	Regional, National and international.
<b>6. Registration number</b>	152839480
<b>7. Founders</b>	Felix Francis Mkosamali and Ma Hua.
<b>8. Name of the chief functionary.</b> (Managing Directors)	Felix Francis Mkosamali and Ma Hua.
<b>9. Country</b>	Tanzania.
<b>10. Vision and Mission</b>	<p><b>a) Vision.</b> Achieve more in business and travel smart.</p> <p><b>b) Mission</b></p> <p>To become the worlds most trusted and innovative business and tourism management company.</p>
<b>11. Aims and Objectives.</b>	<p>SF 168 Limited has the following aims</p> <ul style="list-style-type: none"> <li>✓ To conduct tour guiding and tour operations in different national parks in Tanzania like Serengeti, Ngorongoro, Manyara and Zanzibar. Also beaches and museums. Also renting cars to tourists and the related activities.</li> </ul>

- ✓ Supplying food to foreigners and tourists.
- ✓ Conducting trading activities of whole sales, retail of beverages drinks etc.

## 12. History

**SF 168 LIMITED** was established in 2021 as a Company Limited by shares and later on registered to operate under section 15 of the Company's Act Cap 2012 RE 2002, with registration No.152839480.

**SF 168 LIMITED** has **TIN 152-839-480** and then got a business license from ministry of natural resources and tourism **license No 010389 under the tourist Act No. 11 of 2008.**

Also SF 168 Limited has a **business license from Kinondoni Municipal, license No. 3851734.**

## 13. Values and principles.

**Transparency;** to be open to stakeholders, staff, members and in our activities and achieving Company goals.

**Integrity;** **SF 168 Limited** focus on quality of being honest and adhere to moral principles such as humanity and dignity

principle for all members, staff, office bearers and the government.

**Excellence: SF 168 Limited** aims on quality of being extremely good.

**Professionalism: SF 168 Limited** adheres to professional standards of all profession.

**Accountability: SF 168 Limited** is guided by statutory professional standards for the time being in force.

#### **14. Implementation period.**

SF 168 Limited will implement its objectives for a period of five years . Where she will conduct tourism operations and tour guiding, renting cars to tourist, conducting food supply and restaurants, transports and logistics.

#### **15. Investment costs and sources of fund**

**SF 168 Limited**, will invest three billion Tanzanian Shillings to implement the project. The source of fund will be Loan.

#### **16. Job creation**

**SF 168 limited** will employ more than 50 and 6 foreignreTanzanians to ensure effective implementation of the company goals.

## 17. Investment, funds and expenditure breakdown.

INVESTMENT FUND	EXPENDITURE BREAKDOWN
1.5 billion Tsh.	Buying tourist cars.
500,000,000/= Tsh.	Salary of employees.
500,000,000/= Tsh.	Taxes and other revenues and other charges.
100,000,000/= Tsh.	Rent.
50,000,000/= Tsh.	Office equipment
300,000,000/= Tsh.	Car repair and services.
300,000,000/= Tsh.	Stationeries, fuels and other office operations.

## 18. Sources of supply of inputs

The inputs (tourist cars, office equipment etc.) will be obtained from local suppliers and few will be imported.

## 19. Marketing plan

**SF 168 limited** outline the advertising and overall marketing approach that will be used to promote destination by researching current market trends in tourism and other business to gauge the climate which will be advertising, laying out the strategies like online marketing, print marketing and partnership. Also by describing the goals of the project by market placement of the

destination itself, growth goals over short and long term and financial goals regarding return on the overall marketing investment. The use of websites and planning of dates wisely by looking high and low travel seasons.

**20. Implementation schedule.**

TIME	IMPLEMENTATION
July, 2021-July, 2022. (1 <sup>st</sup> year)	Registration processes and planning of the project, Rent and buying of cars.
July, 2022 – June, 2023 (2 <sup>nd</sup> year).	Tour operations and related activities
July, 2023-June, 2024 (3 <sup>rd</sup> year).	Tour operations, tour guiding, food supply etc.
July, 2024 - June, 2025 (4 <sup>th</sup> year).	Tour operations, food supply and catering etc.
July 2025 – June, 2026 (5 <sup>th</sup> year).	Tour operation, tour guiding, food supply and catering etc.

**21. Financial projection.**

After five years we expect to get profit of 2 billion Tanzanian Shillings.

**22. Capacity of the project.**

The capacity of the project investment is 3 Billion Tanzanian Shillings.