

NYSSA TOURISM HOLDING LIMITED

BUSINESS PLAN

FOR

ESTABLISHMENT

OF

TOUR OPERATIONS BUSINESS

1.0. EXECUTIVE SUMMARY.

NYSSA TOURISM HOLDING LIMITED a company registered in the country under the Companies Act, 2002. The project promoters are well established business carrying out various businesses but majoring in tourism sector. Having been in the business for over 5 years the directors are now well prepared for establishment of tour operations business focusing on permanent camp site operation and Hot air balloon operation in five major national parks namely, The Serengeti, Arusha, Tarangire, Ruaha and Lake Manyara.

The document has been prepared to serve as a business plan for **NYSSA TOURISM HOLDING LIMITED** for the tour operator project specializing in Hot air Ballooning operation and camp site. The implementation of this project will comprise of the following activities:-

NYSSA TOURISM HOLDING LIMITED is owned by 3 shareholders with vast experience as far as tourism industry is concerned. **NYSSA TOURISM HOLDING LIMITED** shareholders have an adequate experience in running the business of Hot Air Balloon and camp site operation

9.0 PROJECT IMPLIMENTATION

For the project to be a reality a total investment amounting to TZS 2,217,600,000 is needed. The timeline for implementation of the project is two, with scheduled soft opening to start six month after commencement of project implementation. Below is the cost structure indication funding requirement for the project

SCHEDULE 5.0: NYSSA TOURISM HOLDING LIMITED COST STRUCTURE

PARTICULAR	TZS
Camp site construction	231,000,000
2 Hot Air Balloon	646,800,000
Motor Vehicles 10	1,155,000,000
Furniture & Fittings	23,100,000
Pre expenses	23,100,000
Consultancy and operational permit	11,550,000
Permit	11,550,000
TOTAL	2,217,600,000

(i) Camp site contraction: TZS 231,000,000

The project to be constructed in five national parks of Serengeti, Arusha, Tarangire, Ruaha and Lake Manyara. A total of 310 bed capacity camps are expected to be built

(ii) Hot Air Balloon TZS 646,800,000

15.0 CONCLUSION AND RECOMMENDATION

15.1 CONCLUSION

- (i) The project is profitable and contributes to government revenue by way of taxes, and it's a good venture for investors
- (ii) The project provides employment to 50 people all of whom 45 are Tanzaniansnational.
- (iii) The timing of the project is perfect as most of countries are recovering from the Corona pandemic, this makes people hungry for travelling to new destinations after spending most of last year at their home countries.
- (iv) The project is an encouraging sign for investors' confidence to the new Government, this goes hand in hand with Government effort to encourage investment

15.2 RECOMMENDATION

After the foregoing economic and financial evaluation of the project, we strongly recommend that this project be implemented and be given all the support required by all the concerned Government Ministries and Agencies, including the Tanzania Revenue Authority (TRA) and the Tanzania Investment Centre – (TIC). The project deserves this support because of its viability, since it is technically feasible, economically viable and socially acceptable.