

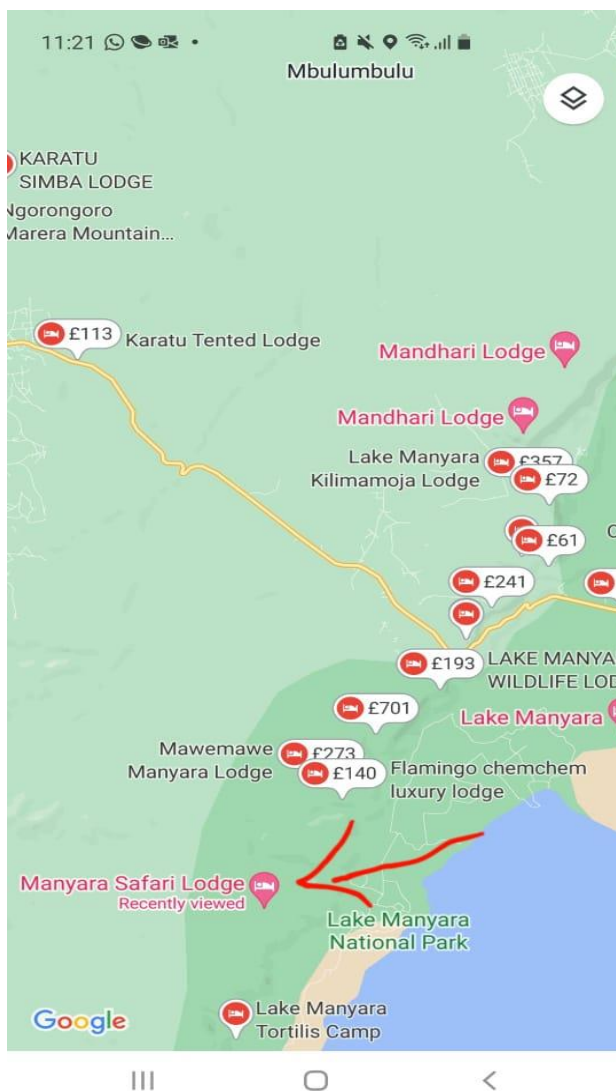
Business Plan of TARYLIN LTD

Clear statement of the investment objective, sector, and products:

Manyara Safari Lodge intends to capture the northern safari circuit market, specifically the niche of Lake Manyara National Park:

“According to the acting Director of Tourism in the Ministry of Natural Resources and Tourism, Mr Deogratus Mdamu, the sector is rapidly growing, with peak seasons -- between July and September - - resulting into overbooking of high-class hotels.

TANZANIA is facing acute shortage of over 30,000 hotel beds to accommodate the expansive demand in the hospitality sector. Only 38,000 hotel beds are currently available against the country demand for 70,000 beds.”



Since the northern safari circuit has an abundance of hotels and safari lodges catering to clients travelling on safari, we have decided to fulfil a vacant niche at Lake Manyara National Park.

As seen on this map, there are a chain of hotels stretching around the lake from the tarmac road: Flamingo Lodge / Chem Chem Lodge / Escarpment Lodge / Kilimamoja Lodge / Mandhari Lodge etc.

The intended site for Manyara Safari Lodge will be located in a vacant area at the end of the chain, right on the border of Lake Manyara National Park, with wonderful views of Lake Manyara below.

This will bring much needed revenue and employment opportunities to the Iraqw villagers living in Endallah Village, seven kilometres away from where the lodge will be built.

Figure 1: Proposed Location of Manyara Safari Lodge

Investment Costs and Source of Finances

A capital investment of \$1,049,866 (one million, forty nine thousand, eight hundred and sixty six United States dollars) will be provided from a personal account in the United Kingdom for the project.

The breakdown of these funds is as follows:

Land / Buildings: \$908,886USD	Plant: \$10,000USD	Vehicles: \$8000USD
Furniture and Fittings: \$80,000USD	Working Capital: \$43,000	



Figure 2: Artists rendition of the reception area roundabout and main building

- The lodge is perfectly situated for access to the national parks on the Northern Safari Circuit:

Lake Manyara National Park: Thirty Minutes

Ngorongoro Conservancy: Two Hours

Tarangire National Park: Two Hours

Ngorongoro Crater: Three Hours

Serengeti National Park: Five Hours

Arusha National Park: Three Hours



Figure 3: Nine rooms, accommodating twenty-four guests, built by Lodge Creations, one of the top lodge builders in Tanzania, with the aim of ultimately building eighteen rooms in total over time.

Occupancy / Month	5%	10%	15%	20%	50%	100%
Bed Nights	28	56	84	112	280	560
Gross Revenue	\$2800	\$5600	\$8400	\$11,200	\$28,000	\$56,000
Fixed Costs	\$6000	\$6000	\$6000	\$6000	\$6000	\$6000
Variable Costs (40% of Gross Revenue)	\$1120	\$2240	\$3,360	\$4,480	\$11,200	\$22,400
Total Net Profit	-\$4,320	-\$2,640	-\$960	\$720	\$10,800	\$27,600

Table 1: Charging **\$100** per person per bed night sold will result in a net profit at 20% capacity or higher.

- The estimated fixed costs of running Manyara Safari Lodge will be around \$6000 a month broken down as follows:
\$4850 / Month for Staff Salaries + \$850 / Month for Staff Food + \$300 / Month for Staff Accommodation Costs
- Charging \$100 per bed night at the lodge will start to yield a net profit at 20% occupancy per month while a 50% occupancy and above will result in very healthy returns over time.
- The most comparable competitor to Manyara Safari Lodge in the area charges \$200 per Bed Night sold.



Figure 4: Artists rendition of the swimming pool at Manyara Safari Lodge

Occupancy / Month	5%	10%	15%	20%	50%	100%
Bed Nights	28	56	84	112	280	560
Gross Revenue	\$5600	\$11,200	\$16,800	\$22,400	\$56,000	\$112,000
Fixed Costs	\$6000	\$6000	\$6000	\$6000	\$6000	\$6000
Variable Costs (40% of Gross Revenue)	\$2,240	\$4,480	\$6,720	\$8,960	\$22,400	\$44,800
Total Net Profit	-\$2,640	\$720	\$4,080	\$7,440	\$27,600	\$61,200

Table 2: Charging a comparative price of \$200 per person per bed night sold at varying levels of occupancy generates a net profit at 10% capacity or higher.



Figure 5: Larger family suites will be available for families on holiday at Manyara Safari Lodge

Job Creation

Manyara Safari Lodge will require thirty three people to effectively run, manage, maintain, and market the property:

Waiter / Waitresses: Three Junior and one Senior Head Waiter (4)

Housekeeping: Three Junior and one Senior Housekeeper (4)

Kitchen: Junior Chef & Head Chef (2)

Receptionist: One Senior and one Junior (2)

Store Room: One Senior and one Junior (2)

Maintenance / Swimming Pool Technician: One Senior and one Junior (2)

Manager & Assistant Manager (2)

Askari: Four Junior and one Head Askari (5)

Sales & Reservations Team: Four Junior and One Supervisor (5)

Marketing Team: Four Junior and One Supervisor (5)

- Total: Thirty-Three Employees
- Locals from the immediate area around Endallah Village will be hired as a matter of first priority as Junior Staff so they can be trained in hospitality and empower the local area with their salaries
- Arts and Crafts and Cultural Tours will also be encouraged as clients explore the area on guided hiking tours, mountain biking tours, and more.
- Local school children will be encouraged to visit the area on conservation field trips to learn about lodge life.



Figure 6: Empowering local communities as part of a sustainable tourism initiative is a priority. School groups will be invited to the lodge to learn about conservation and hospitality.

Investment Funds Expenditure Breakdown

A capital investment of \$1,049,866 (one million, forty-nine thousand, eight hundred and sixty six United States dollars) will be provided from a personal account in the United Kingdom for the project.

The breakdown of these funds is as follows:

Land / Buildings: \$908,886USD Plant: \$10,000USD Vehicles: \$8000USD

Furniture and Fittings: \$80,000USD Working Capital: \$43,000

Further broken down into:

- Electrical - \$30,000 + \$90,000 for Solar + \$10,000 generator
- Water Systems - \$34,565.21
- Site works - \$3000

For the Front of the House:

Guest Rooms:

- 20 beds - \$238.20 per bed = \$4,764
- 40 bedside tables - \$66.70 per table = \$2,668
- 8 wardrobes - \$550.53 per wardrobe = \$4,404
- 8 coffee tables - \$62.10 per table = \$496.8
- 20 safari chairs - \$125 per chair = \$2500
- 20 towel rails - \$5.47 per rail = \$109.4
- 20 toilet roll holders - \$3.59 per holder = \$71.8
- 40 door / wall hooks for hanging towels - \$2.48 = \$99
- 20 luggage racks - \$101.75 = \$2,035
- 10 Daybed / Pool Loungers = \$187.08 = \$1870 (which clients can also use to sleep on under the night sky should they wish)
- 8 Bathrooms Mirrors + Frames: \$50 each = \$400
- 8 Full length wardrobe mirrors: \$100 = \$800

Total: \$20,218

Dining Area:

- 14 Dining Tables (2 people per table + driver guides) - \$158.46 per table = \$2,218.44
- 2 Buffet Tables - \$280 per table = \$560
- 30 chairs (always good to have a few spares) \$80 per chair = \$2,400

Total: \$5,178.44

Viewing Deck:

- 2 Large Tables (8 people per table) \$600 per table = \$1,200
- Two parasol umbrella's for shade \$180 per umbrella \$360

Total: \$1,560

Reception:

- One Desk - \$89.70
- One Office Chair \$100
- Three Safari Chairs = \$375

Total: \$564.7

Office:

- Two Desks (for myself and the manager) \$179.4
- Two office chairs - \$100 per chair - \$200
- Four guest chairs \$80 per chair - \$320
- Office Computer - \$500
- Filing Cabinet - \$100
- Safe - \$100

Total: \$1,399.4

Presidential Suite:

- Wardrobe x 2 \$550.53= \$1101.06
- Office chair \$100
- Desk \$89.70
- Two Safari chairs \$125
- Coffee Table \$62.10
- One Large Dining Room Table \$600
- Bedside Table x 2 \$133.4
- Single Bed x 2 (double bed) \$476.4
- Towel Rail \$5.47
- Toilet Roll Holder \$3.59
- Door / Wall Hook \$2.48
- Deck Table \$62.10
- Bookshelves: \$300
- Dining Room Chairs x 4 = \$320
- Bathroom Mirror = \$50
- Full length wardrobe mirror = \$100

Total: \$3,531

Tarylin Safari Lodge (ROOM ITEMS)

BANQUET COLLECTION SAUCER 15CM 50 3,900.00 195,000.00 Tax

BANQUET COLLECTION TEA CUP 23CL 50 5,900.00 295,000.00 Tax

RM CUTLERY BIG TEA SPOON 15 2,100.00 31,500.00 Tax

SS SUGAR BOWL 15 5,847.00 87,705.00 Tax

CLIP JAR BON APPETIT 0.75LT BISCUIT JAR 15 7,542.00 113,130.00 Tax
SUNNEX SERVING TRAY RECTANGULAR 18x14" BLACK 15 32,966.00 494,490.00 Tax
LUMINARC ISLANDE 33CL 40 1,900.00 76,000.00 Tax
ARCOPAL ORIENT JUG + LID 1.8L 40 9,237.00 369,480.00 Tax
PLASTIC SOAP DISPENSER PRESS 8 15,169.00 121,352.00 Tax
WOOD HANGERS 60 3,644.00 218,640.00 Tax
BED SHEET KING SIZE 270X270 20 71,500.00 1,430,000.00 Tax
BED SHEET SMALL SIZE 180X270 40 48,100.00 1,924,000.00 Tax
DUVET LARGE SIZE 280X260 20 402,000.00 8,040,000.00 Tax
DUVET COVER 280X260 20 158,000.00 3,160,000.00 Tax
DUVET SMALL SMALL 40 86,000.00 3,440,000.00 Tax
DUVET COVER SMALL 40 176,000.00 7,040,000.00 Tax
MATTRESS PROTECTOR KING SIZE 15 67,600.00 1,014,000.00 Tax
MATTRESS PROTECTOR SMALL SIZE 40 71,000.00 2,840,000.00 Tax
BLANKET KING SIZE 230*250 15 166,000.00 2,490,000.00 Tax
BLANKET SMALL SIZE 180X230 20 116,000.00 2,320,000.00 Tax
PILLOW FABRIC 45X70 30 29,000.00 870,000.00 Tax
PILLOW FEATHER 45X70 30 52,500.00 1,575,000.00 Tax
PILLOW COVER 40 10,000.00 400,000.00 Tax
BATH ROBE 25 0.00 0.00 Tax
BATH SHEET 90*150 30 65,700.00 1,971,000.00 Tax
BATH TOWEL 70*130 30 32,118.00 963,540.00 Tax
HAND TOWEL 50*90 30 15,900.00 477,000.00 Tax
FACE TOWEL 20 4,237.00 84,740.00 Tax
BATH MAT 50*80 30 16,700.00 501,000.00 Tax
BED SIDE MAT (DIFFERENT CARPETS AVAILABLE) 30 0.00 0.00 Tax
TOILET SS BIN 15 46,525.00 697,875.00 Tax
LAUNDRY BASKET 15 10,932.00 163,980.00 Tax
WHISTLE 8 5,000.00 40,000.00 Tax
METAL BUCKET 8 28,000.00 224,000.00 Tax
UMBRELLA 10 16,900.00 169,000.00 Tax

LAUNDRY BAG 40 0.00 0.00 Tax
DRY IRON HD 1172 2 36,355.00 72,710.00 Tax
IRON STAND 3 160,932.00 482,796.00 Tax
WELCOME SISAL MAT-30X18" 8 54,000.00 432,000.00 Tax
TOILET BRUSH 15 22,796.00 341,940.00 Tax
TISSUE BOX COVER LEATHER 10 18,559.00 185,590.00 Tax
TOTAL: TZS 53,515,912.24

Sources of Supply of Inputs:

Lodge Creations Ltd, one of the top lodge builders in Tanzania, will be responsible for the construction of Manyara Safari Lodge.

Included in their impressive portfolio is The Four Seasons in the Serengeti, And Beyond's Mnemba Island Lodge, Hodi Hodi Bushcamp, and more.



Figure 7: Construction of the Main Building of Manyara Safari Lodge is already underway, thanks to Lodge Creations.

Marketing Plan

Manyara Safari Lodge will be marketed through a program well designed to cater for retail and general promotions, special events and advertising, including social media and promotional tours, like the Tanzania Road Show, where we start getting agents and operators excited:



Itinerary – Nov. 13-19, 2022

Day	Date	Country	Location
1	13/11/2022	Germany	Park Inn by Radisson, Cologne City West Innere Kanalstrasse 15, 50823 Cologne Phone: +49 221 5701 0, E-mail: info.colognecitywest@parkinn.com www.radissonhotels.com/en-us/hotels/park-inn-cologne-city
2	14/11/2022	Germany	Park Inn by Radisson, Cologne City West Innere Kanalstrasse 15, 50823 Cologne Phone: +49 221 5701 0, E-mail: info.colognecitywest@parkinn.com www.radissonhotels.com/en-us/hotels/park-inn-cologne-city
3	15/11/2022	The Netherlands	Holiday Inn – Arena Tower Hoogoorddreef 66a, 1101 BE Amsterdam Phone: +31 20 7979198, E-mail: info.amsaa@hiex.nl www.ihg.com/holidayinn/hotels/us/en/amsterdam/amsaa/hoteldetail
4	16/11/2022	The Netherlands	Holiday Inn – Arena Tower Hoogoorddreef 66a, 1101 BE Amsterdam Phone: +31 20 7979198, E-mail: info.amsaa@hiex.nl www.ihg.com/holidayinn/hotels/us/en/amsterdam/amsaa/hoteldetail
5	17/11/2022	Belgium	Bedford Hotel & Congress Centre Rue du Midi 135, 1000 Brussels Phone: +1 469 610 3608, E-mail: conference@hotelbedford.be www.bedfordhotelcongresscentre.com

6 18/11/2022 France

Pullman Paris La Défense

11 Avenue de l'Arche, 92400 Courbevoie

Phone: +33 1 47 17 50 50, E-mail: H3013@accor.com

www.pullmanhotelsfrance.com/fr/hotels/pullman-paris-la-defense

7 19/11/2022

Departure

Implementation Schedule:

Manyara Safari Lodge will take approximately three years to finish.

Financial Projection for at least Five Years:

Year 1 USD	Rack Rate: \$100 per person											
Month	1	2	3	4	5	6	7	8	9	10	11	12
Occupancy	5%	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
Bed Nights	30	60	90	90	90	90	90	90	90	90	90	90
Gross Revenue	\$3000	\$6000	\$9000	\$9000	\$9000	\$9000	\$9000	\$9000	\$9000	\$9000	\$9000	\$9000
Fixed Costs	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000
Variable Costs (40% of Gross Revenue)	\$1,200	\$2,400	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
Total:	-2,200.00	-400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400
Year 2												
Month	1	2	3	4	5	6	7	8	9	10	11	12
Occupancy	17.50%	17.50%	17.50%	17.50%	17.50%	17.50%	17.50%	17.50%	17.50%	17.50%	17.50%	17.50%
Bed Nights	105	105	105	105	105	105	105	105	105	105	105	105
Gross Revenue	\$10,500	\$10,500	\$10,500	\$10,500	\$10,500	\$10,500	\$10,500	\$10,500	\$10,500	\$10,500	\$10,500	\$10,500
Fixed Costs	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000
Variable Costs (40% of Gross Revenue)	\$4,200	\$4,200	\$4,200	\$4,200	\$4,200	\$4,200	\$4,200	\$4,200	\$4,200	\$4,200	\$4,200	\$4,200
Total	2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300
Year 3												
Month	1	2	3	4	5	6	7	8	9	10	11	12
Occupancy	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Bed Nights	120	120	120	120	120	120	120	120	120	120	120	120
Gross Revenue	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Fixed Costs	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000
Variable Costs (40% of Gross Revenue)	\$4,800	\$4,800	\$4,800	\$4,800	\$4,800	\$4,800	\$4,800	\$4,800	\$4,800	\$4,800	\$4,800	\$4,800
Total	\$3,200	\$3,200	\$3,200	\$3,200	\$3,200	\$3,200	\$3,200	\$3,200	\$3,200	\$3,200	\$3,200	\$3,200
Year 4												
Month	1	2	3	4	5	6	7	8	9	10	11	12
Occupancy	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
Bed Nights	180	180	180	180	180	180	180	180	180	180	180	180
Gross Revenue	\$18000	\$18000	\$18000	\$18000	\$18000	\$18000	\$18000	\$18000	\$18000	\$18000	\$18000	\$18000
Fixed Costs	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000
Variable Costs (40% of Gross Revenue)	\$7200	\$7200	\$7200	\$7200	\$7200	\$7200	\$7200	\$7200	\$7200	\$7200	\$7200	\$7200
Total	\$6,800	\$6,800	\$6,800	\$6,800	\$6,800	\$6,800	\$6,800	\$6,800	\$6,800	\$6,800	\$6,800	\$6,800
Year 5												
Month	1	2	3	4	5	6	7	8	9	10	11	12
Occupancy	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Bed Nights	300	300	300	300	300	300	300	300	300	300	300	300
Gross Revenue	\$30000	\$30000	\$30000	\$30000	\$30000	\$30000	\$30000	\$30000	\$30000	\$30000	\$30000	\$30000
Fixed Costs	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000	\$4000
Variable Costs (40% of Gross Revenue)	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Total	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000

Table 3: Assuming a conservative rack rate of \$100 per bed night sold, combined with a conservative number of bed nights sold at just 5% in the first month of operation, a net profit should be made by month three of year one at \$1,400 a month, with 15% occupancy. By year five, the lodge should consistently be 50% occupied with a net profit of \$14,000 a month.

Capacity of the Project:

- Manyara Safari Lodge can host twenty-four guests.
- Our aim to double the size of Manyara Safari Lodge over the course of the next five to ten years by using the income to expand, building additional rooms to host a total of forty-eight guests.