



LAKE MANYARA KILIMAMOJA LODGE LIMITED  
PROJECT: NEW MIKUMI WILDLIFE LODGE





**PROJECT BUSINESS PLAN/BRIEF**  
**“New Mikumi Wildlife Lodge”**



AUGUST 1, 2022

PROJECT NAME: NEW MIKUMI WILDLIFE LODGE

COMPANY: LAKE MANYARA KILIMAMOJA LODGE LIMITED

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## 1.0 INTRODUCTION

### 1.1 Overview

This document presents a Project business plan/brief as well as financial and economic viability assessment of the development of the 4+ star **New Mikumi Wildlife Lodge Limited** in Mikumi National Park, Tanzania by the Project promoter **Lake Manyara Kilimamoja Lodge Limited** (the **Company**).

**Lake Manyara Kilimamoja Lodge Limited** is a private company incorporated and registered in Tanzania under the Company's Act No: 2002 incorporated on the 22<sup>nd</sup> day of September, 2008 with Certificate Number 67592.

The shareholders of the Company are **all local Tanzanian individuals/Companies** namely:

- |      |                                   |     |
|------|-----------------------------------|-----|
| i.   | Wellworth Hotels & Lodges Limited | 60% |
| ii.  | Mr. Sameer Ismail                 | 20% |
| iii. | Mr. Komail Ismail                 | 20% |

The shareholders of the company are family members with other vast business interests in Tanzania (mainland and Zanzibar) including other Hotels, Lodges, Camps, Resorts and Amusement Parks.

The Company is a **LOCAL TANZANIAN** Investor whose business objective is to increase its tourism investments in the country by adding and establishing another hospitality investment to its current profile. This particular hospitality investment will be a Full-service high-end 4+ star Luxury Safari Lodge having a total of 48 well-appointed spacious rooms/suites with all other related facilities/services and amenities compliant of a 4+ star Luxury Safari Lodge which shall be operated with a trading name of.....  
..... **"NEW MIKUMI WILDLIFE LODGE"**

### 1.2 Purpose of the Project Business Plan/Brief

The company is registered in Mainland Tanzania. Following acquisition of a long-term concession from the Tanzania National Park Authority (TANAPA) in the Mikumi National Park, the Company is desirous to develop the above-mentioned project and intends to apply for Certificate of Incentives from Tanzania Investment Centre (TIC).

### 1.3 Report Structure

The Project report is organized under the following sections:

- 1.0 Introduction
- 2.0 Project Developers/Sponsors
- 3.0 SWOT Analysis
- 4.0 Project Concept
- 5.0 Technical Aspects

- 6.0 Market Analysis
- 7.0 Organization and Management Set up
- 8.0 Financial
- 9.0 Conclusion and Recommendation

## **2.0 THE PROJECT SPONSORS/ DEVELOPERS**

The Company together with its shareholders are the main project sponsor and developer. The company is fortunate to have the presence of its Directors and shareholders who have immense experience & knowledge in the Tourism and Hospitality industry both in Mainland Tanzania as well as Zanzibar Island - both in developing and operating their hospitality units in the country.

## **3.0 SWOT Analysis**

The Company shareholders/Directors have immense and ample experience in **successfully developing, establishing, and operating** hospitality projects in the Country ranging from Beach Resorts, Hotels, Water parks...to...Luxury Safari Lodges and Safari Camps. They have the requisite experience and know-how to profitably operate and market the proposed Luxury Safari Lodge into the best of its kind in Mikumi National Park.

Therefore, the company and the project have specific and considerable advantages in terms of the numerous strengths and opportunities available while no significant weaknesses and threats are noted. The SWOT analysis follows below

### **3.1 Strengths**

- The company shareholders/ directors are people with high credibility and repute.
- They have excellent business relationships with a host of companies/entities which include other Private companies, various Government Offices, Corporates, NGO's, Travel and Tour Operators (Both Foreign and Local) which will generate significant synergy effect
- The Chairman of the Company has held many prestigious positions including Director of Tanzania Private Sector Foundation (TPSF) representing the Tourism Cluster, Member of Tanzania National Business Council (TNBC), Member of the Tourism Task Force...etc.
- The shareholders/directors possess a huge and extensive client/customer database
- The company is a member of various hotel and travel agents' associations including HAT, ATTA, APTA...etc.
- The Project after its successful completion, will boast as one of the finest luxury safari lodges in Tanzania particularly Mikumi National Park, competing with international branded Safari Lodges.
- The project is strategically located in Mikumi National Park and shall be part of the Portfolio of hospitality units of the group hence a competitive advantage.
- The Company shall eventually manage the Lodge under franchise of an international Hotel Brand such as Marriott or Radisson - with whom the company is already in advanced negotiations.

### 3.2 Weakness

Although there is NO significant weakness for this project, we can probably just mention the below:

- Logistics challenges and costs due to transportation since all materials including day-to-day supplies have to be brought in from outside the Mikumi National Park as well as staff movement. Luckily, Mikumi Town is a short distance away.

### 3.3 Opportunities

- Growing Tourism industry of Tanzania especially the un-spoilt southern region thereby contributing directly to the country's economy through Tourism and related investment activities by both foreign and local investors.
- The recent Royal Tour by the President of Tanzania H.E Mama Samia Hassan has shone a bright spotlight onto Tanzania and its various tourist attractions which has resultantly caused an increase in tourism arrivals into the Country.
- Increased marketing and promotion of Tourism and related products and services of the country by the Tanzania Government (through the Ministry of Tourism, Tanzania Tourist Board)
- Leisure, Family, Business and Conference Tourism

### 3.4 Threats

There is no significant notable threat. There is also NO significant competition as there is no other facility in Mikumi which can even reach at par (let alone compete with) the proposed Mikumi Wildlife Lodge. Furthermore, we envisage increased number of tourist arrivals in Tanzania particularly the Southern region which will require more quality hotel accommodations and thus will be sufficient for all other hotels/resorts.

## 4 THE PROJECT CONCEPT

The project concept is detailed in the attachments herein. (**Annex 1**)

## 5 TECHNICAL ASPECTS

### 5.1 Project Site Location

The Project is located at Mikumi National Park near Morogoro which is approximately 300km from Dar-es-salaam and fully accessible all year round by excellent Tarmac road.

**Mikumi National Park:** Size: 3,230 sq km, the fourth-largest park in Tanzania, and part of a much larger ecosystem centered on the uniquely vast Selous Game Reserve.

**Location:** 283 km west of Dar es Salaam, north of Selous and enroute to Ruaha, Udzungwa and Katavi.

**How to get there:** A good surfaced road connects Mikumi to Dar es Salaam via Morogoro, a roughly 4-hour drive. Also, road connections to Udzungwa, Ruaha and Selous.

Charter flight from Dar es Salaam, Arusha or Selous. Local buses run from Dar to park HQ where game drives can be arranged.

**When to go:** Accessible year-round.

**Mikumi National Park** is the FOURTH biggest National Park in the Country situated between the Uluguru and Udzungwa Mountains to the North and West respectively and the Selous Game Reserve to the South. It is also the most open and convenient to reach from Dar-es-salaam. With confirmed wildlife sightings, the Park enjoys wildlife ranging from the **"Big Five"** to over 400 species of Birds. Due to its diverse ecosystem including vast savannah grasslands, it is sometimes referred to as "Little Serengeti"

**The proposed New Mikumi Wildlife Lodge** is strategically located on a hill overlooking a natural water hole where guests can get front-row vantage views of wild game drinking water from the comfort of the Lodge.

The Lodge's structure will become an icon within the savanna valleys of the Mikumi National Park. The Lodge is designed to enhance its location and design of the facades with slanting walls and full-height openings camouflaged with timber and natural stone cladding on the walls bringing forth an element of **'one with nature'**.

Access to the lodge is through the ascending road from the tarmacked highway that draws you into the front and entrance to the Lodge from where you can experience un-obstructed panoramic views of the expanse. Just behind the main building will be the infinity Swimming pool overlooking the valley with a natural water pool.

This Lodge will consist of a one-storied development housing 48 well-appointed spacious rooms out of which 46 will be deluxe rooms and 2 will be suites. The Main building will have very high open ceilings with and glass facades to allow panoramic views of the valley and expanse beyond. It will also house the reception, lounge, library, media room, restaurant, bar, viewing deck, kitchen and back-of-house facilities. Other auxiliary facilities will include Conference room, Board Room, staff quarters, workshop, underground water storage tank, Generator Room, Solar Control Panels & Inverters room...etc.

## **5.2 Equipment and Furniture**

The Project shall have a mix of local and imported materials and furniture. Equipment will be sourced internationally to comply with international standards. Construction materials will all be sourced locally in Tanzania.

## **5.3 Utilities**

There is no Electricity Grid or Water Supply from the utility companies to Mikumi National Park hence, reliable power supply is via 24-hour Solar Systems with deep cycle storage batteries which system is backed-up by diesel generators. Water supply will be from on-site borehole as well as from the nearby Mikumi town. Additionally Reverse Osmosis (RO) Plant will be installed in which water from borehole wells will be filtered. Solar water Heaters (with backup electrical elements) will also be installed

## **5.4 Services**

The project will offer a choice of 4+ star facilities and amenities including but not limited to:

- a) Spacious, well-appointed, deluxe rooms,
- b) Multi-themed restaurant and Bar lounges with fantastic views towards the open savannah and woodlands of Mikumi, offering a plethora of multi-cuisine international delicacies and local traditional dishes.
- c) Awe-inspiring reception, lounge, viewing deck, Media room and library
- d) Conference and Board room

## 6 MARKET ANALYSIS

### 6.1 Market Situation & Planning

The market analysis is based on statistics of current and potential clients – both locals as well as tourists visiting Tanzania particularly the Southern circuit mainly Mikumi National Park. Current statistics show a rising trend in visitor arrivals which is increasing. After conducting several related industry surveys and interviews with various stakeholders including major tour operators (both local and international) all have confirmed the huge potential of Tourism and related activities in the country but more specifically, there is an increased demand from Toursits for the Southern circuit especially Mikumi National Park not only for its proximity and logistical ease but also for its un-spoilt nature. With the association of its sister concerns (i.e. other existing sister hospitality units/entities), there is a huge potential for the project to tap the demand of tourists and complement other sister hospitality units both in mainland and Zanzibar thereby forming a **COMPLETE TOURIST CIRCUIT**.

### 6.2 Business Strategy

Marketing locally through the local media as well as internationally to major foreign tour operators servicing Tanzania and Zanzibar- who we are already working with and who prefer to work with a Group/Consortium which is able to offer all the destinations (Mainland and Zanzibar) and facilities under one roof (i.e. Hotels, Resort, Water Parks...etc.) as opposed to arranging several individual bookings with different operators.

## 7 ORGANIZATION AND MANAGEMENT SET UP

The management set up of the company consists of two organs namely the Board of Directors and the Management Team. The former is the supreme policy and decision-making body headed by the Chairman and Managing Director while the latter is responsible for the day-to-day management and operation of the company under the General Manager. The Sales and Marketing is assisted by a Manager Sales and Marketing, who is overall responsible for sales for the various segments (i.e. Corporates, Local & overseas tour operators etc.) The finance and Accounts department is supervised by the Chief Accountant or Manager Accounts whereas the Administration department is controlled by the General Manager.

The organization structure is based on the principle of having a competent, efficient, flexible and effective structure that is amenable to quick response and adaptation to the rapidly changing market environment. The total number of employees envisaged to be employed will be approximately 72.

## 8 FINANCIAL

### 8.1 Investment/Project Cost

The total project cost is estimated at US\$ 6.839 million out of which the bank finance portion will be US\$ 4.0 million and the remaining US\$ 2.839 million will be from equity.

Description	Amount (US\$)
Land, Building & Civil Works	3,500,000
Plant, Machinery & Equipment	1,700,000
Vehicles	100,000
Furniture & Fittings	750,000
Pre-opening expenses	300,000
IDC	289,301
Working Capital	200,000
<b>TOTAL</b>	<b>6,839,301</b>

### 8.2 Financials

See attached **Annex 2**

## 9.0 CONCLUSION AND RECOMMENDATION

Based on the aforementioned analysis, the project is financially and economically viable and therefore eligible to be favorably considered.

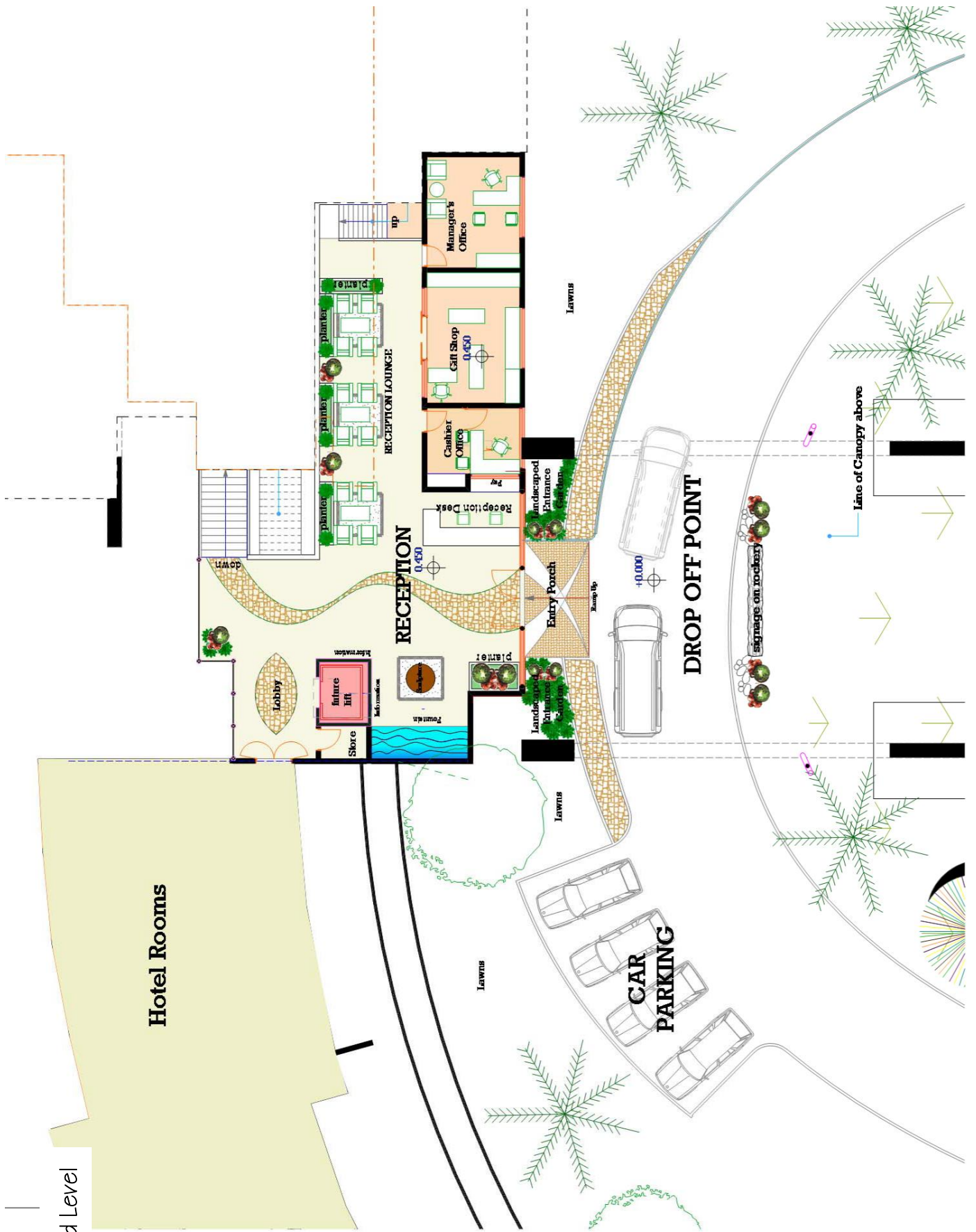
**ANNEX 1**  
**PROJECT CONCEPT**



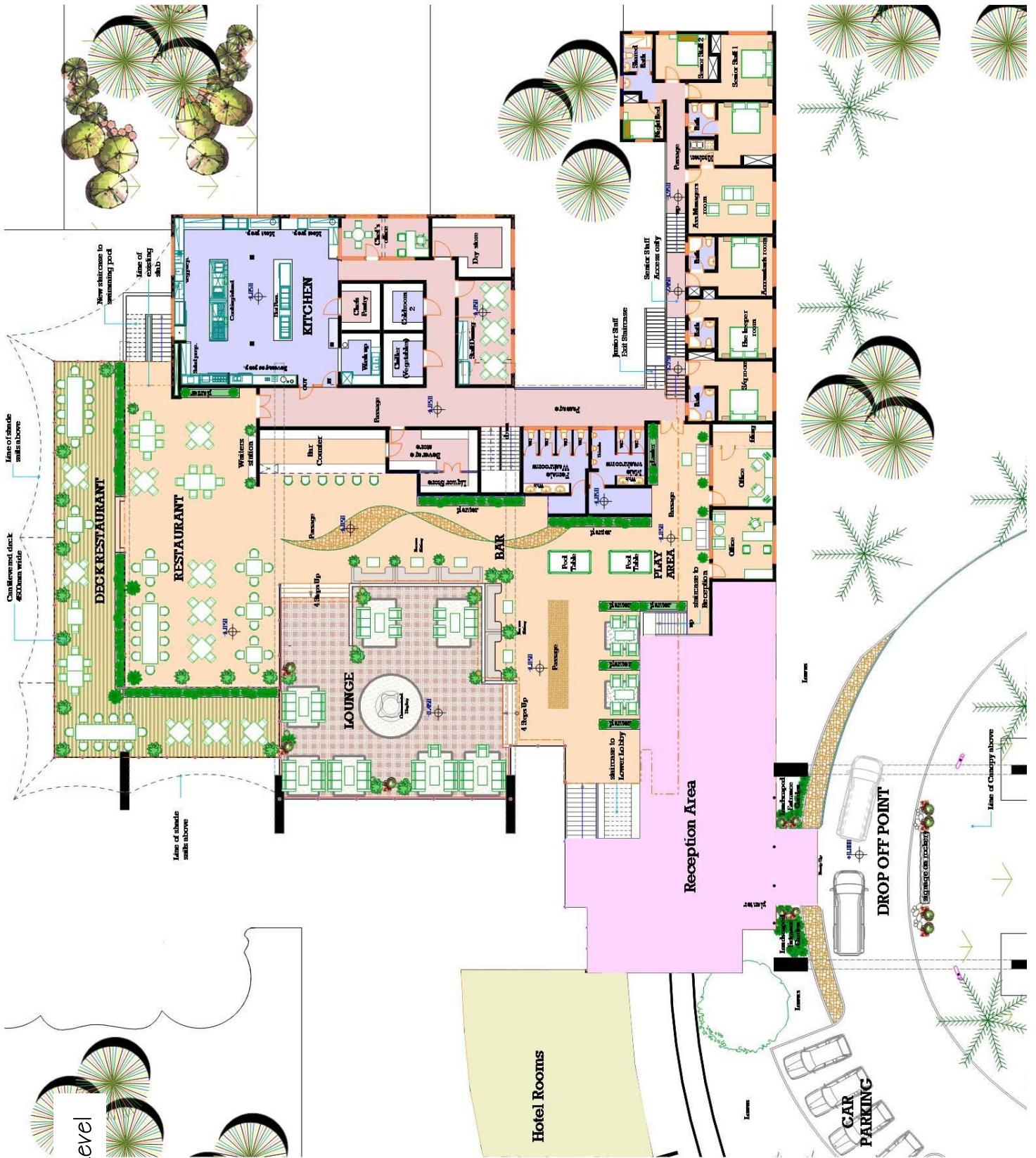


Upper Ground Level

Upper Ground Level



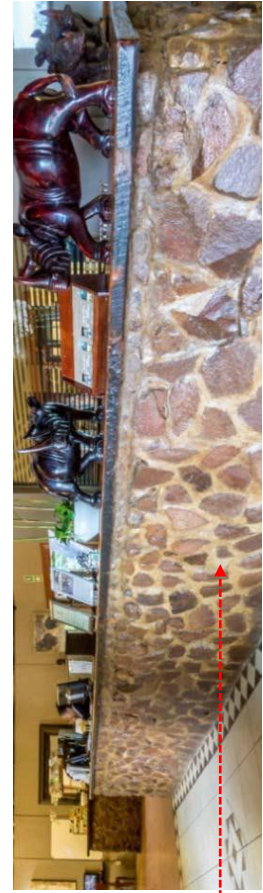
# Intermediary Level



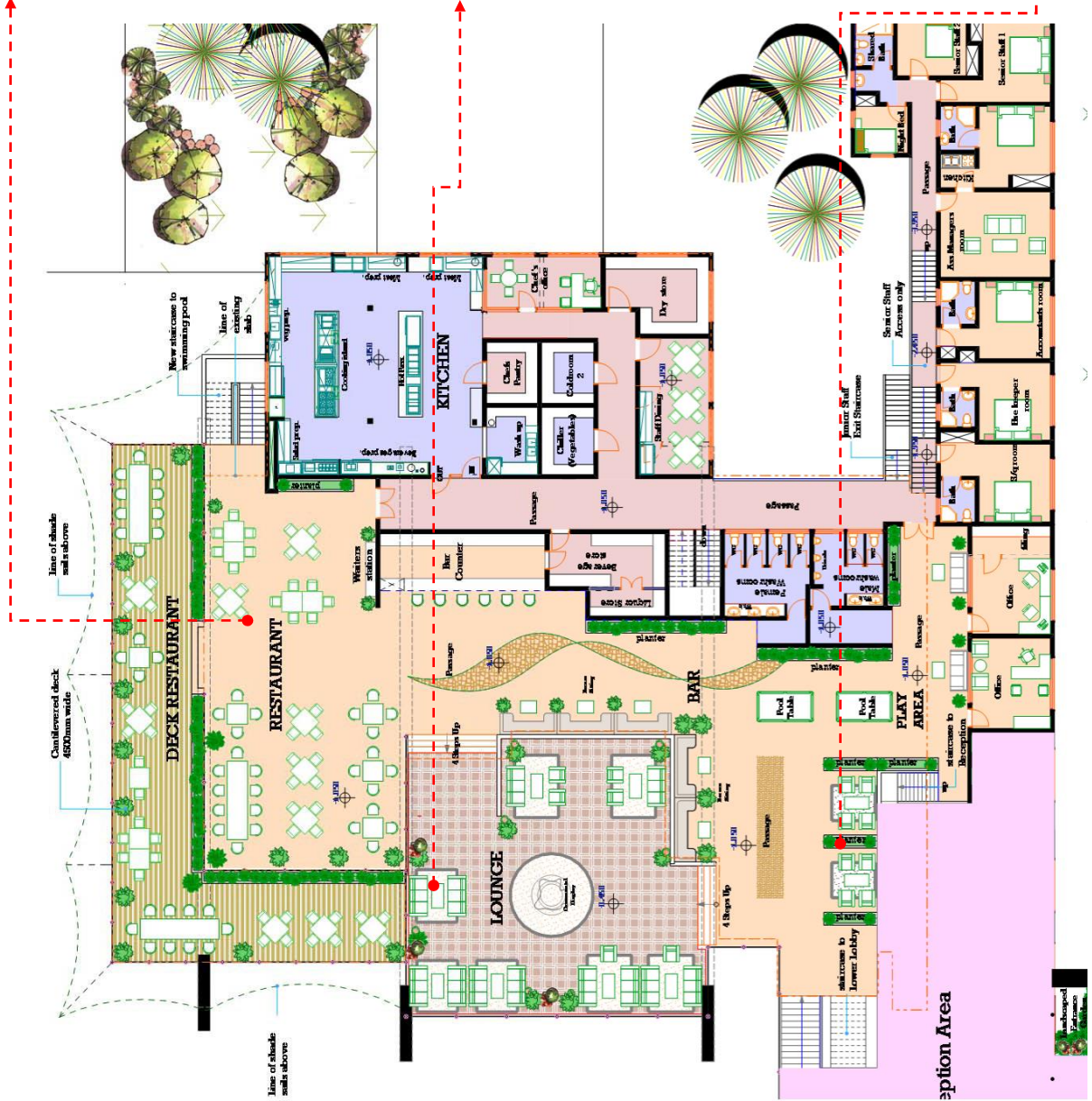
Lower Ground Level



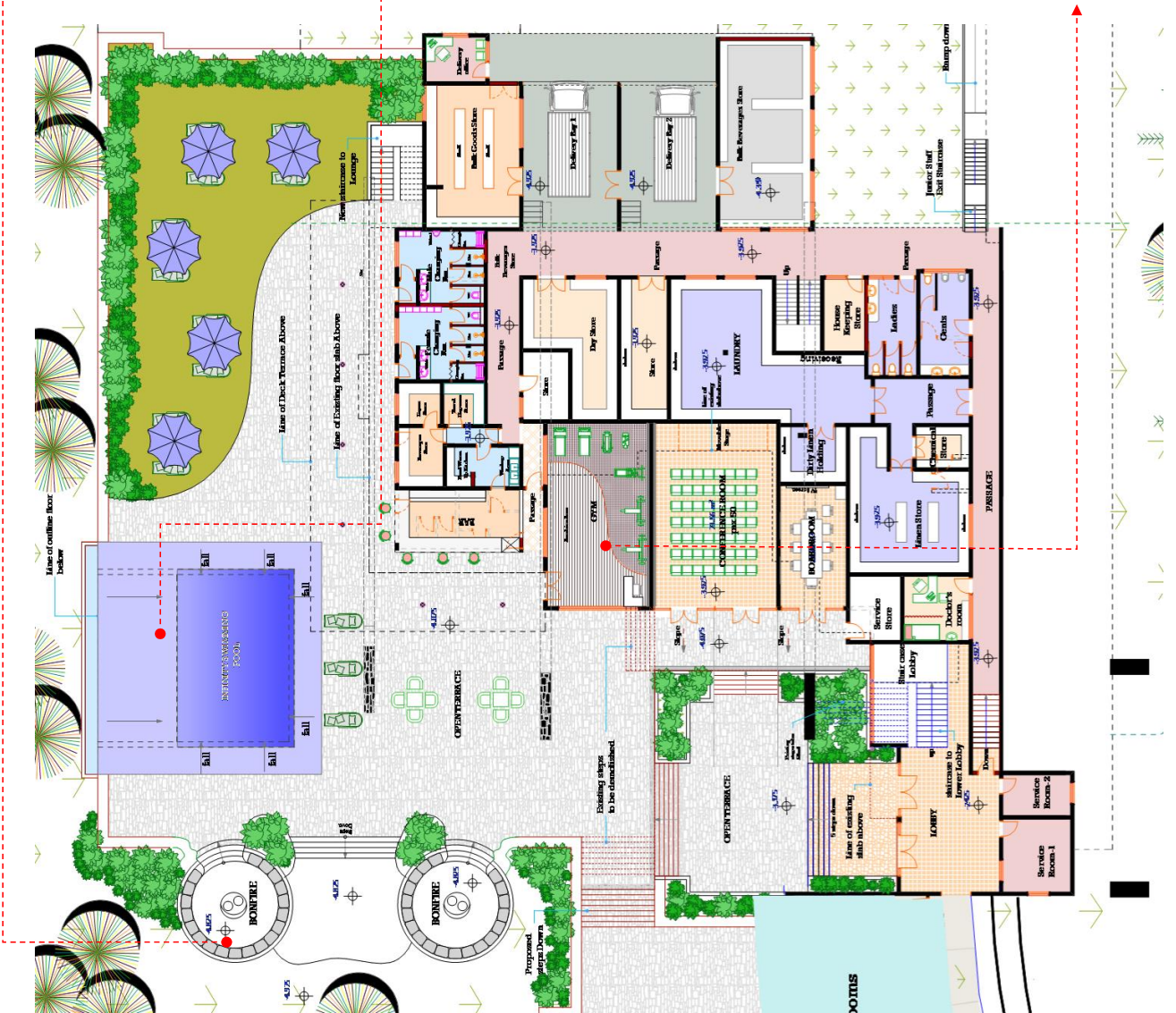
Proposed Main Entrance

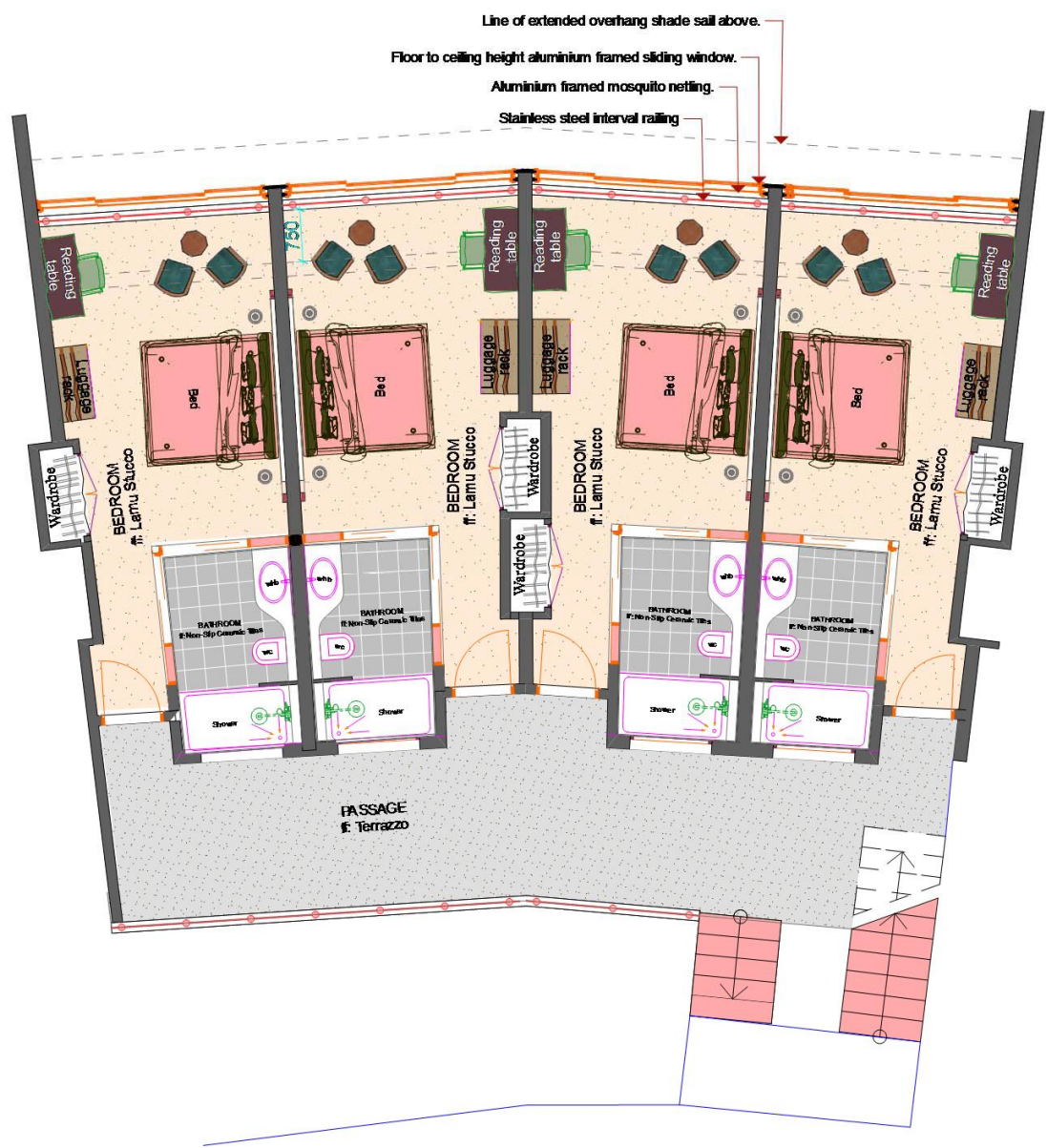
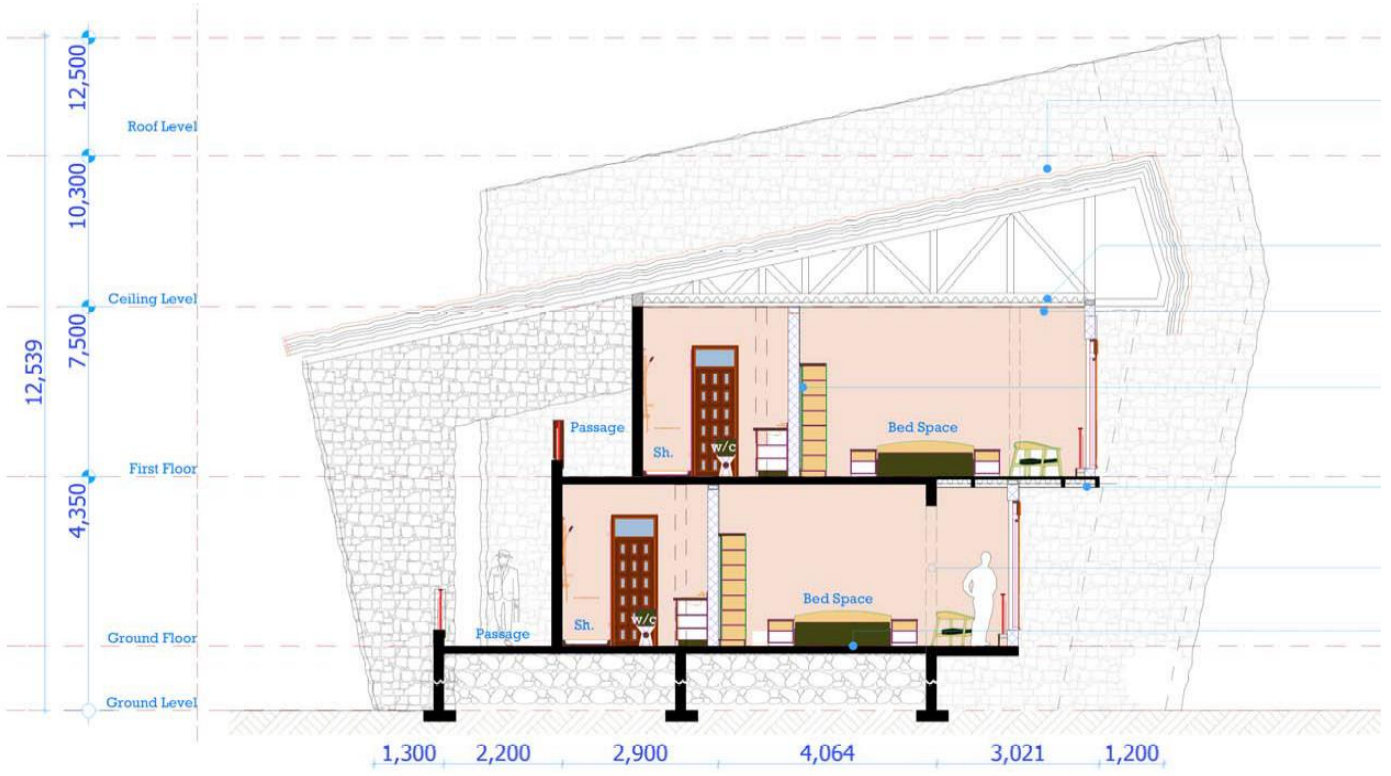


Proposed Restaurant & Bar



Outdoor Experience





Standard Room

**ANNEX 2**  
**FINANCIALS**