

# THE WILDERNESS COLLECTION LIMITED

P.O Box 2763, Dar Es Salaam, Tanzania

23<sup>rd</sup> May 2023

## **Business Plan: Tented Camps at Ngorongoro**

### 1. Executive Summary:

The purpose of this business plan is to outline the establishment and operation of a tented camp at Ngorongoro. The camp aims to provide unique, eco-friendly accommodations for adventure tourists and wildlife enthusiasts visiting the region. With its stunning location and commitment to sustainability, the tented camp has the potential to attract a discerning clientele seeking an authentic and environmentally conscious experience.

### 2. Introduction:

The tented camp will be located in the picturesque surroundings of Ngorongoro, renowned for its wildlife and natural beauty. Our vision is to create a camp that harmonizes with the environment, offering guests a close-to-nature experience without compromising on comfort and convenience. This business plan outlines the strategies, operations, and financial projections for the successful establishment and management of the tented camp.

### 3. Business Description:

The tented camp will consist of spacious, well-appointed tents with modern amenities, designed to blend seamlessly with the natural landscape. The camp will offer various services, including dining facilities, guided wildlife tours, and cultural experiences, all delivered with a commitment to sustainable practices. Our goal is to create a unique, immersive experience that connects guests with the rich wildlife and cultural heritage of the Ngorongoro.

### 4. Market Analysis:

The tented camp will target adventure tourists, wildlife enthusiasts, and nature lovers seeking an authentic and environmentally conscious travel experience. The market analysis indicates a growing demand for eco-friendly accommodation in the region, with limited competition offering similar services. Ngorongoro's reputation as a UNESCO World Heritage Site and its abundant wildlife make it an attractive destination for international and domestic travelers.

# THE WILDERNESS COLLECTION LIMITED

P.O Box 2763, Dar Es Salaam, Tanzania

## 5. Location:

Our Camp is thoughtfully positioned on the stunning rim of the Ngorongoro Crater, providing guests with unparalleled panoramic views of the awe-inspiring Ngorongoro. Nestled amidst the natural splendor, our camp offers a truly immersive experience, where guests can witness the wonders of the wildlife and enjoy convenient access to the abundant attractions that the Ngorongoro has to offer. With its prime location, our tented camp promises an unforgettable stay amidst the captivating beauty of Ngorongoro.

## 6. Facilities

The camp will embody the epitome of luxury and elegance, featuring exquisitely designed and incredibly spacious tents. Each tent will be meticulously furnished with opulent bedding, ensuring the utmost comfort for our esteemed guests. Indulge in the convenience of private bathrooms adorned with lavish amenities, providing a sanctuary of rejuvenation amidst the untamed wilderness of Ngorongoro.

Immerse yourself in the sophisticated ambiance of our common areas, where every detail has been meticulously curated to exceed the expectations of even the most discerning travelers. Our dining tent will offer a culinary journey of refined flavors, showcasing the finest local and international cuisine, prepared by our world-class chefs. The lounge will be an oasis of tranquility, adorned with plush furnishings, inviting guests to unwind and savor the moment. Additionally, our outdoor spaces will provide the perfect backdrop for relaxation and socializing, where you can bask in the serenity of the surroundings while indulging in the epitome of five-star hospitality.

At our camp, luxury is not just about indulgence; it's about responsible luxury. Embracing our commitment to sustainability, we will integrate cutting-edge eco-friendly practices into every aspect of our operations. Harnessing the power of solar energy, we will minimize our environmental footprint while ensuring uninterrupted comfort for our guests. Our water conservation initiatives and innovative waste management systems will further contribute to the preservation of Ngorongoro's pristine ecosystem, allowing you to embrace the splendor of nature guilt-free.

Experience a harmonious blend of unparalleled luxury, exceptional service, and sustainable practices at our five-star tented camp, where every moment is crafted to create memories that last a lifetime.

## 7. Marketing and Sales Strategy:

To attract customers, we will implement a multi-faceted marketing strategy. This will include a professional website highlighting the camp's unique offerings, online booking platforms, and partnerships with tour operators and travel agencies. We will leverage social media platforms, targeted advertising, and content marketing to increase brand

# THE WILDERNESS COLLECTION LIMITED

P.O Box 2763, Dar Es Salaam, Tanzania

awareness. Special promotional packages and partnerships with local communities and conservation organizations will further enhance our marketing efforts.

## 8. Operations and Management:

The tented camp will be managed by a skilled and experienced team with expertise in hospitality and eco-tourism. Daily operations will include guest services, housekeeping, food and beverage management, and wildlife tour coordination. Staff training programs will be implemented to ensure excellent customer service and adherence to sustainable practices. Stringent health and safety protocols will be established to ensure the well-being of our guests and staff.

## 9. Financial Projections:

The financial projections are based on thorough market research, cost analysis, and revenue projections. The initial investment will cover land acquisition, camp construction, furnishings, equipment, tour vehicles, marketing expenses, and working capital. Revenue will be generated through accommodation bookings, dining services, guided tours, and additional activities. A comprehensive financial plan, including income statements, cash flow projections, and return on investment analysis, is provided in the attached financial statements.

## 10. Conclusion:

The tented camp at Ngorongoro offers a unique opportunity to capitalize on the growing demand for sustainable and immersive travel experiences. With its stunning location, exceptional services, and commitment to environmental conservation, the camp is poised for success in attracting discerning travelers seeking an unforgettable adventure. This business plan outlines the strategies and operational details necessary to realize this vision and achieve long-term profitability.

SHAFFIN JAMAL  
MANAGING DIRECTOR  
THE WILDERNESS COLLECTIONS LIMITED