

**AZUL EAST & WEST TANZANIA LTD**

**BUSINESS PLAN**

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# EXECUTIVE SUMMARY

This executive summary provides an overview of the business plan for AZUL EAST & WEST TANZANIA LTD, a hunting company focused on providing exceptional guided hunting experiences in Tanzania. The company aims to offer international hunters world-class safaris, highlighting the region's rich biodiversity and unique hunting opportunities. This plan outlines the company's mission, target market, competitive advantages, marketing strategies, operational structure, and financial projections.

## Company Overview

AZUL EAST & WEST TANZANIA LTD is dedicated to delivering exclusive hunting adventures, showcasing Tanzania's remarkable wildlife and natural beauty. Our team of experienced professional hunters and staff are deeply knowledgeable about the local terrain, wildlife behavior, and hunting regulations, ensuring a safe, ethical, and unforgettable experience for our clients. We specialize in guided hunts for iconic African game species such as lion, leopard, buffalo, elephant, and plains game.

The company was registered in Tanzania on 15th June 2022 under the Company Ordinance Cap 212 with registration number 156488674. The company is also registered with the Tanzania Revenue Authority with Tax Payer Identification Number (TIN) 156488674.

## Business Location

The business is currently located at Kijenge Arusha, the area is easily accessible to all major infrastructures. The business location is in a better position to service its clients.

## Blocks applied for

The company is applying for one hunting block namely: -

### (a) Ngaserai Open Area

## Target Market

Our primary target market consists of passionate and discerning international hunters seeking an authentic African hunting experience. These individuals value ethical hunting practices, sustainable conservation efforts, and the opportunity to hunt in pristine and well-managed wilderness areas. We will also target corporate clients interested in high-end hunting retreats and team-building experiences.

## Competitive Advantages

AZUL EAST & WEST TANZANIA LTD distinguishes itself through several competitive advantages

**Exclusive Hunting Areas:** We have secured access to prime hunting concessions in Tanzania, known for its abundant game populations and diverse ecosystems. These exclusive areas offer clients a truly unique and exceptional hunting experience.

**Expert Team:** Our professional hunters are highly skilled and experienced, with an intimate understanding of the local wildlife, hunting techniques, and conservation

practices. They are committed to providing a safe and ethical hunt while sharing their knowledge and passion for the African wilderness.

Premium Services: We offer personalized service and meticulous attention to detail, catering to the individual preferences and requirements of our clients. From luxury accommodations and gourmet cuisine to tailored hunting itineraries, we ensure an unparalleled level of comfort and satisfaction.

## **Marketing Strategies**

To reach our target market, we will employ various marketing strategies, including

- a) Targeted Advertising: We will leverage online platforms, hunting magazines, and outdoor publications to showcase our unique hunting opportunities, testimonials from satisfied clients, and captivating imagery of the Tanzanian wilderness.
- b) Strategic Partnerships: Collaborating with hunting and travel agencies, as well as conservation organizations, will help us expand our network and reach a wider audience. We will also seek endorsements from influential hunters and outdoor personalities to enhance our credibility.
- c) Online Presence: A professionally designed website will provide comprehensive information on our hunting packages, testimonials, and an easy-to-use booking system. We will actively engage with our audience through social media channels, sharing captivating hunting stories and interacting with potential clients.

## **Mission Statement**

To provide exceptional hunting experiences while promoting ethical hunting practices, wildlife conservation, and contributing to the local community. We aim to be a premier hunting company in Tanzania, delivering unforgettable adventures that foster a deep appreciation for nature and ensure the long-term sustainability of wildlife populations and their habitats.

## **Vision Statement**

Our vision is to be a leading hunting company that sets the standard for responsible hunting practices, wildlife conservation, and community engagement. We strive to create a world where hunting enthusiasts can experience the thrill of the hunt while respecting the natural environment and contributing to the conservation of wildlife. Through our commitment to excellence, sustainability, and community development, we aim to preserve the rich biodiversity of Tanzania and inspire a lasting appreciation for nature.

## **Objective**

Establish AZUL EAST & WEST T LTD as a Premier Hunting Company

The primary objective of AZUL EAST & WEST T LTD is to position itself as a leading and highly regarded hunting company in Tanzania. We aim to be recognized for delivering exceptional hunting experiences, providing superior customer service, and promoting ethical hunting practices and wildlife conservation.

### a) Deliver Unforgettable Hunting Experiences

Our objective is to create unforgettable hunting experiences for our clients. We will strive to offer exclusive access to prime hunting concessions, maintain high success rates, and provide professional guidance from experienced hunters. By delivering exceptional experiences, we aim to build a loyal customer base and generate positive word-of-mouth referrals.

### b) Promote Ethical Hunting Practices

AZUL EAST & WEST T LTD is committed to promoting ethical hunting practices and sustainable conservation efforts. Our objective is to ensure that all hunting activities align with local regulations, adhere to fair chase principles, and prioritize the long-term conservation of wildlife and their habitats. We will actively contribute to wildlife conservation initiatives and work closely with local communities to promote sustainable hunting practices.

### c) Foster Strong Customer Satisfaction

Customer satisfaction is crucial to our success. We aim to provide personalized and attentive service, ensuring that our client's needs and preferences are met throughout their hunting experience. By consistently exceeding customer expectations, we strive to build long-term relationships and foster positive reviews and recommendations.

### d) Contribute to Local Community Development

AZUL EAST & WEST T LTD recognizes the importance of community development and aims to contribute positively to the local communities where we operate. Our objective is to support sustainable livelihoods, education, healthcare, and conservation initiatives in collaboration with local stakeholders. We will prioritize partnerships and engagement with local communities to ensure mutual benefits.

### e) Achieve Financial Viability and Sustainability

To ensure long-term success, our objective is to achieve financial viability and sustainability. We will implement effective financial management practices, monitor expenses and revenue streams, and continuously assess the profitability and growth potential of the business. By maintaining a healthy financial position, we can invest in infrastructure development, marketing initiatives, and conservation efforts.

### f) Embrace Continuous Improvement

We are dedicated to continuous improvement in all aspects of our business. Our objective is to regularly review and evaluate our operations, client feedback, market

trends, and industry advancements. By embracing innovation, adopting best practices, and seeking opportunities for growth and diversification, we aim to stay at the forefront of the hunting industry and maintain a competitive edge.

These objectives will guide the strategic direction and operational focus of AZUL EAST & WEST T LTD, helping us establish a strong presence in the hunting market, deliver exceptional experiences, promote sustainability, and contribute positively to the local community and wildlife conservation efforts.

### Organizational structure

Our operations will be organized in a manner that ensures seamless and exceptional hunting experiences for our clients, including

**Professional Hunting Team:** We will employ experienced and licensed professional hunters who possess an in-depth knowledge of the local terrain, wildlife behavior, and hunting regulations. They will lead the hunts, ensuring safety and ethical practices are followed.

**Logistics and Support Staff:** Our dedicated support staff will manage logistics, including transportation, camp setup, and catering services. This will allow our clients to focus solely on their hunting experience and enjoy a hassle-free stay.

### Financial Projections

Based on market research and analysis, we anticipate substantial growth and financial success for AZUL EAST & WEST TANZANIA LTD. Key financial projections include:

- (a) **Revenue Forecast:** We expect revenue growth through increased bookings, repeat business from satisfied clients, and positive word-of-mouth referrals. We will also explore opportunities to offer add-on services such as photographic safaris and eco-tourism options.
- (b) **Cost Management:** Effective cost management strategies, such as strategic procurement, efficient resource allocation, and maintaining strong supplier relationships, will contribute to profitability and sustainability.
- (c) **Investment Requirements:** The business plan outlines the required initial investment of **USD. 1.5m** for securing hunting concessions, developing infrastructure, acquiring hunting equipment, and implementing marketing campaigns. The project will be financed by the shareholders through assets contribution (equity) to the company.
- (d) **Investment Financial Breakdown**

NO.	ITEM	AMOUNT
1.	Land/Building	675,000.00
2.	Vehicles	450,000.00
3.	Pre- Expenses	75,000.00
4.	Working capital	300,000.00
	<b>Total</b>	<b>1,500,000.00</b>

### Conclusion

AZUL EAST & WEST TANZANIA LTD aims to establish itself as the premier hunting company in Tanzania, providing discerning hunters with exclusive and unforgettable safari experiences. With our competitive advantages, strategic marketing initiatives, and commitment to exceptional service, we are confident in our ability to achieve long-term success, while promoting ethical hunting practices and sustainable conservation efforts in Tanzania's unique wilderness.

## **MARKET ANALYSIS SUMMARY**

The market analysis for AZUL EAST & WEST T LTD, a hunting company based in Tanzania, is crucial for understanding the industry landscape, identifying target markets, and determining strategies for success. Here is a summary of the market analysis

### **Market Overview**

Tanzania offers a diverse and thriving hunting market, attracting both domestic and international hunters. The country's rich biodiversity, vast hunting concessions, and well-managed wildlife populations make it an attractive destination for hunting enthusiasts. The market is influenced by factors such as hunting regulations, conservation efforts, economic conditions, and tourism trends.

### **Target Market**

The primary target market for AZUL EAST & WEST T LTD includes affluent individuals, hunting enthusiasts, and adventure seekers who value ethical hunting practices and seek unique hunting experiences in Tanzania. International markets, including North America, Europe, the Middle east, and Asia, offer significant potential due to the demand for sustainable hunting opportunities and the allure of Tanzania's wildlife.

### **Competitive Analysis**

The hunting industry in Tanzania is competitive, with several established hunting companies operating in the market. Competitors may vary in terms of their target markets, hunting concessions, pricing strategies, and marketing approaches. It is essential for AZUL EAST & WEST T LTD to differentiate itself by offering exceptional customer service, exclusive access to prime hunting areas, and a strong commitment to ethical hunting practices and wildlife conservation.

### **Market Trends**

There are several noteworthy market trends that AZUL EAST & WEST T LTD should consider

- a) Increasing demand for sustainable and ethical hunting experiences: The market is witnessing a growing preference for responsible hunting practices and conservation-focused experiences. Incorporating these values into the company's offerings will attract environmentally conscious hunters.
- b) Emphasis on community engagement and local development: Customers increasingly value hunting companies that actively contribute to local communities and conservation efforts. AZUL EAST & WEST T LTD should leverage

this trend by partnering with local organizations, supporting community development projects, and engaging clients in community-focused initiatives.

- c) **Technological advancements:** Technology plays an important role in hunting operations, from surveillance and tracking tools to digital marketing and booking platforms. Staying updated on technological advancements can enhance efficiency, client experience, and marketing strategies.

### **Marketing and Sales Strategies**

To capture a significant market share, AZUL EAST & WEST T LTD should develop effective marketing and sales strategies, including:

- a) **Targeted digital marketing campaigns:** Utilize online platforms, social media channels, and search engine optimization to reach and engage potential customers.
- b) **Partnerships and collaborations:** Form strategic alliances with travel agencies, tour operators, and hunting associations to expand reach and access to target markets.
- c) **Exceptional customer service:** Focus on providing personalized service, building long-term relationships, and leveraging positive customer experiences to generate referrals and repeat business.
- d) **Promoting unique selling propositions:** Highlight the company's commitment to ethical hunting practices, wildlife conservation, and community development to differentiate from competitors and attract socially conscious customers.

### **Pricing Strategy**

AZUL EAST & WEST T LTD should adopt a pricing strategy that reflects the value of its unique offerings while remaining competitive in the market. Factors to consider include

- a) **Cost-based pricing:** Calculate the costs associated with hunting operations, including licenses, permits, guides, equipment, and concession fees. Add a reasonable profit margin to cover overhead expenses and generate a return on investment.
- b) **Value-based pricing:** Consider the value proposition of AZUL EAST & WEST T LTD, such as exclusive access to prime hunting areas, exceptional customer service, and a commitment to ethical hunting practices and conservation. Price the services accordingly to reflect the premium experience and value provided to customers.

- c) **Competitive pricing analysis:** Research and analyze the pricing strategies of key competitors in the hunting market in Tanzania. Ensure that AZUL EAST & WEST T LTD's pricing is competitive while offering unique features and advantages that justify the price premium.
- d) **Seasonal pricing:** Consider the seasonality of hunting activities in Tanzania. Adjust prices based on demand fluctuations, peak seasons, and availability of specific game species.
- e) **Transparency in pricing:** Communicate the pricing structure clearly to customers, highlighting the inclusions, exclusions, and any additional costs they may incur. Transparency builds trust and helps customers make informed decisions.

By conducting a comprehensive market analysis and leveraging market trends, AZUL EAST & WEST T LTD can develop effective marketing strategies, identify target markets, implement a competitive pricing strategy, and position itself as a leading hunting company in Tanzania.

## **STRATEGY AND IMPLEMENTATION SUMMARY**

The strategy and implementation plan for AZUL EAST & WEST T LTD, a hunting company based in Tanzania, outlines the key steps and approaches required to achieve the company's objectives and establish a strong presence in the market. Here is a summary of the strategy and implementation plan

### **Differentiation Strategy**

AZUL EAST & WEST T LTD will differentiate itself by offering exceptional hunting experiences, promoting ethical hunting practices, wildlife conservation, and active participation in anti-poaching efforts. By providing unique value propositions, including exclusive access to prime hunting areas, professional guidance from experienced hunters, and a strong commitment to sustainability, the company aims to attract discerning customers who prioritize responsible hunting.

### **Marketing and Promotion**

AZUL EAST & WEST T LTD will implement a comprehensive marketing and promotion strategy to reach the target market and generate awareness about its offerings. Key elements of the strategy include

- a. Digital Marketing: Utilize various online platforms, including a professional website, social media channels, and online advertising, to showcase the company's unique selling points, engage with potential customers, and drive traffic to the website.
- b. Content Creation: Develop high-quality content such as blog posts, articles, and videos that highlight hunting experiences, ethical practices, conservation efforts, and anti-poaching initiatives. This content will be distributed through online channels, targeting hunting enthusiasts and conservation-minded individuals.
- c. Partnerships: Form strategic partnerships with travel agencies, tour operators, hunting associations, and wildlife conservation organizations to expand reach, tap into their networks, and collaborate on joint marketing initiatives.
- d. Referral Programs: Implement referral programs to incentivize satisfied customers to refer friends and family, thereby expanding the customer base through word-of-mouth marketing.

### **Operational Excellence**

AZUL EAST & WEST T LTD aims to deliver exceptional customer service and operational excellence. Key elements of the operational strategy include

- a. Professional Staff: Recruit and train a team of experienced and knowledgeable hunting guides, trackers, and support staff who are dedicated to providing outstanding service and ensuring the safety and satisfaction of clients.
- b. Hunting Concessions: Secure exclusive access to prime hunting concessions, ensuring that the areas are well-managed, have sustainable wildlife populations, and align with ethical hunting practices.

- c. **Equipment and Facilities:** Invest in high-quality hunting equipment, vehicles, and accommodations to enhance the overall hunting experience and provide a comfortable and safe environment for clients.

### **Community Engagement and Conservation**

AZUL EAST & WEST T LTD recognizes the importance of community engagement and wildlife conservation. Key elements of the community engagement and conservation strategy include

- a. **Local Community Partnerships:** Collaborate with local communities, supporting sustainable livelihoods, education, healthcare, and conservation initiatives. This includes providing training and employment opportunities for community members and involving them in anti-poaching efforts.
- b. **Conservation Contributions:** Allocate a portion of the company's profits towards conservation initiatives, anti-poaching organizations, and community-led conservation projects.
- c. **Education and Awareness:** Conduct educational programs and initiatives that promote wildlife conservation, responsible hunting practices, and the detrimental impact of poaching. Engage clients in these initiatives to foster a deeper understanding and appreciation for wildlife conservation.

### **Continuous Improvement**

AZUL EAST & WEST T LTD is committed to continuous improvement in all aspects of its operations. Key elements of the continuous improvement strategy include

- a. **Customer Feedback and Evaluation:** Regularly collect and analyse customer feedback to identify areas for improvement and enhance the overall customer experience.
- b. **Training and Professional Development:** Invest in ongoing training and professional development for staff to ensure they stay updated with best practices, industry trends, and advancements in hunting techniques.
- c. **Monitoring and Evaluation:** Establish performance metrics and conduct regular monitoring and evaluation of operational efficiency, customer satisfaction, and conservation impact

## **FINANCIAL ANALYSIS**

The financial projections and analysis for AZUL EAST & WEST T LTD, a hunting company based in Tanzania, are presented in the Appendices I, II, and III of the business plan.

These projections demonstrate a favorable financial outlook for the company's operations. Here is a detailed explanation of the financial analysis

## Income

The primary source of income for AZUL EAST & WEST T LTD will be derived from the sales of hunting safaris. Additionally, there will be income generated from the rental of firearms, field vehicles, and other services. The revenue forecasts are based on assumptions such as the hunting season in Tanzania, the scheduling of hunting safaris, and the inclusion of photographic safaris. These factors contribute to the overall revenue projections.

- Hunting season in Tanzania is from 1st January to 31st December.
- Photographic safaris in the hunting areas and in National Parks will be conducted during the months of April to June or even during the hunting season.
- Hunting safaris will be scheduled on either of the three itineraries given below:
  - I. Premium safari
  - II. Major safari
  - III. Regular safari

<b>Product and Service (TZS 000)</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>2027</b>
Safari income hunting	329,347	452,852	576,356	699,861	823,366
Hunting observer income	12,006	16,509	21,011	25,514	30,016
Non-hunting observer income	22,411	30,815	39,219	47,623	56,027
Area fees	101,339	139,341	177,343	215,345	253,347
Safari income firearm rental	2,086	2,868	3,650	4,433	5,215
Income - vehicle rental	3,707	5,098	6,488	7,878	9,268
Agents' agreement income	44,667	61,417	78,167	94,917	111,667
<b>TOTAL</b>	<b>515,563</b>	<b>708,900</b>	<b>902,234</b>	<b>1,095,571</b>	<b>1,288,906</b>

## Projected Cash Flow Statements

The projected cash flow statements in Appendix II illustrate the financial health of AZUL EAST & WEST T LTD. The statements demonstrate the company's ability to meet financial obligations in a timely manner. The projected cash flow indicates that the

Initial capital will be fully liquidated by the end of the fifth year, reflecting a positive financial position.

### Projected Balance Sheets

The projected balance sheets in Appendix I depict the anticipated growth in total assets and net worth throughout the project period. This indicates that AZUL EAST & WEST T LTD will experience increasing financial stability and growth over time.

### Break-even Analysis

The break-even analysis determines the level of sales required for AZUL EAST & WEST T LTD to cover its costs and achieve a zero-profit position. The table provided indicates that the company will break even in the first year of operation. The analysis considers both variable and fixed costs, ensuring that sales levels remain comfortably above the break-even point. All figures in **(TZS 000)**

	2023	2024	2025	2026	2027
<b>Projected Revenue</b>	<b>515,563</b>	<b>708,900</b>	<b>902,234</b>	<b>1,095,571</b>	<b>1,288,906</b>
Projected Cost of Sales					
Variable cost	(91,927)	(128,604)	(169,917)	(211,735)	(250,532)
Fixed Cost	(149,596)	(175,364)	(256,500)	(307,127)	(359,776)
<b>Total Projected Cost of Sales</b>	<b>(241,523)</b>	<b>(303,968)</b>	<b>(426,417)</b>	<b>(518,862)</b>	<b>(610,308)</b>
Projected Operating Expenses					
Variable cost	(182,612)	(168,913)	(236,285)	(272,932)	(312,290)
Fixed Cost	(62,523)	(81,434)	(108,872)	(120,305)	(126,863)
<b>Total Projected Operating Expenses</b>	<b>(245,135)</b>	<b>(250,347)</b>	<b>(345,157)</b>	<b>(393,237)</b>	<b>(439,153)</b>
Total Projected Cost of sales and Operating Expenses					
Variable cost	<b>(274,539)</b>	<b>(297,517)</b>	<b>(406,202)</b>	<b>(484,667)</b>	<b>(562,822)</b>
Fixed Cost	<b>(212,119)</b>	<b>(256,798)</b>	<b>(365,372)</b>	<b>(427,432)</b>	<b>(486,639)</b>
<b>Variable Costs/Revenue ratio</b>	<b>0.53</b>	<b>0.42</b>	<b>0.45</b>	<b>0.44</b>	<b>0.44</b>
<b>Break-Even Point (in amounts) = Fixed Costs / (1 - (Variable Costs as a % of Sales))</b>	<b>453,734</b>	<b>442,517</b>	<b>664,576</b>	<b>766,540</b>	<b>863,856</b>

The financial analysis, including the projected profit and loss statements, balance sheets, cash flow statements, and break-even analysis, provides a comprehensive overview of AZUL EAST & WEST T LTD's financial performance and outlook. These projections and analyses are vital in securing financing and ensuring the company's

financial success. For detailed calculations and additional financial information, please refer to the corresponding appendices in the business plan.