

1. Executive summary

Introduction

The long-term goal of Rombo Green View Investments Limited is to offer temporary accommodation, wedding/Sendoff receptions, club meetings, Christmas parties, family reunions, business conferences facility, food, beverages as well as vacationers get away from all the hustle and bustle of everyday life. Rombo Green View Investments Ltd specializes in personalized service, the historical nature of Ubungo, Dar es salaam and its unique location is one of the most attractive parts of Dar es salaam. Expand our reach through internet and introducing to people that have not yet discovered thus a higher than average occupancy rate and above average profits.

Location

Rombo Green View Investments Limited is in Ubungo, Dar es salaam, Tanzania. It is just 17 minutes' drive to the City Centre, 23 minutes' drive to Mbezi Magufuli bus Terminal and 26 minutes' drive to Julius Nyerere International Airport a vacationer has limitless vacationing option to please their palette.

The company

Rombo Green View Investments Limited is an established hotel and bar that has been in operation for the last 36 years. The last four years the hotel did not operate at full capacity due to several factors one being the Corona virus pandemic.

Our services

Rombo Green View Investments Limited was originally built in stages after major expansion began in 2003. Some of our rooms are equipped with triple beds, double beds or a queen bed, and rooms with a sitting room or kitchenette are available. The rooms also have

full internet access, hot water, Air conditioning and Tv with various channels.

Conference facilities are also available, and a large dance floor area is ideal for the formal or informal gatherings (e.g., wedding receptions, club meetings, Christmas parties, family reunions etc...)

The market

Rombo Green View Investments Limited target market strategy is based on becoming a destination of choice for the people searching for a place to relax or recharge. The target market that we pursue are people or families looking for a vacation destination, honeymooners, family reunions and drop-in customers. Our hotel style settings and facilities are a natural choice for customers in need of an outdoor bar for food and beverages.

Our three major customers segments are tourists, locals, and hunters from all over the world. We have a website, that is <https://rombogreenviewhotel.co.tz/> for customers to access providing all information required.

Financial considerations

We estimate the average monthly fixed cost, including operating expenses, as presented in the financial statements attached. Our peak and off-season traffic is fairly consistent and will not have a major impact on monthly earning as long as we maintain a 60% occupancy rate. As Rombo Green View Investments Limited builds its market position among the local patrons, we anticipate that off-season revenues will be enough to break even during that season.

Objectives

Objectives of Rombo Green View Investments Limited for the coming three years of operation include.

- Maintaining a 90% occupancy rate each month.
- Assembling an experienced and effective staff.
- To increase the number of clients by 10% each year.
- Increase exposure and market using internet technology and direct advertising.
- Increase off-season use by expanding into other uses of property (carter parties, receptions, weddings, etc.)
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Keys to success

The primary keys to success for Rombo Green View Investment Limited will be based on the following factors:

- Provide a facility that is first class with attention to detail.
- Give each guest a sense that he or she is our top priority.
- Retain our guests to ensure repeat bookings and referrals.
- Renovate to maintain a high standard of amenities for our guest.

Mission

The mission of Rombo Green View Investments Limited is to become the best choice for temporary accommodation by expanding via the internet and introducing the area market segments that have not yet discovered this year-round. We plan to create an environment of conveniences that surpasses the standard fare for Dar es salaam.

The guests will have every need met to ensure his/her comfort. For special occasions, catered meals, chilled wine, etc. can be provided for an additional fee.

Market analysis summary

Rombo Green View Investments Limited target market strategy is based on becoming a destination choice for families and visitors who are looking a place to relax or recharge. The target markets that we are going to pursue are people searching for a vacation and drop-in customers. We envision

many customers from all over Tanzania and international travelers from all over the world.

Market segmentation

Our target market strategy is based on becoming a destination of choice for people who are looking to get away for a vacation or travelling to other regions. This is based on the superior performance in the following areas:

- Quality facilities
- Beautiful location
- Customer service

7. Financial analysis

Based on our financial performance for past three years the company is doing well and financially stable we would like to include income or profit-and-loss statements, a balance sheet that lists our assets and debts, and a cash flow statement that shows how cash comes into and goes out of the company. See Tabel 1 below.

Perfomance for the year

During the year, the Company recorded a net loss after tax of *Tzs:(266,526,182=)* (2021: *Tzs:74,154,711=)* as compared to previous year. This increase in Loss was contributed by Increase in depreciation on Revalued asset as shown in the summery bellow.

A summary of key ratios obtained from operating results from the financial statements as set out *on page 11* is outlined below:

	<u>2022</u>		<u>2021</u>	
<i>Growth in Sales Revenue</i>	Turnover	1,761,963,605	27%	1,382,559,463
<i>Decline in Cost od Sales</i>	Cost of Sales	398,208,063	-8%	430,647,467
<i>Growth in Direct Costs</i>	Direct Costs	484,313,352	24%	391,875,399
	Gross Profit From			
<i>Growth in Gross Profit</i>	Operation	879,442,190	57%	560,036,597
<i>Growth in Profit Margin</i>	Gross Profit Margin	50%		41%
<i>Decline in Other Income</i>	Other Income	38,326,486	-7%	41,075,195
<i>Growth in Expenses</i>	Expenses	1,157,092,269	71%	675,266,504
	Income tax expense	27,202,588		-
<i>Decline in Profit After Tax</i>	Loss for the year	(266,526,182)		(74,154,711)
<i>Decline in Net Profit</i>	Net Profit Margin	-15%		-5%

- **Net profit margin:** the percentage of revenue we keep as net income as shown in the financial statements for the last three years.
- **Current ratio:** the measurement of our liquidity and ability to repay debts is good for the company.
- **Accounts receivable turnover ratio:** also, measurement of how frequently we collect receivables each year is well shown in our financial records.

8. Financial projections

Projected revenue of the hotel increased by 10 %, Bar & Restaurant 12% and Wholesale 7% from the previous projection to 20% for 2023, which is up by 7 percent from 2022.

This year we expect to increase our revenue by at least more than 10% from the previous year, which will enable major renovation and expansion of the business in the coming years.

[Rombo Green View Investment Ltd] Sales Forecast

Units Sold													Year 1
	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Total Units Sold
Hotel	2500	2650	2800	2850	2950	2940	2990	3000	3075	3300	3550	3950	36555
Bar & Restaurant	1500	1000	1000	1050	1060	1500	1500	1550	1700	1900	2100	2300	18160
Wholesale	150	200	250	300	350	350	350	350	350	300	300	300	3550

Unit Price													Avg Unit Price	
Hotel	\$16.00	\$16.00	\$16.00	\$16.00	\$16.00	\$16.00	\$16.00	\$16.00	\$16.00	\$16.00	\$16.00	\$16.00	\$16.00	\$16.00
Bar & Restaurant	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99
Wholesale	\$49.99	\$49.99	\$49.99	\$49.99	\$49.99	\$49.99	\$49.99	\$49.99	\$49.99	\$49.99	\$49.99	\$49.99	\$49.99	\$49.99

Sales Growth Rate													Avg Growth Rate
Hotel	0%	6%	6%	2%	4%	0%	2%	0%	2%	7%	8%	11%	4%
Bar & Restaurant	0%	-33%	0%	5%	1%	42%	0%	3%	10%	12%	11%	10%	5%
Wholesale	0%	33%	25%	20%	17%	0%	0%	0%	0%	-14%	0%	0%	7%

Revenue (Units Sold * Unit Price)													Total Revenue
Hotel	\$40,000.00	\$42,400.00	\$44,800.00	\$45,600.00	\$47,200.00	\$47,040.00	\$47,840.00	\$48,000.00	\$49,200.00	\$52,800.00	\$56,800.00	\$63,200.00	\$584,880
Bar & Restaurant	\$22,485	\$14,990	\$14,990	\$15,740	\$15,889	\$22,485	\$22,485	\$23,235	\$25,483	\$28,481	\$31,479	\$34,477	\$272,218
Wholesale	\$7,499	\$9,998	\$12,498	\$14,997	\$17,497	\$17,497	\$17,497	\$17,497	\$17,497	\$14,997	\$14,997	\$14,997	\$177,465
Total Revenue	\$69,984	\$67,388	\$72,288	\$76,337	\$80,586	\$87,022	\$87,822	\$88,731	\$92,180	\$96,278	\$103,276	\$112,674	\$1,034,563

Unit COGS													Avg COGS
Hotel	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.00	\$4.00	\$4.00	\$4.38
Bar & Restaurant	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10
Wholesale	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55

Margin Per Unit (Unit Price - Unit COGS)													Avg Margin
Hotel	\$11.50	\$11.50	\$11.50	\$11.50	\$11.50	\$11.50	\$11.50	\$11.50	\$11.50	\$12.00	\$12.00	\$12.00	\$11.63
Bar & Restaurant	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89
Wholesale	\$48.44	\$48.44	\$48.44	\$48.44	\$48.44	\$48.44	\$48.44	\$48.44	\$48.44	\$48.44	\$48.44	\$48.44	\$48.44

Gross Profit (Revenue - COGS or Margin Per Unit * Units Sold)													Total Gross Profit
Hotel	\$28,750	\$30,475	\$32,200	\$32,775	\$33,925	\$33,810	\$34,385	\$34,500	\$35,363	\$39,600	\$42,600	\$47,400	\$425,783
Bar & Restaurant	\$17,835	\$11,890	\$11,890	\$12,485	\$12,603	\$17,835	\$17,835	\$18,430	\$20,213	\$22,591	\$24,969	\$27,347	\$215,922

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Wholesale	\$7,266	\$9,688	\$12,110	\$14,532	\$16,954	\$16,954	\$16,954	\$16,954	\$16,954	\$14,532	\$14,532	\$14,532	\$171,962
Total Gross Profit	\$53,851	\$52,053	\$56,200	\$59,792	\$63,482	\$68,599	\$69,174	\$69,884	\$72,530	\$76,723	\$82,101	\$89,279	\$813,667

Sales Forecast Year 2

Units Sold	Year 2												Total Units Sold
	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	
Hotel	2625	2600	2575	2550	2575	2600	3600	3625	3650	4675	4700	4725	40500
Bar & Restaurant	2000	2500	2500	2750	2750	2000	2000	2250	2500	3000	3700	4500	32450
Wholesale	300	380	390	400	430	450	490	500	520	590	700	725	5875

Unit Price

Unit Price	Avg Unit Price												
	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total
Hotel	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00
Bar & Restaurant	\$15.99	\$15.99	\$15.99	\$15.99	\$15.99	\$15.99	\$15.99	\$15.99	\$15.99	\$15.99	\$15.99	\$15.99	\$15.99
Wholesale	\$54.99	\$54.99	\$54.99	\$54.99	\$54.99	\$54.99	\$54.99	\$54.99	\$54.99	\$54.99	\$54.99	\$54.99	\$54.99

Sales Growth Rate

Sales Growth Rate	Avg Growth Rate												
	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total
Hotel	-34%	-1%	-1%	-1%	1%	1%	38%	1%	1%	28%	1%	1%	6%
Bar & Restaurant	-13%	25%	0%	10%	0%	-27%	0%	13%	11%	20%	23%	22%	9%
Wholesale	0%	27%	3%	3%	8%	5%	9%	2%	4%	13%	19%	4%	9%

Revenue

Revenue	Total Revenue												
	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total
Hotel	\$49,875	\$49,400	\$48,925	\$48,450	\$48,925	\$49,400	\$68,400	\$68,875	\$69,350	\$88,825	\$89,300	\$89,775	\$769,500
Bar & Restaurant	\$31,980	\$39,975	\$39,975	\$43,973	\$43,973	\$31,980	\$31,980	\$35,978	\$39,975	\$47,970	\$59,163	\$71,955	\$518,876
Wholesale	\$16,497	\$20,896	\$21,446	\$21,996	\$23,646	\$24,746	\$26,945	\$27,495	\$28,595	\$32,444	\$38,493	\$39,868	\$323,066
Total Revenue	\$98,352	\$110,271	\$110,346	\$114,419	\$116,543	\$106,126	\$127,325	\$132,348	\$137,920	\$169,239	\$186,956	\$201,598	\$1,611,442

Unit COGS

Unit COGS	Avg COGS												
	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total
Hotel	\$4.00	\$4.00	\$4.50	\$4.50	\$4.50	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$3.75	\$3.75	\$4.08
Bar & Restaurant	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$2.90	\$2.90	\$2.90	\$3.05
Wholesale	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55	\$1.10	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55	\$1.51

Margin Per Unit

Margin Per Unit	Avg Margin												
	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total
Hotel	\$15.00	\$15.00	\$14.50	\$14.50	\$14.50	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.25	\$15.25	\$14.92

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Bar & Restaurant	\$12.89	\$12.89	\$12.89	\$12.89	\$12.89	\$12.89	\$12.89	\$12.89	\$12.89	\$13.09	\$13.09	\$13.09	\$12.94
Wholesale	\$53.44	\$53.44	\$53.44	\$53.44	\$53.44	\$53.44	\$53.89	\$53.44	\$53.44	\$53.44	\$53.44	\$53.44	\$53.48

Gross Profit													Total Gross Profit
Hotel	\$39,375	\$39,000	\$37,338	\$36,975	\$37,338	\$39,000	\$54,000	\$54,375	\$54,750	\$70,125	\$71,675	\$72,056	\$606,006
Bar & Restaurant	\$25,780	\$32,225	\$32,225	\$35,448	\$35,448	\$25,780	\$25,780	\$29,003	\$32,225	\$39,270	\$48,433	\$58,905	\$420,521
Wholesale	\$16,032	\$20,307	\$20,842	\$21,376	\$22,979	\$24,048	\$26,406	\$26,720	\$27,789	\$31,530	\$37,408	\$38,744	\$314,181
Total Gross Profit	\$81,187	\$91,532	\$90,404	\$93,799	\$95,764	\$88,828	\$106,186	\$110,098	\$114,764	\$140,925	\$157,516	\$169,705	\$1,340,707

Sales Forecast Year 3

Units Sold	Year 3												Total Units Sold
	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	
Hotel	2950	3700	3650	3650	3675	3700	4700	4725	4750	5800	6850	6900	55050
Bar & Restaurant	1900	2000	2200	2250	2250	2500	2500	2750	3000	3500	4500	6500	35850
Wholesale	290	350	400	450	500	550	600	500	500	650	750	925	6465

Unit Price													Avg Unit Price
Hotel	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00
Bar & Restaurant	\$20.99	\$20.99	\$20.99	\$20.99	\$20.99	\$20.99	\$20.99	\$20.99	\$20.99	\$20.99	\$20.99	\$20.99	\$20.99
Wholesale	\$59.99	\$59.99	\$59.99	\$59.99	\$59.99	\$59.99	\$59.99	\$59.99	\$59.99	\$59.99	\$59.99	\$59.99	\$59.99

Sales Growth Rate													Avg Growth Rate
Hotel	-38%	25%	-1%	0%	1%	1%	27%	1%	1%	22%	18%	1%	9%
Bar & Restaurant	-58%	5%	10%	2%	0%	11%	0%	10%	9%	17%	29%	44%	12%
Wholesale	-60%	21%	14%	13%	11%	10%	9%	-17%	0%	30%	15%	23%	12%

Revenue													Total Revenue
Hotel	\$59,000	\$74,000	\$73,000	\$73,000	\$73,500	\$74,000	\$94,000	\$94,500	\$95,000	\$116,000	\$137,000	\$138,000	\$1,101,000
Bar & Restaurant	\$39,881	\$41,980	\$46,178	\$47,228	\$47,228	\$52,475	\$52,475	\$57,723	\$62,970	\$73,465	\$94,455	\$136,435	\$752,492
Wholesale	\$17,397	\$20,997	\$23,996	\$26,996	\$29,995	\$32,995	\$35,994	\$29,995	\$29,995	\$38,994	\$44,993	\$55,491	\$387,835
Total Revenue	\$116,278	\$136,977	\$143,174	\$147,223	\$150,723	\$159,470	\$182,469	\$182,218	\$187,965	\$228,459	\$276,448	\$329,926	\$2,241,327

Unit COGS													Avg COGS
Hotel	\$3.75	\$3.75	\$4.00	\$4.00	\$4.00	\$3.75	\$3.75	\$3.75	\$3.75	\$3.50	\$3.50	\$3.50	\$3.75
Bar & Restaurant	\$2.90	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$2.90	\$2.90	\$2.85	\$2.85	\$3.01

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Wholesale	\$1.55	\$1.55	\$1.55	\$1.55	\$1.10	\$1.10	\$1.10	\$1.10	\$1.10	\$1.10	\$1.55	\$1.55	\$1.55	\$1.36
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Margin Per Unit													Avg Margin	
Hotel	\$16.25	\$16.25	\$16.00	\$16.00	\$16.00	\$16.25	\$16.25	\$16.25	\$16.25	\$16.25	\$16.50	\$16.50	\$16.50	\$16.25
Bar & Restaurant	\$18.09	\$17.89	\$17.89	\$17.89	\$17.89	\$17.89	\$17.89	\$17.89	\$17.89	\$18.09	\$18.09	\$18.14	\$18.14	\$17.98
Wholesale	\$58.44	\$58.44	\$58.44	\$58.44	\$58.89	\$58.89	\$58.89	\$58.89	\$58.89	\$58.89	\$58.44	\$58.44	\$58.44	\$58.63

Gross Profit													Total Gross Profit
Hotel	\$47,938	\$60,125	\$58,400	\$58,400	\$58,800	\$60,125	\$76,375	\$76,781	\$77,188	\$95,700	\$113,025	\$113,850	\$896,706
Bar & Restaurant	\$34,371	\$35,780	\$39,358	\$40,253	\$40,253	\$44,725	\$44,725	\$49,198	\$54,270	\$63,315	\$81,630	\$117,910	\$645,787
Wholesale	\$16,948	\$20,454	\$23,376	\$26,298	\$29,445	\$32,390	\$35,334	\$29,445	\$29,445	\$37,986	\$43,830	\$54,057	\$379,007
Total Gross Profit	\$99,256	\$116,359	\$121,134	\$124,951	\$128,498	\$137,240	\$156,434	\$155,424	\$160,903	\$197,001	\$238,485	\$285,817	\$1,921,500

Year-to-Year Comparison

Units Sold	Yr 2 vs Yr 1 % Change	Yr 3 vs Yr 2 % Change
Hotel	11%	36%
Bar & Restaurant	79%	10%
Wholesale	65%	10%

Unit Price	Difference	Difference
Hotel	\$3.00	\$1.00
Bar & Restaurant	\$1.00	\$5.00
Wholesale	\$5.00	\$5.00

Sales Growth Rate	Difference	Difference
Hotel	2%	2%
Bar & Restaurant	3%	4%
Wholesale	1%	3%

Revenue	Difference	Difference
Hotel	\$184,620	\$331,500
Bar & Restaurant	\$246,657	\$233,616
Wholesale	\$145,602	\$64,769
Total Revenue	\$576,879	\$629,885

Unit COGS	Difference	Difference
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Hotel	(\$0.29)	(\$0.33)
Bar & Restaurant	(\$0.05)	(\$0.04)
Wholesale	(\$0.04)	(\$0.15)

Margin Per Unit	Difference	Difference
Hotel	\$3.29	\$1.33
Bar & Restaurant	\$1.05	\$5.04
Wholesale	\$5.04	\$5.15

Gross Profit	Difference	Difference
Hotel	\$180,224	\$290,700
Bar & Restaurant	\$204,598	\$225,266
Wholesale	\$142,219	\$64,827
Total Gross Profit	\$527,040	\$580,793

9. Additional information

Other information can be found in our financial statements for the past three years showing the company is in good progress.