

## **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. Perform a business 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.

- **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. Make financial projections**

Projected revenue per available room increased by 1.3 percent from the previous projection to 85.95 for 2023, which is up nearly 5 percent from 2022.

As for occupancy, the updated projection reflects about a 0.2 percent decrease from the previous forecast to 68.5 percent.

This year we expect to increase our revenue by 15% from the previous year, which will enable major renovation and expansion of the business in the coming years.

**9. Add additional information to an appendix**

Additional information such as licenses, permits, receipts, bank statements, and personal and business credit history are attached.