

# **FASHION INTERNATIONAL HOTELS**

## **BUSINESS PLAN**

**YEAR: 2023 to 2027**

**Drawn By:**

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**DAR ES SALAAM, Tanzania**



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**YEAR: 2023 to 2027**

### **1. Introduction:**

Fashion International Hotels aims to establish a chain of luxury boutique hotels across Tanzania, offering an exquisite blend of fashion, art, and hospitality. With a focus on unique experiences and personalized service, our hotels will cater to the discerning traveler seeking luxury with a touch of local culture.

Fashion International Hotel started by leasing Regency Park Hotel in June, 2023. The success of this initial venture will pave way for acquiring other hotels and building our own too.

### **2. About Us:**

Fashion International Hotel redefines luxury hospitality by integrating elements of fashion and art into every aspect of our hotel. Each property we will acquire later will showcase local craftsmanship, artistry, and exquisite design to create a one-of-a-kind experience for guests.

The major services being offered at Fashion International Hotel is accommodation services. Basically the major services offered are shown herein below;

- **Accommodation Services.** The new property has 5 floors for accommodation services. The first to fifth floors have 10 rooms each. Basically the building has total of 56 rooms. **And each room we are charging USD 45 exclusive of food and beverages, but breakfast is included in the rate.**
- **Other Services Include;**
  - ✓ Restaurant services
  - ✓ Bar and lounge services

### **3. Mission and Vision:**

Mission:

To create an unparalleled hospitality experience that combines luxury, art, and local culture.

Vision:

To be the leading boutique hotel chain in Tanzania, renowned for its exceptional service and unique fusion of fashion and hospitality.

### **4. Market Analysis:**

Demand for hotel services is very strong in Dar es salaam though the economy is fairly bleak. We have observed city residents even foreigners utilizing our accommodation services

With the current market conditions we envisage to be earning at least 65% of the bed occupancy from accommodation services and other services to cash in 15% of our total income.

#### **Service Prices**

Prices are set based on market rates but will be adjusted to reflect the real quality of service to be offered in near future. Beers are purchased at a cost of Tshs 1,600 and sold at Tshs 3,000. Soda are bought at a cost of Tshs 550 per unit and sold at Tshs 1,000 per unit.

Bottled water (500mls) is bought at cost of Tshs 450 per unit and sold at Tshs 1,000.

Accommodation services are priced as follows; standard rooms USD 30 per person per day and USD 50 per room per day for each of suite rooms. Averaging at USD 45 per room.

#### **Competition in the Market Niche**

The areas around the project have no threatening competitors nearby. The available competitors have no large and quality facility and others have big properties but the services therein are not of modern quality and prices are not friendly to clients. Our commercial property is strategically located. The area is calm and conducive for utilizing hospitality services.

Proposed prices are considerate of market rates, demand and quality of services to be offered. Prices to be charged are fair considering quality of services to be offered and market prices.

We estimate to achieve 65% occupancy rate as the facility is viably located in an area with no threatening competitors, the rooms would be nice and prices to be charged are fair based on market service quality ratings.

Some of few relevant competitors include;

- Guest Houses in the vicinity
- Quality Coastal Suites
- Other small hotel facilities

### **5. Our Target Market:**

- a) Affluent travelers seeking luxury, uniqueness, and cultural experiences.
- b) Corporate clients looking for upscale accommodations for events and business stays.

### **6. Operational Plan:**

- a) We are Implementing rigorous quality standards for service, design, and guest experience.
- b) And Training our staff to deliver exceptional service and maintain brand ethos across all departments.

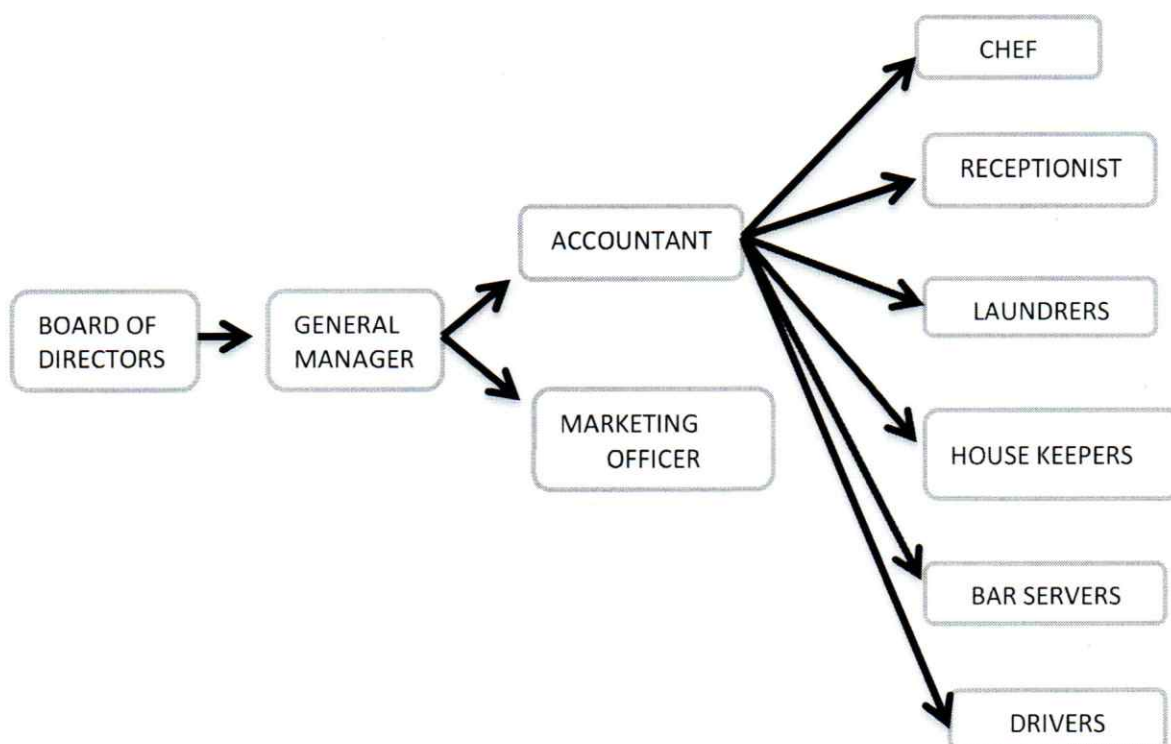
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FASHION HOTEL 4.jpg



## 7. Management and Team:

- Our Management Team consists very highly qualified experienced ladies and gentlemen of all ages.
- And we are committed to continuous training and skill development for the staff.



### OUR HUMAN RESOURCES

DESIGNATION	NUMBER	QUALIFICATION	SALARY
General Manager	1	Degree in Hotel Management	
Accountant	1	Diploma in Accountancy	
Marketing Manager	1	Diploma In Marketing	
Chef	2	Diploma in Food Production	
Receptionist	2	O Level , Good English	
Launders	4	Experienced	
Housekeepers	6	Experienced	
Bar Servers	6	Experienced	
Drivers	3	NIT & Driving license	
<b>TOTAL</b>	<b>26</b>		

## **8. Financial Projections:**

- a) The attached Cash Flow forecast provides a comprehensive financial forecast covering the first five years.
- b) We have included the startup costs, operational expenses, revenue projections too

# FASHION INTERNATIONAL HOTEL LIMITED

## CASH FLOW FORECAST

YEAR 2023 – 2027

ALL FIGURES IN USD

	DESCRIPTIONS	2023	2024	2025	2026	2027
<b>A</b>	<b>INCOME-INFLOW</b>	-				
	Sales (Bed occupancy 56% average ) 56 Rooms @ 45 USD	296,352	515,088	551,880	597,870	625,464
	Sales-TAXI Services	60,156	63,163	66,322	69,638	71,727
	Sales- Food & Beverages	115,762	121,550	127,628	134,402	138,434
	Cash Invested (Injected -Project)	78,125	78,125	78,125	78,125	78,125
	<b>TOTAL INCOME</b>	<b>550,395</b>	<b>777,926</b>	<b>823,955</b>	<b>880,035</b>	<b>913,750</b>
<b>B</b>	<b>EXPENDITURE-OUTFLOW</b>					
	<b>1) Capital</b>					
	Hotel - lease	58,594				
	Saloon Cars- TAXI	2,345	2,345			
	Hotel - Furniture	13,562				
	Hotel- Office Equipment	3,320				
	Workshop Equipment	2,500				
	Directors Cars	5,800	5,800			
	<b>TOTAL CAPITAL EXPENDITURE</b>	<b>86,121</b>	<b>8,145</b>			
	<b>2) Operating Costs</b>					
	Salaries	17,227	28,125	32,180	35,650	38,730
	Communication/Telephone	680	1,406	1,476	1,550	1,596
	Utilities - Water & Electricity	2,515	4,315	4,528	4,754	4,896
	Insurance	726	1,245	1,245	1,245	1,200
	General Business Licenses	136	136	140	140	140
	Machinery Maintenance	650	780	800	800	815
	Audit Fees	1,350	1,350	1,350	1,350	1,350
	Depreciation	-	166	172	192	201
	Foods and Beverages	98,397	103,318	108,483	114,241	117,669
	<b>TOTAL OPERATING COSTS</b>	<b>121,681</b>	<b>140,841</b>	<b>150,374</b>	<b>159,932</b>	<b>166,597</b>
<b>C</b>	<b>PROFIT AND LOSS</b>	<b>342,593</b>	<b>628,940</b>	<b>673,581</b>	<b>720,103</b>	<b>747,153</b>

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## **Conclusion**

Fashion International Hotels is poised to set new standards in luxury hospitality in Tanzania, offering a unique fusion of fashion, art, and personalized service that will resonate with the affluent traveler seeking distinctive and enriching experiences.