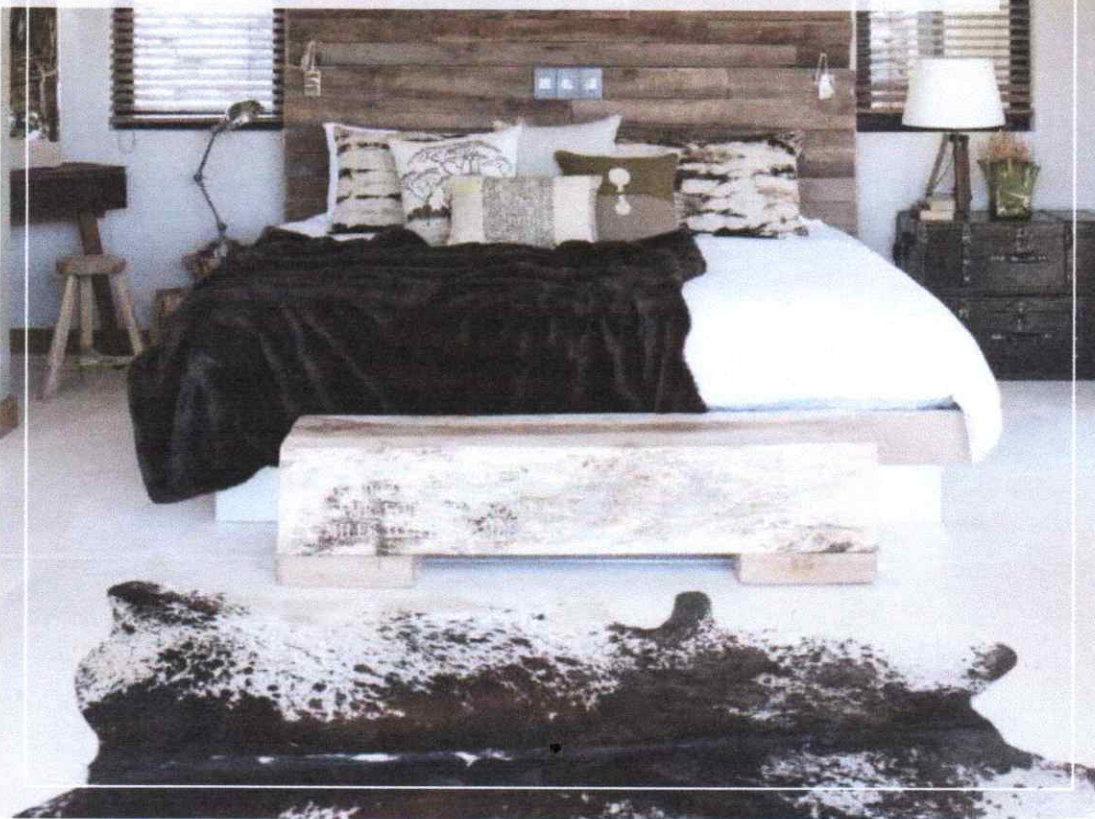




# PROPOSAL

Prince and Priu SL  
in corporation with  
MUY MUCHO global brand

Project name: Sanna Boutique Hotel



Certified as True Copy of the Original  
**Hilary Bakari Shedafta**  
Advocate, Notary Public & Commissioner  
for Oyo State  
Date: 14/04/2023

# EXECUTIVE SUMMARY

To: The Director General Ngorongoro Conservation Authority,  
Tanzania

Proposal For Leasing The Hotel Premises at Ngorongoro Tourism  
Center Building To Run a 4 Star Business Hotel

With this proposal, we are formally announcing a definitive interest in the property up for rent in the Ngorongoro Tourism Center located in Arusha, Tanzania.

SANNA proposes to rent and operate the entire Hotel property on monthly rental fee basis.

The monthly rental fee is to be agreed upon by both parties, and the Operator shall be responsible for running the day-to-day operations, and also take all.

Regards,

Prince and Priu SL

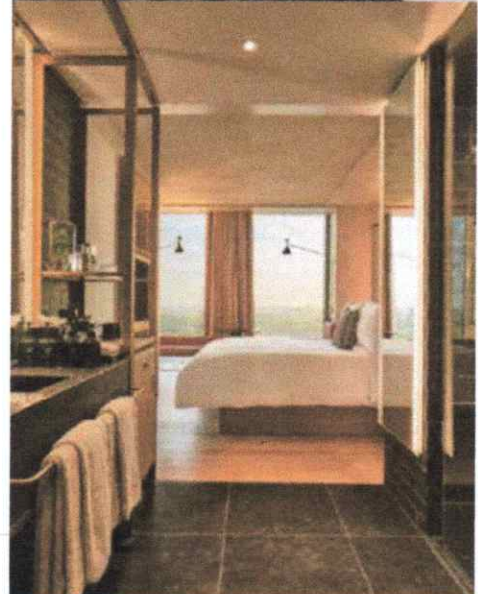
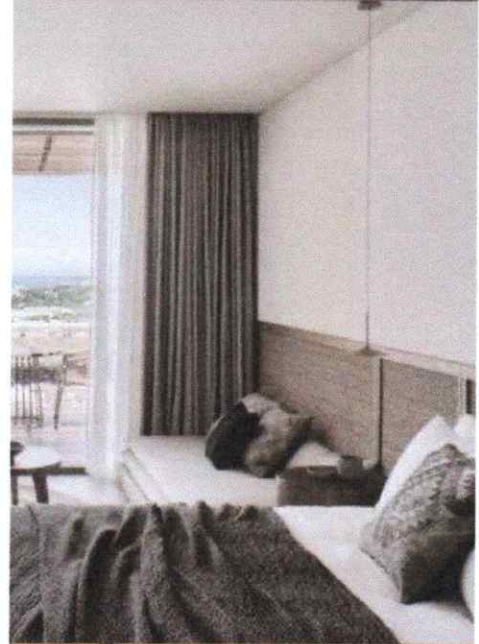
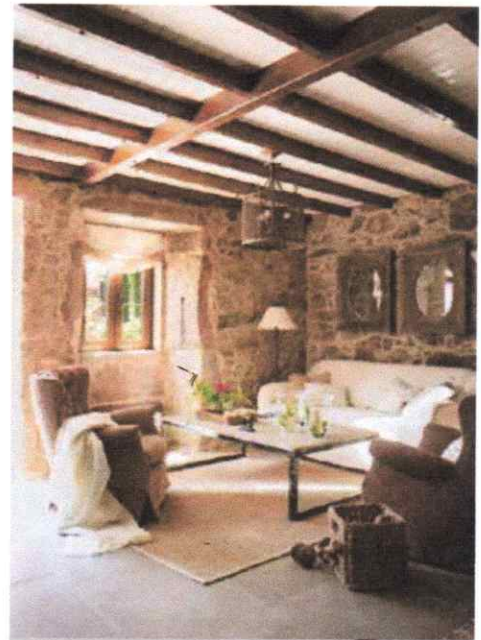
in corporation with

MUY MUCHO global brand



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2. CURRENT PROJECTS IN ARUSHA
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muy mucho

## WHO WE ARE

We are a group of business men with various investments all over the world.

We own and manage properties, In Europe, North America and Africa.

We are currently in the process of expanding our investments in the continent of Africa, which already includes: lodges, coffee export, manufacturing and farming.

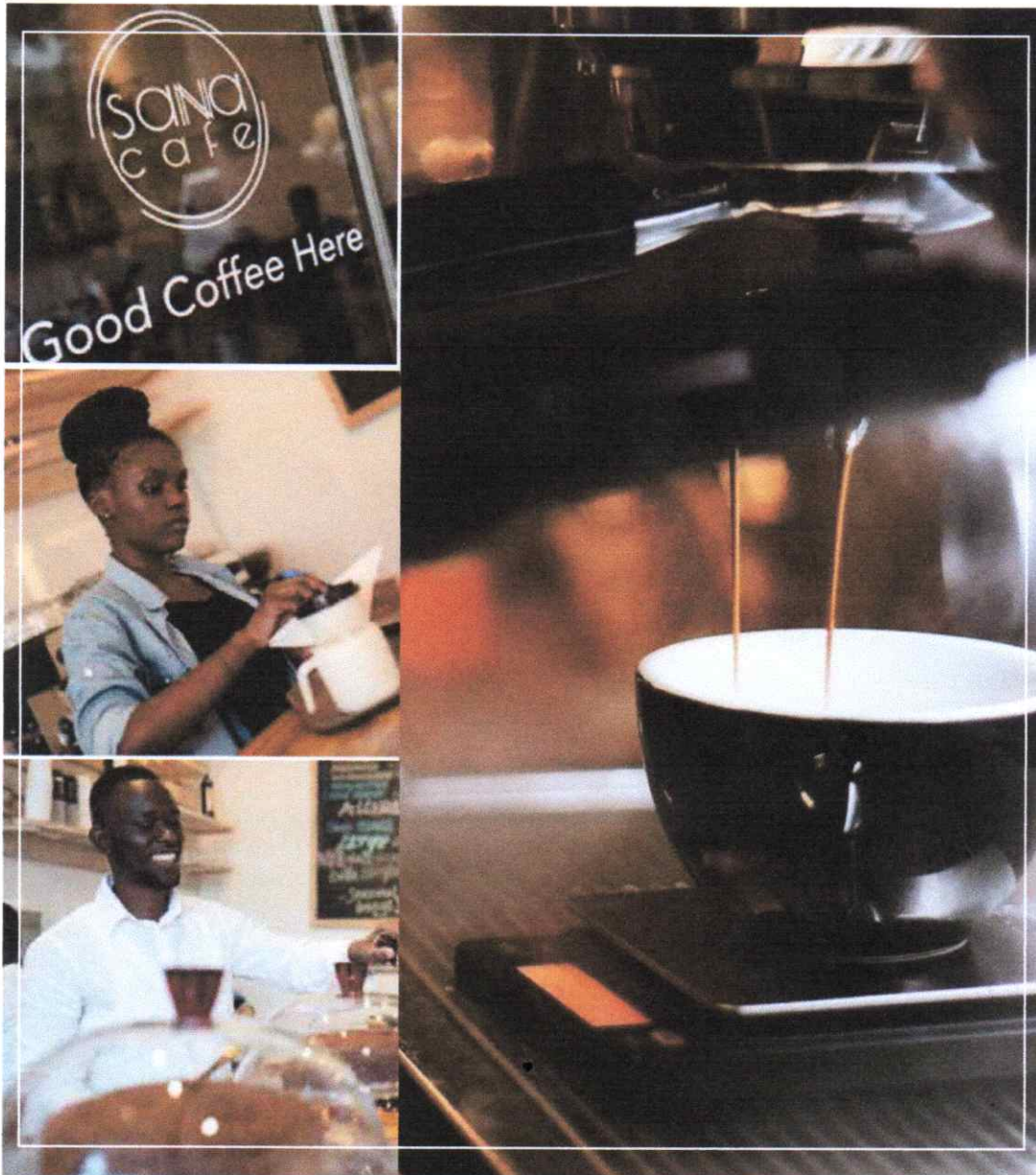
We own shares of hotels, bars and residential & commercial properties in Spain, and we plan to model SANNA Boutique Hotel after one of our hotels.

The mission of our business in Tanzania is to manifest hope in children by educating them, and seeing them through with a job opportunity in one of our companies.



# CURRENT PROJECTS IN ARUSHA: SANNA CAFE

SANNA cafe is a project for inspiring and motivating everyone in being kind and giving a hand to anyone in need. We are investing in Tanzanians... especially the youth, and this is why a percentage of our earnings support local grade schools by serving breakfast to students.

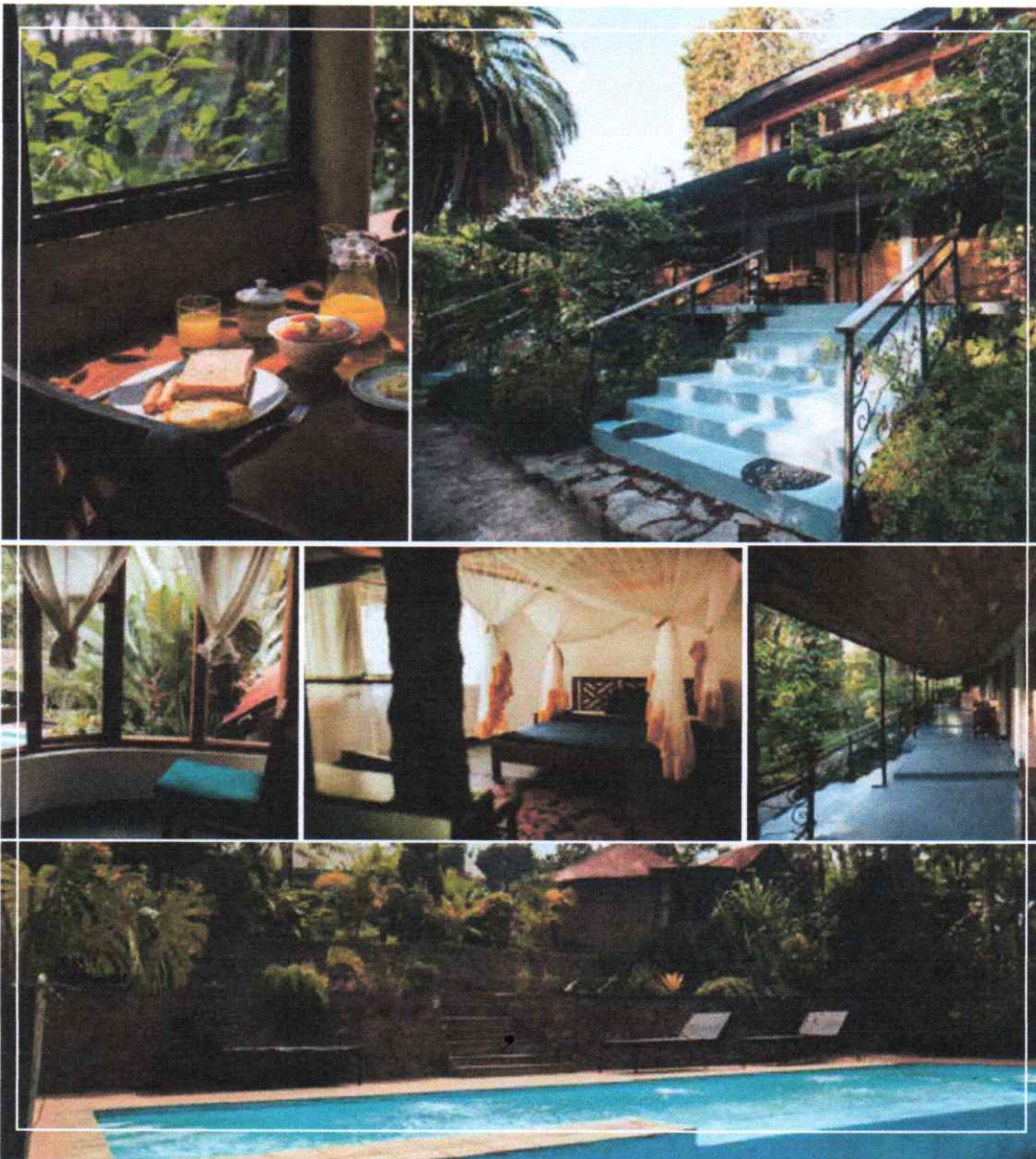




# CURRENT PROJECTS IN ARUSHA: SANNA ECO LODGE

SANNA ECO LODGE was carefully curated to attract travellers seeking a balance of luxury, comfort, and love of natural surroundings.

Ilboru, Arusha, Tanzania.





# PROPOSAL FOR THE HOTEL

## OUR VISION

To make SANNA Hotel a first option for all travellers and locals alike.

## OUR MISSION

To create a sustainable and lasting experience for every single guest with a promise to return.

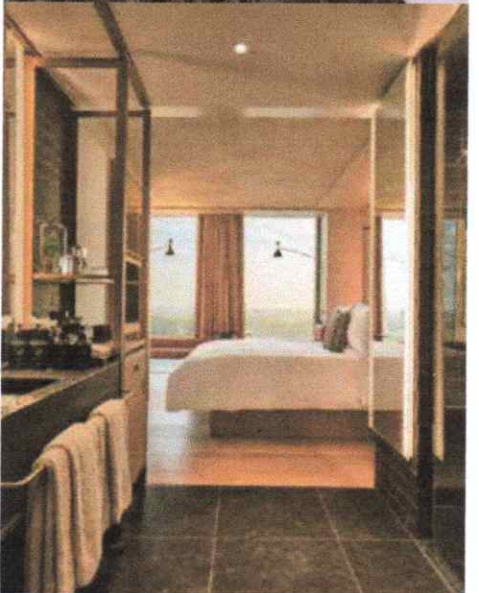
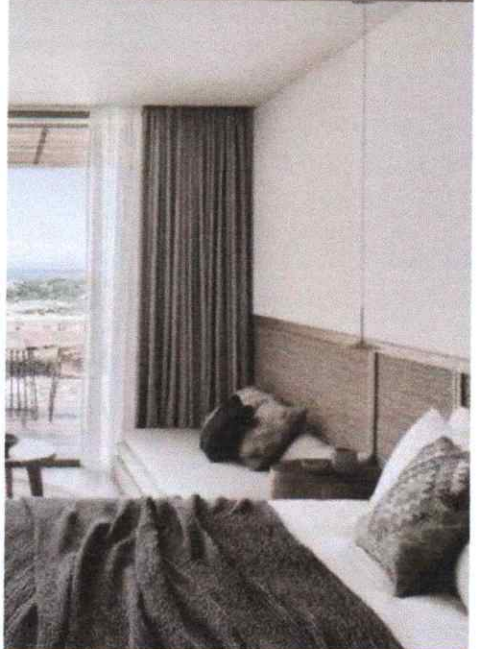
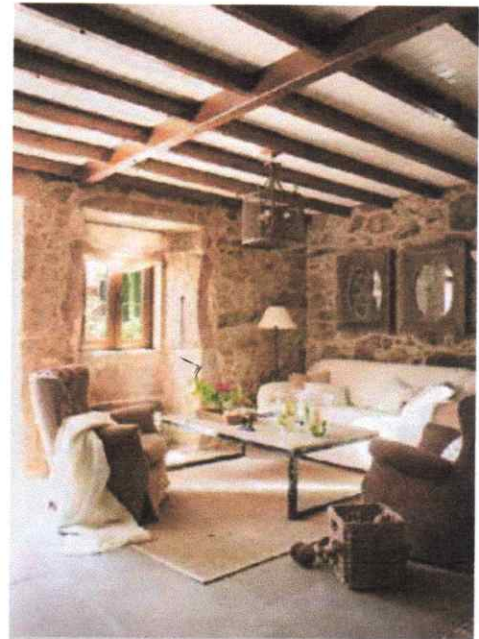
## BUSINESS STRUCTURE

As foreigners whose love for the people of Tanzania is beyond what we can explain, we will ascertain that the integrity of our business is solely built on the idea that more than 98% of our employees will be locals.

We will employ, train, and nurture every single person to meet the highest standards of services, to work with pride, honour and a sense of urgency in everything regarding our businesses. Only this way can we achieve our goals.

This opportunity is only afforded to us because we have demonstrated through our other businesses in the country that we are absolutely capable of delivering a stunning change in the hotel industry in Tanzania as a whole.

With over 75 combined years experience in the service and business development industry, we are the right choices to see this project to fruition.





## PROPOSAL FOR THE HOTEL

We will be opening the following facilities to provide a better value for our visitors:

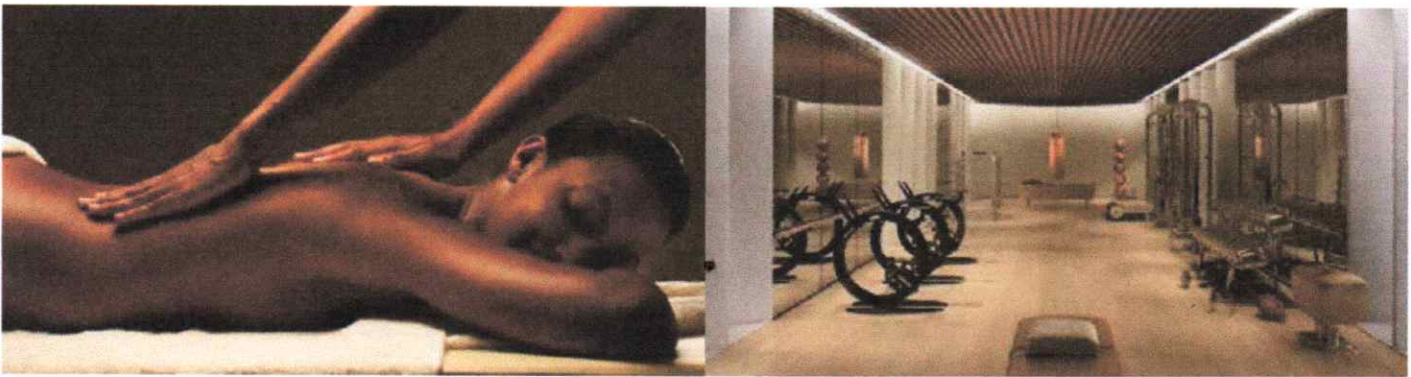
### 1. FITNESS CENTER

We plan to convert one of the spaces on the 10th floor to a state of the art fitness center to attract people from all walks of life. We are in talks with an Italian virtual and in-person fitness company Buddyfit, to consider investing in Arusha as their initial entry into the African market.

This would require a lot of investment and time as the entire structure of the room would need to be revamped. The challenges we'll face would be the lack of Shower and changing rooms, which of course limits the type of services we can offer. An option to consider is the landlord or government takes the initiative in adding such.

### 2. SPA

We will be converting one or two of the thirty five rooms into a Massage room, along with a room for manicure and pedicure. Ideally, we would love to install a proper spa with the likes of Sauna and Steam room, but this would compromise the integrity of the rooms. With this, we hope to drive more traffic from desiring clients to the building and in turn generate returning clients and businesses.





# PROPOSAL FOR THE HOTEL

## 3. CO-WORKING SPACE

On the 10th floor, we will be dedicating one of the conference rooms into a Co-working space that would've rented either daily or on a subscription base for the entrepreneurs in Arusha that would like a safe, well equipped space to create their work. As well, we would be inviting all governments and nongovernment officials to take up spaces.

## 4. CONFERENCE ROOM

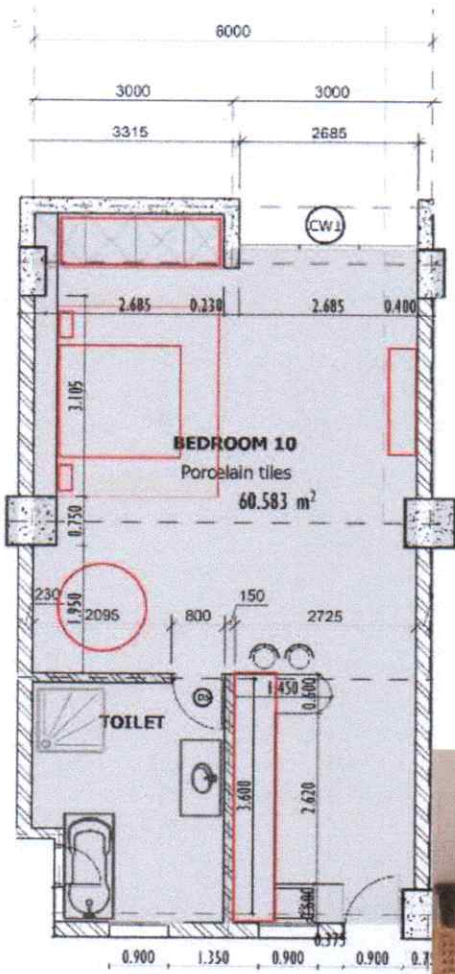
We hope to attract business bookings from foreigners and locals alike for the use of our conference room. This would be done as a package with the hotel rooms, and other offers so as to create a proper incentives for people to make use of the space. We plan to make sure no spaces are left unused and that everything we create would be more than desirable and properly utilized.

## 5. HOTEL ROOMS

We are still in the planning phases of each room, whether to go contemporary, modern or lodge style. There will be 33 rooms left for convert into what we know will be the most affordable, yet luxurious hotel rooms in town.

Our focus would be to capitalize on the 80% of tourists that uses arusha as a hub for Safari and Kilimanjaro, as well as other activities in Arusha. As well, focus on targeting visitors from all over the country and neighbouring countries.







# PROPOSAL FOR THE HOTEL

## 6. ROOFTOP BAR

We are convinced that the rooftop bar has a lot of potential with what it can become, but we as well are upfront about the challenges that comes with such an exposed space. This will be a very special, yet time consuming project to take on. We plan to make it attractive to the younger generation so they can see it as a place to go, while keeping in mind the noise ordinance to make sure we do not in any way bother the hotel or office guests. This will be the part of the plan that requires the most innovation and creativity to combat the obstacles of what nature has to offer..



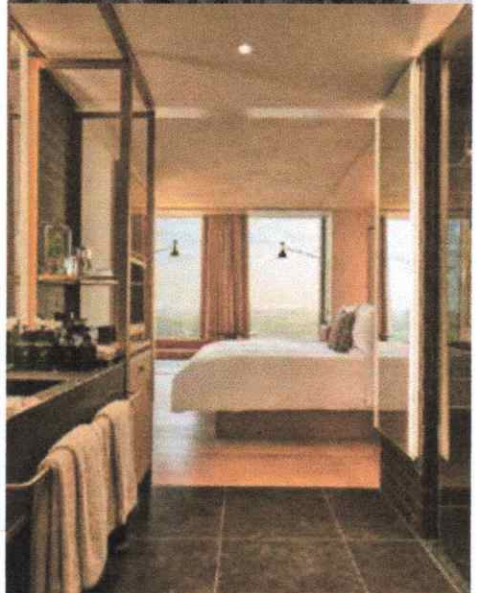
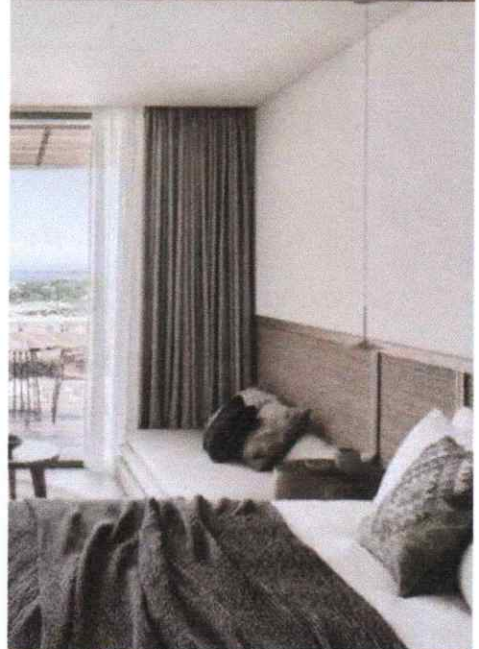
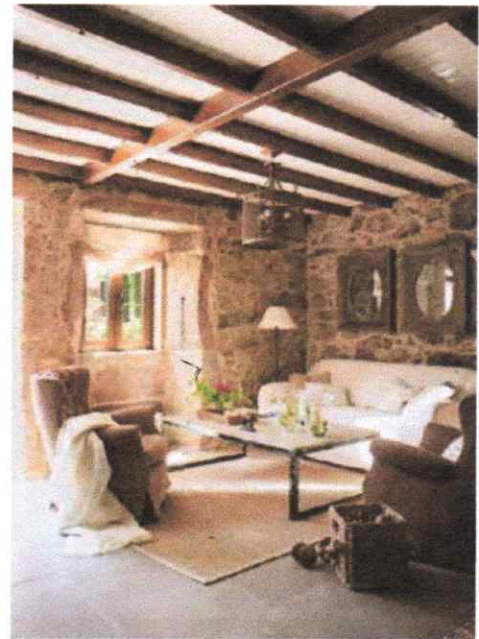


# PROPOSAL FOR THE HOTEL: Challenges and difficulties

The biggest challenge we face right now is time. Given the current situation of the global logistical crisis, it's extremely difficult and nearly impossible to be upfront about the amount of time it'll take to furnish the rooms and other facilities, thus we ask for a full cooperation and understanding in the manners to which we engage.

Among other things are our inability to gain access to every single room in order to properly vet the rooms and other premises. We believe the previous tenant did everything but maintained the premises, thus leaving us with much more work and expenses than initially assumed.

This is not going to be easy, nor would we expect it to be, so we ask for much more time to properly vet every inch of the property and to allow us more time for the unforeseen events that we are sure we will come up against. Things like plumbing, electrical, installations, humidity damages caused by hardened water, cleanliness of the bathroom installations and much more. We can only realize this project only with an absolute cooperation of the government and or landlord.





## PROPOSAL FOR THE HOTEL

### PROPOSED RENT

We propose the NCA to charge \$10,000 monthly rent for the contract. Pending an agreement, we will be presenting our visions to all parties involved.

With this letter, we respectfully request a sit down meeting with all parties involved for further discussions about terms, conditions and concerns regarding the said matter.





# FINANCIALS

## INVESTMENTS REQUIRED (IN USD)

### HOTEL INVESTMENTS

GENERAL			
	Wifi	1.000	
	Desktop office	1.500	
	Clearing room	900	
	Other	30.000	
<b>TOTAL</b>		<b>33.400</b>	

PER ROOM			
	wardrobe	200	
	bed	315	
	table	128	
	working table	100	
	seats x4	120	
	lamp	45	
	bench	80	
	nightstand x2	190	
	furniture/closet	100	
	kitchen/office	150	
	tv	150	
	curtains	150	
	mattress	200	
	bed sheets	200	
	couch	200	
	coffee/tea machine	30	
	paintings	150	
	Other	5.000	
<b>Total per room</b>		<b>7.508</b>	
<b>Total per 35 rooms</b>		<b>262.780</b>	

<b>TOTAL HOTEL INVESTMENTS:</b>	<b>296.180</b>
---------------------------------	----------------

TOTAL HOTEL INVESTMENTS:

**634.430 USD**

### GYM

gym machines		175.000
water dispenser		50
towels furniture		120
cleaning furniture		120
other		3.000
<b>TOTAL</b>		<b>178.290</b>

### SPA

massage bed	4	500	2.000
toilette	4	400	1.600
shower	4	250	1.000
towels furniture	4	120	480
bin	4	20	80
other			10.500
<b>TOTAL</b>			<b>15.660</b>

### CONFERENCE/COWORKING:

tables	15	250	3.750
chairs	30	200	6.000
blackboards	5	150	750
computers	20	300	6.000
bins	20	20	400
videoconference	3	300	900
other			3.000
<b>TOTAL</b>			<b>20.800</b>

### RESTAURANT

tables, chairs...	50	400	20.000
cutlery, cups...	1	2.000	2.000
decoration	1	15.000	15.000
others	1	15.000	15.000
transparent railing	400	25	10.000

### KITCHEN

ovens, iron plates, ..	1	2.500	2.500
air extractor	1	800	800
fridges, freezers...	1	3.000	3.000
others	1	25.000	25.000

### CLEANING ROOM

cleaning machines	1	18.000	18.000
dry off machines	2	800	1.600
iron devices	5	200	1.000
cleaning dispensers	4	150	600
other	1	18.000	18.000
<b>TOTAL</b>			<b>132.500</b>



# FINANCIALS

## SALARIES (USD)

	Team	Salary (\$)	pax	Total Salary/month
<b>HOTEL</b>	Housekeeper/cleaning	195	12	2.340
	Recepcionist	241	3	722
	Administrative Assistant	403	3	1.209
	Property Manager	975	2	1.950
	Booking master	650	1	650
<b>TOTAL</b>				<b>6.871</b>
<b>RESTAURANT</b>	Waiters	195	16	3.120
	Recepcionist	241	3	722
	Administrative Assistant	403	2	806
	Property Manager	650	1	650
	Chef	520	2	1.040
	Kitchen operators	195	8	1.560
	Cleaning	195	8	1.560
<b>TOTAL</b>				<b>9.458</b>
<b>GYM</b>	Gym assistant	195	2	<b>390</b>
<b>SPA</b>	Recepcionist	241	2	481
	Operators	221	8	1.768
<b>TOTAL</b>				<b>2.249</b>
<b>CONFERENCE/COWORKING</b>	Recepcionist	241	2	<b>481</b>
<b>TOTAL STAFF</b>			<b>75</b>	<b>9.991</b>



# FINANCIALS

## FLOW OF CUSTOMERS/BOOKINGS IN "NORMAL" YEAR

	January	February	March	April	May	June	July	August	September	October	November	December	
N° days	31	28	31	30	31	30	31	31	30	31	30	31	
Occupancy rate:	70%	60%	60%	60%	60%	70%	80%	80%	75%	70%	60%	80%	
Rooms:	32	694	538	595	576	672	794	794	720	694	576	794	
Price:	80	70	70	70	70	70	75	80	75	70	70	80	
<b>TURNOVER:</b>	<b>593,296</b>	<b>55,552</b>	<b>37,632</b>	<b>41,664</b>	<b>40,320</b>	<b>41,664</b>	<b>47,040</b>	<b>59,520</b>	<b>63,488</b>	<b>54,000</b>	<b>48,608</b>	<b>40,320</b>	<b>63,488</b>





# FINANCIALS

## PROFIT & LOSS ANALYSIS

MONTH	2022	2023	2024	2025	2026
Jan	19,000	20,000	21,000	22,000	23,000
Feb	18,500	19,500	20,500	21,500	22,500
Mar	19,200	20,200	21,200	22,200	23,200
Apr	19,800	20,800	21,800	22,800	23,800
May	20,500	21,500	22,500	23,500	24,500
Jun	21,200	22,200	23,200	24,200	25,200
Jul	22,000	23,000	24,000	25,000	26,000
Aug	22,800	23,800	24,800	25,800	26,800
Sep	23,500	24,500	25,500	26,500	27,500
Oct	24,200	25,200	26,200	27,200	28,200
Nov	25,000	26,000	27,000	28,000	29,000
Dec	25,800	26,800	27,800	28,800	29,800
<b>TOTAL</b>	<b>240,000</b>	<b>250,000</b>	<b>260,000</b>	<b>270,000</b>	<b>280,000</b>

EXPENSES	2022	2023	2024	2025	2026
Staff Salaries	100,000	105,000	110,000	115,000	120,000
Utilities	20,000	21,000	22,000	23,000	24,000
Repairs & Maintenance	15,000	16,000	17,000	18,000	19,000
Marketing	10,000	11,000	12,000	13,000	14,000
Travel	5,000	5,500	6,000	6,500	7,000
Insurance	8,000	8,500	9,000	9,500	10,000
Depreciation	12,000	12,500	13,000	13,500	14,000
Other	10,000	10,500	11,000	11,500	12,000
<b>TOTAL</b>	<b>185,000</b>	<b>193,500</b>	<b>202,000</b>	<b>210,500</b>	<b>219,000</b>

INVESTMENTS	2022	2023	2024	2025	2026
Real Estate	50,000	55,000	60,000	65,000	70,000
Stocks	20,000	22,000	24,000	26,000	28,000
Bonds	15,000	16,000	17,000	18,000	19,000
Commodities	10,000	11,000	12,000	13,000	14,000
Private Equity	8,000	8,500	9,000	9,500	10,000
Other	7,000	7,500	8,000	8,500	9,000
<b>TOTAL</b>	<b>110,000</b>	<b>119,000</b>	<b>128,000</b>	<b>137,000</b>	<b>146,000</b>

NET INCOME	2022	2023	2024	2025	2026
Revenue	240,000	250,000	260,000	270,000	280,000
Expenses	(185,000)	(193,500)	(202,000)	(210,500)	(219,000)
Investments	110,000	119,000	128,000	137,000	146,000
<b>NET INCOME</b>	<b>165,000</b>	<b>175,500</b>	<b>186,000</b>	<b>196,500</b>	<b>207,000</b>

FINANCIAL RATIOS	2022	2023	2024	2025	2026
Profit Margin	68.75%	70.20%	71.54%	72.78%	74.00%
Return on Investment	15.0%	15.5%	16.0%	16.5%	17.0%
Debt to Equity Ratio	0.5	0.55	0.6	0.65	0.7
Current Ratio	1.2	1.3	1.4	1.5	1.6
Operating Leverage	1.1	1.15	1.2	1.25	1.3

Certified as True Copy of the Original  
**Hilary Bakari Shedaffa**  
 Advocate, Notary Public & Commissioner  
 for Ombudsman  
 Sign: [Signature] 12/12/2023











# FINANCIALS

		2022	2023	2024	2025	2026
HOTEL	REVENUES	7.440	477.120	560.640	673.002	909.872
	EXPENSES	215.490	531.632	563.782	641.360	794.184
	EBITDA	-208.050	-54.512	-3.142	31.642	115.688
	AMORTIZATION	-6.170	-74.045	-86.045	-98.045	-110.045
	PROFIT/LOSS	-214.220	-128.557	-89.187	-66.403	5.643
	%	-2879%	-27%	-16%	-10%	1%
RESTAURANT	REVENUES	0	218.072	258.055	353.101	432.306
	EXPENSES	105.906	225.405	260.411	320.735	375.518
	EBITDA	-105.906	-7.333	-2.356	32.366	56.788
	AMORTIZATION	-2.760	-33.125	-38.125	-41.125	-43.125
	PROFIT/LOSS	-108.667	-40.458	-40.481	-8.759	13.663
	%		-19%	-16%	-2%	3%
GYM	REVENUES	0	17.128	23.360	29.200	40.880
	EXPENSES	2.080	116.266	0	19.970	23.965
	EBITDA	-2.080	-99.138	23.360	9.230	16.915
	AMORTIZATION	-3.714	-44.573	-49.573	-54.573	-57.573
	PROFIT/LOSS	-5.794	-143.711	-26.213	-45.343	-40.657
	%		-839%	-112%	-155%	-99%
SPA	REVENUES	496	31.232	39.712	53.728	70.080
	EXPENSES	15.306	39.641	43.411	47.967	53.010
	EBITDA	-14.810	-8.409	-3.699	5.761	17.070
	AMORTIZATION	-326	-3.915	-3.915	-3.915	-3.915
	PROFIT/LOSS	-15.137	-12.324	-7.614	1.846	13.155
	%	-3052%	-39%	-19%	3%	19%
CONFERENCE	REVENUES	0	17.457	15.184	18.980	26.572
	EXPENSES	17.379	18.597	20.085	21.491	22.135
	EBITDA	-17.379	-1.140	-4.901	-2.511	4.437
	AMORTIZATION	0	-4.767	-4.767	-4.767	-4.767
	PROFIT/LOSS	-17.379	-5.907	-9.667	-7.277	-330
	%		-34%	-64%	-38%	-1%
TOTAL BUSINESS	REVENUES	7.936	761.010	896.951	1.128.011	1.479.710
	EXPENSES	356.161	931.541	887.689	1.051.524	1.268.812
	EBITDA	-348.225	-170.532	9.262	76.487	210.898
	AMORTIZATION	-12.971	-160.424	-182.424	-202.424	-219.424
	PROFIT/LOSS	-361.197	-330.956	-173.162	-125.937	-8.526
	%	-4551%	-43%	-19%	-11%	-1%

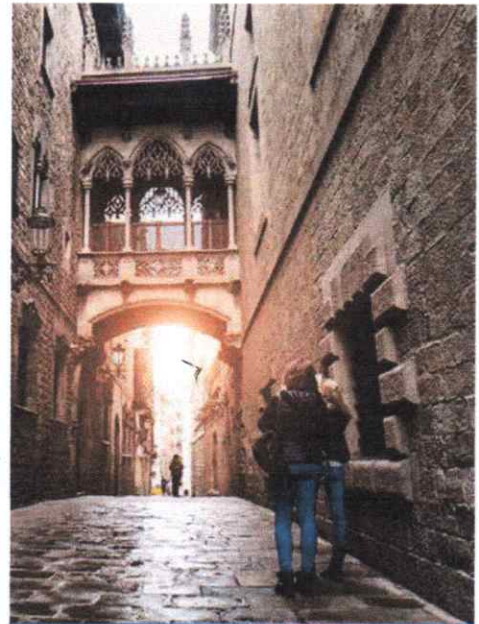


# NEXT STEPS: PROPOSAL OF SITE VISIT BY REPRESENTATIVES

We would like to invite the representatives of the Ngorongoro Conservation Center and Building management representative for a site visit of few of our hotels here so we can properly demonstrate our vision and plan.

I am Jordi Priu Pont, President of the Prince & Priu SL, writing this letter to invite your representatives from Ngorongoro Conservation Area Authority and a management representative in Barcelona, Spain, to further our discussions in regards to leasing the Hotel space that has come available in Arusha, Tanzania. We feel it is of the utmost importance to show you a model of the hotel rooms and facilities that we plan to model after. With that, we can have a proper negotiation and government inputs and approval. I will be very pleased if you could schedule a date for the meeting in June or July 2022. We are open to receiving you any day of the week.

Yours Sincerely,  
Jordi Priu Pont



 Certified as True Copy of the Original  
**Hilary Bakari Shedaffa**  
Advocate, Notary Public & Commissioner  
for Oath  
Sign:   
Date: 17/07/2023



Thank you for  
your attention

Prince and Priu SL  
in corporation with  
MUY MUCHO global brand

  
Certified as True Copy of the Original  
**Hilary Bakari Shedaffa**  
Advocate, Notary Public & Commissioner  
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Sign: 