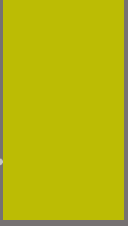




Uniques  
HOTELS | LODGES | CAMPS



# BUSINESS PLAN



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## 1. INTRODUCTION

### Company Mission

The Uniques Tanzania Limited had in best interest the mission to broaden tourism experience with a sustainable ecological footprint.

### Company Vision

As pioneers of the tourism industry, our vision is to grow within Eastern and South Africa as a fore thinker of zero emission eco-tourism.

### About Us

The Uniques Tanzania Limited is a company established by a team with over 50 years of experience in the industry. We are focused on providing distinguishing services with an ecological footprint with zero emissions. The Uniques Tanzania Limited has the best interests of the tourism industry at heart, hence is putting together techniques and well thought measures to broaden the tourism experience while promoting the use of renewable energy and zero-emissive equipment including electric cars. The Uniques Tanzania Limited is committed to maintaining constant progress and therefore has adopted smart technology to level up guest experience.

### Our history.

The Uniques Tanzania Limited has its roots at the heart of Arusha city, with its offices located in Plot 10 Mawalla Rd, Burka, Arusha CBD. We are established with great values for who and what we serve. The Uniques Tanzania Limited is being brought up with comprehensive effort from the staff who are also the stakeholders of the company and the low-hierarchical establishment. It all began with a dream of making a difference in the tourism industry while focusing on zero-emission as our culture, hence putting Tanzania's tourism industry in the spotlight.

### The team

At The Uniques Tanzania Limited, employees are the stakeholders, making them the greatest asset the company has. The team at The Uniques Tanzania Limited is made with professionals with over 50 years of experience who are career driven and work under swarm intelligence. Our team swears by vertical integration, zero emission, respect and constant progress.

## 2. COMPANY ANALYSIS

The Uniques Tanzania Limited believes in everything that makes our DNA and lives by every word. The company vows on zero-emission as the biggest nucleotide in its DNA.



### Our Goals & Objectives

The Uniques Tanzania Limited finds its purpose in being a successful practitioner of zero-emission tourism while growing as a successor of a broadened tourism experience within the East and Southern Africa. Our company however has the objective of implementing and integrating new technologically developed equipment and machines to maintain our zero-emission policy.

#### Increasing direct bookings by 50% in the first year.

Ways to influence attainment.

- Adjusting availability on booking platforms
- Optimizing Camp Maandhari’s booking engine for conversion (upgrading broader software which includes booking engine and channel manager)
- Spending more on digital marketing to acquire direct traffic.
- Using CRM and email marketing to capture business from loyal guests.
- Implementation of direct booking engines for personalized booking experiences.

#### Growing average non-rooms revenue per guest by \$2000 by the end of the first year

Ways to influence attainment.

- Improving the F&B offerings on property.
- Retraining staff at on-property outlets to upsell verbally.
- Incentivizing front desk staff to upsell packages at check-in.

#### Increasing website conversion rate by 50% in the first year

Ways to influence attainment.

- Adding a chatbot to Camp Maandhari’s website.
- Getting a faster and more mobile-friendly Camp Maandhari booking engine.
- Building conversion-optimized direct booking campaigns with reliable digital marketing agencies all over the world.

### The Project Timeline



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The project is currently progressing, and developments are made day by day. The planning and designing stage are expected to be completed by 05<sup>th</sup> of May 2023. Afterwards other procedures will follow immediately as shown on the timeline below:



### The Project Capacity

The project Maandhari has begun to take face and its capacity can be highlighted under the following categories:

- i. Infrastructural capacity
- ii. Human resource (available manpower)
- iii. Services (what we expect to deliver)

#### i. Infrastructural Capacity

The camp Maandhari is expected to accommodate the following.

- Main area
- Lobby
- 10 Tents

In terms of the infrastructure coverage, all the assembly of tents is expected to cover approximately 2150 Sq. meters (i.e., the total space covered by all the above-mentioned shelters upon completion).

#### ii. Human Resource (available manpower)

Team building can be a very turbulent process. The Uniques Tanzania Limited aims at attaining a stable and convenient team of a maximum 20 staff on site by the live running of the camp.



### iii. Amenities and services offered at Maandhari Camp

All the special amenities we offer with regards to a certain group age & preference.

GENERAL	WELLNESS	ENTERTAINMENT	FOOD&BVG	FAMILY SERVICES	Common areas	Accessibility	Safety & security
Air condition	Sun deck	Tours	Bar	Kids-friendly buffet	Garden	Visual aids	24 hr security
Internet	Hot tub/jacuzzi	Live-Music	Restaurant	Kids meals	Terrace	Bathroom emergency pull cord	Smoke alarms
Non-smoking rooms		Evening entertainment	Room service	Family rooms	Fireplace	Facilities for disabled guest	Carbon monoxide detector
Baggage storage		Happy hour	Breakfast buffet	Babysitting	Outdoor furniture	Wheelchair access	CCTV in common areas
Concierge			Room breakfast	Kids entertainment		Visual aids	Doorman
Tour assistance			Special diet meals (on request)				Fire extinguisher
24hr room service			Welcome drink				Smoke alarms
Deposit boxes @ front desk			Wine/champagne				

#### Investor Profiles

The Uniques Tanzania Limited, being a successor of the tourism industry, was but a mere idea of a person, rather two, who came together and put great ideas on the table to create this great success.

Initially, the company has three investors, their residential and working experience are explained hereunder.

#### Lorenz Olivier Stocker

The first investor is a natural person, Swiss citizen with his residential address located at plot no. 45, Kiligolf, Usa River, Arumeru, Arusha – Tanzania. The above-mentioned investor is a subscriber of 245 ordinary shares (**24.5%**) over the entire shareholding structure. The shareholder has more than twenty (20) years of working experience in a managerial position for various projects around the world. The Projects include, PWC Schweiz, Migros Bank AG, Swissgrid AG, Schülke and Mayr AG etc. In the meantime, his main goal is to manage his own eco-tourism company in Tanzania, then, extend to other parts of Africa.

#### Praveena Selvarajah

The second investor is a natural person, Swiss citizen with her residential address located plot no. 45, Kiligolf, Usa River, Arumeru, Arusha – Tanzania. The said investor is a subscriber of 245 ordinary shares (**24.5%**) over the entire shareholding structure. The investor has vast experience in hospitality industry in various international entities around the world. The shareholder has ten (10) years of experience in a managerial position for various departments in different corporations. They include, Cantonal Hospital Langenthal, Psychiatric Clinic Triapeus, Ceinic Barmelweid Psychosomatic, Cantonal Hospital Aaran, Ceinic Medizin and Surgery, Cantonal Hospital Baden Vizerac Surgery, Ceinic Adelheid etc.



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Currently, she intends to use her skills and experiences to transform the hospitality industry in Tanzania.

### Kisaka Capital Limited

Lastly, the investor is a local company duly registered under the laws of the United Republic of Tanzania with the incorporation number 137310953. The company main offices are located at plot no. 10, Mawalla road, Burka, Arusha CBD, Arusha – Tanzania. The company is a subscriber of 510 ordinary shares (51%) over the whole shareholding structure. The company has five (5) years of relevant experience in business consultancy to various new and other running companies such as United Business Innovations Limited, Golf and Wildlife Resorts Limited etc.

## 3. INDUSTRY ANALYSIS

### Current Statistics & Trends

Trend Category	Trend	Response
<b>Technology</b>	Digital check-in has increased by 60% across the hospitality industry	Implement guest engagement technology to conduct frictionless check-in & streamline the guest experience
<b>Environmental</b>	Hotels and other types of accommodation contribute 2% of the 5% global CO <sub>2</sub> emission	Implement more environmentally friendly approaches (Zero emission)
<b>Economic</b>	The sector supported 1 in 11 jobs across the entire economy in 2021	Having a conducive working environment for the employees to attract new ideas.
<b>Political</b>	The government influences the delivery of the hospitality through regulation of commerce, business and real estate and taxation policies.	Familiarizing and abiding with all the government rules and regulations and timely payment of taxes.
<b>Global Health</b>	The hospitality industry has been affected highly by the Covid-19 pandemic.	Adopting world class sanitary measures to ensure high class hygiene.

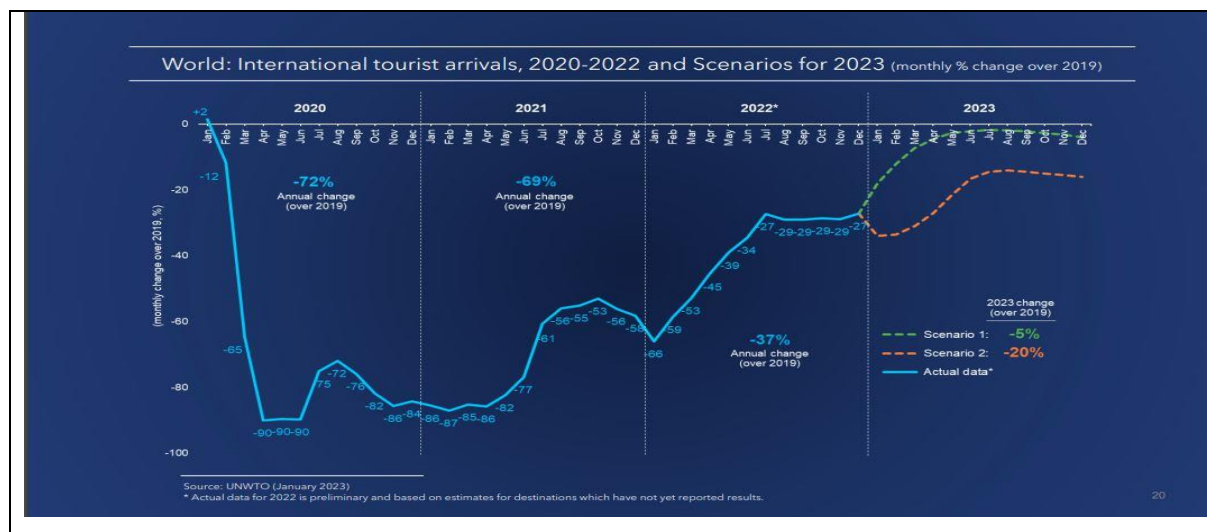
### UNWTO statistics on international travels

According to the United Nations World Tourism Travels (UNWTO), international tourist arrivals increased 102% percent in 2022 over 2021, but remained 37% below 2019. In January to July 2022, International tourist arrivals almost tripled (+ 172%) compared to the same period of 2021.

According to raw data from UNWTO, Tourism recovery is foreseen to continue throughout 2023 even as the sector faces economic, health and geopolitical challenges. Based on UNWTO's scenarios for 2023, international tourist arrivals could reach 80% to 95% of pre-pandemic levels this year, with



Europe and the Middle East expected to reach those levels. However, important risks remain ahead, especially economic and geopolitical.



Source: [World Tourism Barometer: January 2023 | UNWTO \(unwto-ap.org\)](https://www.unwto.org/world-tourism-barometer-january-2023)

### Hospitality Industry Size & Growth Projections

The 10 trends that are shaping the hospitality industry in 2023

- Leisure travellers. Hospitality venues are turning themselves into remote working hotspots for locals and travellers alike. The Uniques Tanzania Limited has taken this as a great opportunity to capitalize on the trend and adapt, to meet the needs and wants of this emerging segment.
- Holistic hospitality, health and wellbeing. As a company, we have evaluated the growing demand of holistic and wellbeing clientele in the tourist industry. The Uniques Tanzania Limited is implementing bespoke treatment plans delivered by experts at most if not all of our properties.
- Digitalized guest experience. We however have digital needs of our customers in mind. Consumers who have become accustomed to unlocking their smartphones and laptops using facial and fingerprint recognition will soon come to expect the same convenience in accessing their Maandhari Camp tent rooms.
- Hyper-Personalization. Maandhari Camp operations more generally are increasingly shaped using management systems to monitor and optimize revenues, customer relationships, property, channels and reputation.
- Artificial Intelligence. Chatbots have proven to be a customer service asset both during the booking process and in responding to recurring questions. We will implement the use of Chatbots in our search and booking engines to ease the experience.
- Renewable energy. The Uniques Tanzania Limited is integrating eco-friendly technology from renewable sources of energy, electric cars, bio toilets to bio-recycled waste water. This 5<sup>th</sup> generation technology allows the company to live what we swear by Zero emission.

### 4. CUSTOMER ANALYSIS

Mandhari Camp is perfectly situated in the Eastern part of Serengeti, Tanzania’s most renowned national park. Our luxurious Camp is essentialized by exceptional and personalised butler services



## BUSINESS PLAN

equipped with modern facilities well thought to revitalize our guests' senses. Each one of our camp tent room provide all you need to unwind after a day of excitement.

Without any biases, our top target clientele includes:

- Vacationers
- Wildlife seekers
- Luxury travellers
- Family travellers
- Elderly society
- Disability community

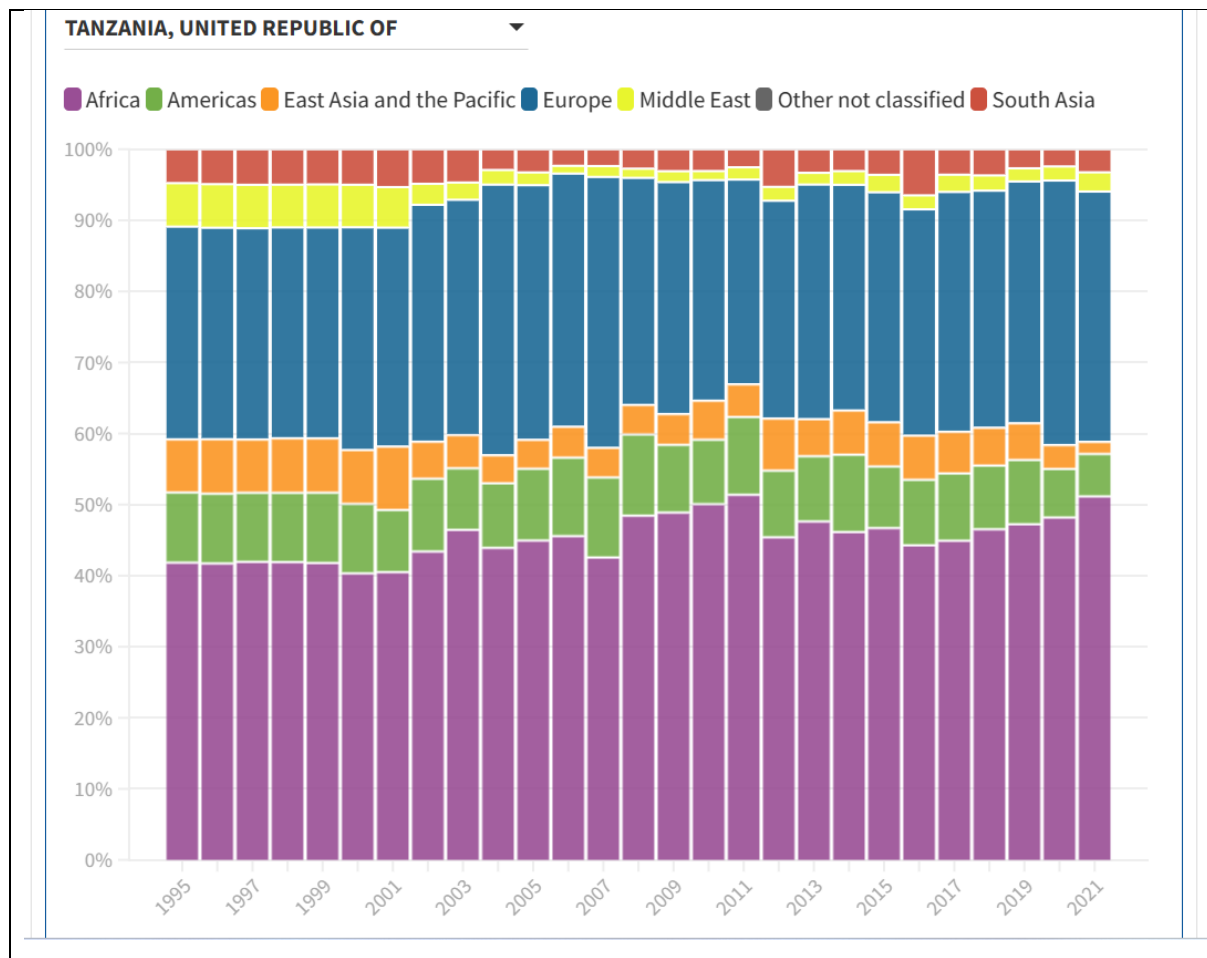
### **The Uniques difference**

- Our luxurious Mandhari Camp offers a modern interpretation of the African experience with modern facilities, rooms and furnitures, designed in an elegant, luxurious and yet laid-back fashion with a minimalist style.
- At our seasonal camp, guests will experience the 360° view of the uninterrupted beautiful scenery, with expanse and facilities to help them meditate and commune with nature.
- Great, fast and reliable Internet services.
- Impressing our guests before their arrival
  - Guest profiling
  - Complimentary services and vouchers (site seeing, park visiting, etc.)
  - Pre-arrival email notifications and updates.
- Giving our guests a welcome to remember
  - Accommodating early check-ins (Minimum waiting time in the lobby)
  - Pick up and shuttle services. (Guest have the option of pick ups)
  - Kids services. (Making guests lives easier by offering complimentary snacks to kids or fun activities during their stay)
- Offering excellent personalised butler services
- Surprising guests with our camp amenities.
  - Welcome drinks and refreshing towels.
  - Welcome entertainment
  - Personalised in-room experiences
- Having an after-stay follow up communication



### 5. TARGET MARKETS

#### Arrivals in Tanzania by their region of origin



Source: [145 key tourism statistics \(unwto.org\)](https://www.unwto.org/145-key-tourism-statistics)

### 7. MARKETING PLAN

#### The Uniques’ selling proposition (USP) & our unique difference.

The Uniques Tanzania Limited has taken the time to research the operations of its predecessors, illuminating their strong points and taking their weaknesses as challenges to work on before going out into the business.

Our camp offers an excellent 360° view of the uninterrupted beautiful scenery, with expanse and facilities to help you meditate and commune with nature.

We have a strong online presence which allows Digitalized guest experience. Our camps cater to digital nomads to leisure travellers; people who work remotely from different locations while traveling have been covered! We have prioritized flexibility, self-service solutions, and tech amenities to reduce hassle during our guests’ stay.

The Maandhari Camp’s structure has been designed by one among the best architects in the world who paid attention to good planning, high quality, and construction quality - both externally and internally which have been instrumental in creating luxurious camps that the guests will appreciate.



## Channels

### Marketing Channels

Channel	Priority (low/high)
Booking Platforms	1
Tour Operators	2
Our website	3
Google AdWords/ AdSense (SEO)	4
Social Media Marketing	5

### Key Performance Indicators

Channel	Metric	Current	KPI
Content Marketing	Website visitors	N/A	100000/month
Social Media	Instagram follower's engagement rate	N/A	1500
Email Marketing	Open rates click rates	N/A	200
SEO	Website traffic customer	N/A	200

## 8. OPERATIONS PLAN

### Sources of Technology

The project will merge several sophisticated technologies which will all help to ensure that the best quality of service is effectively delivered within the required time and in a very secured environment. Below is a quick overview of some of the technologies we expect to use:

- The use of a clean, renewable and independent source of energy.

We expect to completely depend on a self-sufficient source of energy, which will obviously be both sustainable and eco-friendly. Solar powered energy will be used inside all properties with the expectations of harnessing up to 30kWh of energy at an approximated daily consumption of 80KWhours. To achieve this, we will employ a smart system of solar panels and back up batteries, both linked together using a well-designed Victron's smart solar control system.

- The use of a smart network infrastructure to cover up the entire compound. This network system will link all the computers, access points, automatic door access systems and more. We are foreseeing the implementation of Ubiquiti network systems.
- We will implement a sophisticated security system for the whole project. The security system will mainly comprise of smart AI security cameras and smart sensors for specific perimeter protections. Ubiquiti Camera security and Phillips Hue will be employed to ensure that the desired security requirements are met.



**Software needed in running the business**

Technology Needed (Description)	Monthly Cost
Hospitality Platform (PMS, booking engine, channel manager, guest engagement, digital marketing solution, payments, revenue management)	\$ 675.00
Restaurant POS	\$ 200.00
Recording Transactions & Giving Reports (Accounting software)	\$ 95.00
Payment Gateway	\$ 5500.00
Supply delivery	\$ 60.00
Servers and Network Infrastructures	\$ 3800.00
Allowing Cloudbeds PMS users to supercharge their accounts	\$ 7.00
Computing hosts from external cloud providers.	\$ 99.00

**Staff (Expected Employment Generation)**

Job title	Description	Seasonal Camp	Permanent camp	Office Arusha	Total
Camp Manager	Overseeing the operations, staff, and services of the camp to ensure guest satisfaction and profitability.	1	1	-	2
Camp Deputy Manager	Responsible for hiring, training and mentoring Managers in Housekeeping, Food & Beverage, Front Desk, Security and Parking.	1	1	-	2
Head Butler	Ensuring that all members of the Dining Services Team (casual, seconded and agency staff) fully understand their duties, are trained and adhere to the appropriate standards in all aspects of their jobs.	1	1	-	2
Butler	Acting as the camp's main point of contact for Mandhari Camp guests. Greeting and checking in guests, making dining and entertainment arrangements and keeping guest rooms and suites up to the Mandhari Camp and guest standards.	10	20	-	30
Head Housekeeping	Responsible for coordinating the housekeeping staff and ensuring they have all of the equipment needed to do the job.	1	1	-	2



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Housekeeping	Cleaning guest rooms, re-stocking rooms before a new guest checks in, cleaning toilets, and washing bedding and other camp's laundry.	2	2	-	4
Waiter	Serving food or drinks to guests in a restaurant/bar.	2	3	-	5
Receptionist	Managing all the front desk activities of Mandhari Camp.	1	1	-	2
Gardener	Responsible for the general maintenance of the gardens, plants and lawns at Mandhari Camp.	1	4	-	5
Porter	Greeting guests, carrying their luggage and showing them to their rooms.	2	3	-	5
Security	Protecting and ensuring safety of guests, staff, and property in the camp against risks such as criminal activity, natural disasters, and hazards.	2	4	-	6
Head Driver	Directing and leading all aspects of driver operations to ensure the delivery of a safe and punctual service.	1	1	-	2
Driver	Driving camp's guests around in an efficient, safe and timely manner.	1	3	-	4
Head Tourguide	Scheduling group trips for tour guides and coordinating the movement of groups of tourists who may not fluently speak the language of the guide.	1	0	-	1
Tourguide	Provide assistance, information on cultural, historical and contemporary heritage to guests on organized trips.	4	1	-	5
Project Manager	Coordinate people and processes to ensure that projects are delivered on time and produce the desired results.	-	-	1	1
HR Manager	Developing and implementing HR strategies and initiatives aligned with the overall business strategy.	-	-	1	1
HR Assistant	Assisting with day to day operations of the HR functions and duties.	-	-	2	2
Head Accountant	Overseeing all financial and tax planning activities of the department and engage in the management of general accounting procedures,	-	-	1	1



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	assessments, and commercial partnerships in a company.				
Assistant Accountant	Maintaining budgets and records, preparing invoices on behalf of employees.	-	-	2	2
Marketing Manager	Proposing and implementing a full suite of marketing strategies and build awareness about the camp and promote customer loyalty.	-	-	1	1
Assistant Marketing	Assisting and executing all Marketing projects and initiatives, strongly supporting with all Social Media tasks and monitoring the Camp's Public Relations (PR) activities.	-	-	2	2
Customer Relationship Manager	Maintaining an ongoing level of engagement with key customers, building trusting relationships with clients and protect the brand by maintaining a positive image.	-	-	2	2
IT-Manager	Responsible for the day-to-day support of all IT systems, business systems, office systems, computer networks, and telephony systems throughout the Camp.	-	-	1	1
Director	Overall management of a Mandhari Camp. Address budget matters and coordinate and supervise workers.	-	-	2	2
Company Secretary	Managing the administrative and clerical duties of a business	-	-	1	1
				<b>Total Staff</b>	<b>93</b>



**9. STRATEGIC PLAN**

**Pricing**

Room types with their respective prices

Room type	Base price	Pricing rules and alerts
<b>Single Room Tents (SRT)</b>	High season: \$360 /night Low season: \$180 /night	Implement occupancy based pricing.
<b>Double Room Tents (DRT)</b>	High season: \$540 /night Low season: \$180 /night	Implement occupancy based pricing.

**Sales Forecast**

Daily sales forecast = ((rooms available x occupancy rate) x Average Daily Rate (ADR) - (cost of sale))

Total: 10 rooms

SRT: 7

DRT: 3

Average Occupation rate in the industry is:

- **High Season 70%**
- **Low Season 20%**



BUSINESS PLAN

Sales	20%	25%	30%	35%	40%	45%	50%	60%	70%
<b>HIGH SEASON</b>									
<b>Single Room Tent (SRT)</b>	\$279,720.00	\$349,650.00	\$419,580.00	\$489,510.00	\$559,440.00	\$ 629,370.00	\$ 699,300.00	\$ 839,160.00	\$ 979,020.00
<b>Double Room Tent (DRT)</b>	\$174,960.00	\$218,700.00	\$262,440.00	\$306,180.00	\$349,920.00	\$ 393,660.00	\$ 437,400.00	\$ 524,880.00	\$ 612,360.00
<b>Total Sales High Season</b>	<b>\$454,680.00</b>	<b>\$568,350.00</b>	<b>\$682,020.00</b>	<b>\$795,690.00</b>	<b>\$909,360.00</b>	<b>\$ 1,023,030.00</b>	<b>\$ 1,136,700.00</b>	<b>\$ 1,364,040.00</b>	<b>\$ 1,591,380.00</b>
<b>Sales</b>	0%	2%	5%	8%	10%	13%	16%	18%	21%
<b>LOW SEASON</b>									
<b>Single Room Tent (SRT)</b>		\$ 13,608.00	\$ 34,020.00	\$ 54,432.00	\$ 68,040.00	\$ 88,452.00	\$ 108,864.00	\$ 122,472.00	\$ 142,884.00
<b>Double Room Tent (DRT)</b>		\$ 13,608.00	\$ 34,020.00	\$ 54,432.00	\$ 68,040.00	\$ 88,452.00	\$ 108,864.00	\$ 122,472.00	\$ 142,884.00
<b>Total Sales Low Season</b>		<b>\$27,216.00</b>	<b>\$68,040.00</b>	<b>\$108,864.00</b>	<b>\$136,080.00</b>	<b>\$176,904.00</b>	<b>\$ 217,728.00</b>	<b>\$244,944.00</b>	<b>\$285,768.00</b>
<b>Total Sales per Year</b>	<b>\$454,680.00</b>	<b>\$595,566.00</b>	<b>\$750,060.00</b>	<b>\$904,554.00</b>	<b>\$1,045,440.00</b>	<b>\$1,199,934.00</b>	<b>\$1,354,428.00</b>	<b>\$1,608,984.00</b>	<b>\$1,877,148.00</b>



## 10. THE FINANCIAL PLAN

## Start-Up Cost

Start-up Cost	Amount
Permits	\$ 20,000
Construction	\$ 157,775
FF & E	\$ 29,659
Operation Vehicles (2 Vehicles)	\$ 80,000
<b>Total start-up costs</b>	<b>\$ 287,334</b>

## Fixtures, Furnitures and Equipment at Mandhari Camp

Description	Pieces
Double deluxe tents	7
Bed 2*220cm (1 bed 1 tent)	13
Little desk with one chair (convertible to a dressing table)	13
2 Bedside tables (All tents) including family room	26
Bed sofa (including family rooms)	13
Garbage bin	13
Dyson Fan	13
Sofas 2/3-seater (family room only in the living room)	10
Shoe and jacket stand	13
Mosquito net (hanging frame) for double bed we need	13
Wall décor all tents including family room at the living area	13
Bathrooms	13
Walk in closet (back of the room)	13
Working desk in the living room each room	10
Safe	13
Huge hangers	13
Towel Leiter	10
Cabinet Bathroom	13
Sink/basin for two 120cm min	3
Fullsize mirror	13
Hair dryer each room needs	13
Air diffuse	10
Bathtub	
1 small table & 2 chairs (all tents including family room)	13
Door rack (cleaning shoes)	13
Ash tray	13
Arrangement: room dividers between tent areas (bookshelf room divider)	13
Shoe cleaning machine	2
Closet by the door (with locks)	1
sofas at the reception one set	5-7
Coffee tables	2
Main Tent	
Reception desk	1
Restaurant	
small tables (joined: for 4 people)	7



## BUSINESS PLAN

big tables (standalone: for 6 people)	4
<b>Bar</b>	
Counter and shelves	
Bar seats 5-6 people (1set)	
table from tree stumps	
two sofas (cognac	
Outside Sofa chairs	4
Breakfast area	
tables. (7 small joined for 4 people: 4	11
big standalones for 6 people)	
Buffet furniture/ big breakfast table (with storage area)	
Coffee machine	1
Cutlery bins	2
Food warmers or chaffers	2
Breakfast trolley	2
Juicer	2
Toaster	3
Microwave	2
Garbage bin (underneath the table)	2
Sink (washing hands)	2
Soap dispenser	3
Fridge (drinks and wines)	3
Cereal dispenser	2
cooker	2
Egg boiler	2
Guide tents	5
Guide beds	10
Staff tents Ladies and Gents	6
Staff beds	11
Guide bathroom for each tent	5
Staff bathroom can be one for men and one for ladies or we can install each tent with one bathroom (needs to discuss	
Bed side table for guide tents	
Guide and staff dining Tent with Television for watching some football	

## Income Statement

<b>Revenue Mandhari Camp</b>	\$ 1,337,152.00	\$ 1,337,152.00	\$ 1,337,152.00
<b>Total Revenue</b>			
<b>Expenses &amp; cost</b>			
<b>Cost of goods sold</b>	\$ 669,413.00	\$ 818,110.00	\$ 921,020.00
<b>Salaries</b>	\$ 52,500.00	\$ 53,000.00	\$ 58,098.00



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<b>Utilities</b>	\$ 22,950.00	\$ 23,450.00	\$ 25,008.00
<b>Marketing</b>	\$ 5,630.00	\$ 5,678.00	\$ 6,789.00
<b>Total Expenses</b>	\$ 750,493.00	\$ 900,238.00	\$ 1,010,915.00
<b>Depreciation</b>	\$ 48,735.00	\$ 42,276.00	\$ 39,970.00
<b>Pre-tax income</b>	\$ 789,159.00	\$ 857,962.00	\$ 970,945.00
<b>Net Operating Profit</b>	\$ 740,424.00	\$ 1,023,690.00	\$ 1,423,707.00
<b>Taxable Income</b>	\$ 740,424.00	\$ 1,023,690.00	\$ 1,423,707.00
<b>Income tax</b>	\$ 222,127.00	\$ 307,107.00	\$ 427,112.00
<b>Net Income</b>	\$ 518,297.00	\$ 716,583.00	\$ 996,595.00

**Projected Invest Cost**

<b>PARTICULAR</b>	
Land and Buildings (Client Tents, Main Tents, Guide and Staff Tents, Platforms)	\$ 800,000.00
Machinery & Equipment (Solar, Batteries, Electric Golf Carts, Sewage System)	\$ 600,000.00
Motor Vehicles (Truck, Land Cruiser)	\$ 150,000.00
Furniture & Fixtures	\$ 190,000.00
Pre-expenses (Transport, IT, Software)	\$ 287,334.00
Others (Drawings, Architect, Designer)	\$ 200,000.00
Working Capital	\$ 50,000.00
<b>TOTAL</b>	<b>\$ 2,277,334.00</b>

**Project financing pattern**

Local Equity	Local Loan	Foreign Equity	Foreign Loan
...	.....	\$ 2,277,334.00	



BUSINESS PLAN

<b>PROJECTED BALANCE SHEET</b>					
	<b>YEAR 1 USD</b>	<b>YEAR 2 USD</b>	<b>YEAR 3 USD</b>	<b>YEAR 4 USD</b>	<b>YEAR 5 USD</b>
<b>ASSETS</b>					
<b>CURRENT ASSETS</b>					
Cash	\$ 585,710.00	\$ 629,810.00	\$ 629,810.00	\$ 673,910.00	\$ 718,010.00
Account receivables	\$ 20,510.00	\$ 20,510.00	\$ 20,510.00	\$ 20,510.00	\$ 20,510.00
Inventory	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00
Prepaid expenses	\$ 138,800.00	\$ 138,800.00	\$ 138,800.00	\$ 138,800.00	\$ 138,800.00
<b>TOTAL CURRENT ASSETS</b>	<b>\$ 895,020.00</b>	<b>\$ 939,120.00</b>	<b>\$ 939,120.00</b>	<b>\$ 983,220.00</b>	<b>\$1,027,320.00</b>
<b>FIXED ASSETS</b>					
Machinery and equipment	\$ 95,000.00	\$ 95,000.00	\$ 95,000.00	\$ 95,000.00	\$ 95,000.00
Furnitures and fixtures	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00
Land and buildings	\$ 1,050,000.00	\$ 1,050,000.00	\$ 1,050,000.00	\$ 1,050,000.00	\$ 1,050,000.00
Motor vehicles	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00
(LESS accumulated depreciation on all fixed assets)	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$150,000.00
<b>TOTAL FIXED ASSETS</b>	<b>\$ 1,185,000.00</b>	<b>\$ 1,185,000.00</b>	<b>\$ 1,185,000.00</b>	<b>\$ 1,185,000.00</b>	<b>\$ 1,185,000.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 2,080,020.00</b>	<b>\$ 2,124,120.00</b>	<b>\$ 2,124,120.00</b>	<b>\$ 2,168,220.00</b>	<b>\$ 2,212,320.00</b>
<b>LIABILITIES AND EQUITY</b>					
<b>CURRENT LIABILITIES</b>					
Account payable	\$ 41,020.00	\$ 41,020.00	\$ 41,020.00	\$ 41,020.00	\$ 41,020.00
Interest payable	\$ 72,000.00	\$ 72,000.00	\$ 72,000.00	\$ 72,000.00	\$ 72,000.00
Taxes payable	\$ 175,800.00	\$ 175,800.00	\$ 175,800.00	\$ 175,800.00	\$ 175,800.00
<b>LONG-TERM DEBT</b>					
Bank loans payable					
<b>TOTAL LIABILITIES</b>	<b>\$ 1,188,820.00</b>	<b>\$ 1,188,820.00</b>	<b>\$ 1,188,820.00</b>	<b>\$ 1,188,820.00</b>	<b>\$ 1,188,820.00</b>
<b>SHAREHOLDER'S EQUITY</b>					
Invested capital	\$ 891,200.00	\$ 935,300.00	\$ 935,300.00	\$ 979,400.00	\$ 1,023,500.00
Retained earnings	\$ 44,560.00	\$ 46,765.00	\$ 46,765.00	\$ 48,970.00	\$ 51,175.00
<b>TOTAL OWNERS EQUITY</b>	<b>\$ 935,760.00</b>	<b>\$ 982,065.00</b>	<b>\$ 982,065.00</b>	<b>\$ 1,028,370.00</b>	<b>\$ 1,074,675.00</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 2,124,580.00</b>	<b>\$ 2,170,885.00</b>	<b>\$ 2,170,885.00</b>	<b>\$ 2,217,190.00</b>	<b>\$ 2,263,495.00</b>



**CONCLUSION**

The injection of the company capital for every financial year will be done from each director's private account from the original accounts in Switzerland. The funds will be transferred to Tanzanian accounts and from there the injection will be done. All injections will be done as shares by the shareholders of the company therefore the company shall not have any loans.