



WildReality Limited

BUSINESS PLAN FOR REGISTRATION WITH THE TANZANIA INVESTMENT CENTRE (TIC)

1st August 2023

EXECUTIVE SUMMARY

This document outlines the business plan for WildReality Limited to register with the Tanzania Investment Centre. As a locally owned tour operator, the company looks forward to benefiting from the current incentives being offered by the Tanzania Investment Centre.

OVERVIEW OF WILDREALITY LIMITED

WildReality Limited is a company registered in Tanzania, as per Certificate 155842911 issued on 12th May. The company is Tanzanian owned with shareholders as follows:

- 60% Allen Ezekiel Kimbelwa
- 40% Beatrice Allen Kimbelwa

The company directors are:

- Allen Ezekiel Kimbelwa, Tanzanian
- Beatrice Allen Kimbelwa, Tanzanian

WildReality Limited is licensed by The Ministry of Natural Resources and Tourism, Tourism Division to carry out the business of Tourism Agent (Tour Operator) as per Licence Number 014135, issued on 12th May 2022. WildReality Limited has Taxpayer Identification Number (TIN) 155-842-911, dated 16th April 2022).

WildReality Limited has offices based in Msasani Tower, Sixth Floor – Wing B. Plot No. 503/1 Msasani Dar Es Salaam, Tanzania, and has employed Tanzanians to support business activities and in return earn income.

The company currently operates with the trading name/brand name “*WildReality Safari*,” which is a registered trademark name and logo with BRELA. The company has started to receive travelers/tourists visiting Tanzania this year 2023. The company carried out different

marketing initiatives to position itself as the most reliable Tour Operating Company and welcoming guests worldwide.

PROJECT SUMMARY

Introduction

WildReality Safari is a locally owned tour operator in Tanzania, committed to providing exceptional safari experiences while contributing to the country's economic growth. With a passion for wildlife, culture, and sustainability, our mission is to create transformative adventures that preserve Tanzania's natural heritage for future generations. Through strategic expansion and sustainable practices, we aim to contribute to the local economy by offering job opportunities and attracting foreign currency.

Project Objectives:

1. **Economic Growth:** WildReality Safari seeks to play a significant role in Tanzania's economic growth by investing in responsible tourism and supporting local communities.
2. **Job Creation:** Through expansion plans and increased tourism activities, we aim to generate more job opportunities for local residents, providing them with sustainable livelihoods.
3. **Foreign Currency Inflow:** By attracting more international visitors, we strive to bring foreign currency into the country, bolstering the Tanzanian economy.

Project Initiatives:

1. **Fleet Expansion:** To cater to a growing number of visitors, WildReality Safari plans to purchase reliable and durable safari vehicles, enhancing the guest experience and allowing for increased capacity.
2. **Lodges & Hostel:** WildReality Safari envisions investing and opening its own lodges and hostels one day, to offer accommodation facilities for tourists visiting Tanzania.
3. **Hybrid Technology Implementation:** As part of our commitment to sustainability, we will invest in converting our safari vehicles to hybrids, reducing our carbon footprint, and promoting eco-friendly practices.
4. **Local Community Engagement:** We will continue to foster positive relationships with local communities, supporting their development through collaborations and community-based tourism initiatives.
5. **Training and Empowerment:** WildReality Safari will invest in the training and development of our team members, empowering them with the skills and knowledge to deliver exceptional service.
6. **Marketing and Outreach:** To attract more international visitors, we will enhance our marketing efforts, utilizing digital platforms and collaborations to showcase Tanzania's beauty and unique safari experiences.

Expected Impact:

Job Creation: The project is expected to create a significant number of direct and indirect employment opportunities in the tourism sector, uplifting local communities.

Foreign Currency Inflow: Increased tourism activities will contribute to a higher inflow of foreign currency, positively impacting the Tanzanian economy.

Sustainable Tourism: By adopting hybrid technology and sustainable practices, WildReality Safari will contribute to environmental preservation and responsible tourism.

Cultural Preservation: Our engagement with local communities will promote cultural exchange and preservation, enhancing the understanding and appreciation of Tanzania's diverse heritage.

PROJECT IMPLEMENTATION SCHEDULE

Implementation Period: 1st September 2023 to 31st August 2027

Month 1-8: Conduct market research and financial analysis to determine the most suitable safari vehicles for our fleet expansion

Month 9-16: Commence staff training programs to enhance guest service, safety, and environmental awareness.

Month 17-24: Launch a comprehensive marketing and promotional campaign targeting international travellers interested in safari experiences.

Month 25-32: Source and purchase reliable and durable safari vehicles from reputable suppliers.

Month 33-40: Begin the implementation of hybrid technology on selected safari vehicles, in collaboration with certified technicians.

Month 41-48: Strengthen community engagement initiatives, exploring opportunities for local collaboration and showcasing Tanzanian culture

PROJECT FINANCING

Financial Projections

Source	Revenue 2023	Revenue 2024	Revenue 2025	Revenue 2026	Revenue 2027
Direct Clients	\$ 35,000	\$ 50,000	\$ 90,000	\$ 180,000	\$ 250,000
Online Travel Agency	& 45,000	\$ 45,000	\$ 45,000	\$ 45,000	\$ 45,000
Partners through ATTA/Agents		\$ 150,000	\$ 250,000	\$ 350,000	\$ 450,000

Investment Costs

	Number of Vehicles.	Phase 1 (2023/24)	Phase 2 (2025/2027)	Total
Safari Vehicles	3	\$ 150,000		\$ 140,000
Safari Vehicles	5		\$ 240,000	\$ 240,000
Salaries		\$ 3,000	\$ 15,000	\$ 18,000
Other Expenses				\$ 2,000
TOTALS		\$ 150,000	\$ 250,000	\$ 400,000

Source of Financing

Total Credit at Bank	\$ 50,686
Expected grant from Untours Foundation – Reset Tourism Fund.	\$ 80,000
Revenue Sales	(See financial projections above)

CONCLUSION

WildReality Safari's project summary plan represents our commitment to growth, sustainability, and community empowerment. By expanding our fleet, implementing hybrid technology, and investing in our team and local communities, we aim to position ourselves as a leading force in Tanzania's tourism industry. Through responsible tourism practices, we will contribute to the country's economic prosperity, while preserving its natural treasures and cultural richness for generations to come. Together, let's embark on a journey that celebrates the beauty of Tanzania and creates a positive impact on its people and environment.

Monday, August 21, 2023 at 12:51:24 East Africa Time

Subject: Thank you for applying to the Reset Tourism Fund!
Date: Thursday, 3 August 2023 at 18:48:25 East Africa Time
From: Sarah Payne
To: allen@wildrealitysafari.com
Attachments: UnTours-Foundation-Logo-Colour.png, image003.png, image004.jpg, image005.jpg
Dear Allen,

Thank you for applying to the Reset Tourism Fund!

We are grateful for the time and energy you put into completing the application and excited to learn more about your high-impact tourism business. We will be back in touch soon if we would like to pursue an investment.

The Reset Tourism Fund is powered by:



And we are proud to partner with leading organizations like:



Applicants to the Reset Tourism Fund will receive discounts on training courses offered by Adventure Travel Trade Association. Use the coupon code UNTOURS20 to receive your discount. For more information about membership with ATTA, click [here](#).

With gratitude,

Sarah

Sarah Payne, MBA
Director of Impact, UnTours Foundation



www.untoursfoundation.org

www.untours.com

P.O. Box 405
Media, PA 19063
Main office: 610-565-5242

Cell phone: 774-364-4732



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Overview

Company Profile.

Karibu to WildReality Safari, the ultimate way to discover the untamed beauty of Tanzania! Our safari company offers bespoke and personalised trips that immerse you in the incredible culture and wildlife of Tanzania's national parks and reserves. From experiencing the traditional way of life of the Maasai people to tracking the Big Five across the savannah, our itineraries are designed to provide a truly authentic and enriching experience. Our knowledgeable guides and carefully selected accommodations ensure that every moment of your safari is of the highest quality. Let us help you create memories that will last a lifetime in the heart of Africa!

Supporting Local Community.

The impact of WildReality Safari's commitment to sustainable tourism and community development in Tanzania can be seen in the positive changes in the lives of local people. By partnering with local communities, we have created job opportunities in various sectors, including accommodation facilities, marketing, community tours, and hospitality services. We believe that by working together with the local communities, we can create a more equitable and sustainable tourism industry that benefits both visitors and residents of Tanzania for generations to come."

Our Safaris and Adventure Experience

1. Safari Adventure Inside the Famous National Parks • The Serengeti• Ngorongoro Crater• Tarangire• Lake Manyara• Mikumi• Julius Nyerere• Rah National Park and More.



home to more than 3 million animals, offering the best opportunity of viewing all big five animals from Lion, cheetah, leopard, Rhino, and Elephant. Opting for this Safaris, you will have an option of Luxury, Mid-Range, Group Joining, Family, Budgeted or Solo Traveller.

-Yo've been dreaming of your Tanzania Safari for so Long, In this adventure Safari inside the famous national parks, WildReality Safari will take you to the most famous national parks. You will have time to explore Tanzania's wildlife, nature, landscape, and culture. These national parks are



2. Trekking•Climbing - Mt. Kilimanjaro



Mount Kilimanjaro is the Africa's highest peak at 5,895 meters (19,340 feet). The icon mountain is a snow-capped volcano. Climbing Kilimanjaro is the most remarkable and memorable adventure that you will live to remember for the rest of your life. The guiding principles for climbing include a good level of physical fitness, climbing guides kits and support of a professional and experienced guide team to ensure that you climb to the summit. The journey to the summit of Mt. Kilimanjaro is six (6) to nine (9) days, depending on the optional route you choose. Currently, we have six established routes that lead to the summit of Mt. Kilimanjaro, these : Machame, Marangu, Shira/ Lemosho, Rongai, Umbwe and Northern Circuit.

The finest months for climbing are January, February, and September, when the mountain weather is warmer, the skies are clearer, and the possibility of

rain is less. June, July, and August are also the best times to climb but with close observation of weather, though they tend to be colder as this is 'winter' season in Tanzania.

WildReality Safari, is your guide partner in this remarkable adventure, Our experienced mountain guides and climbing guide kits will ensure that your climb to the roof of Africa is as safe and easy as possible. Our guides have deep knowledge and years of experience of various routes and the ever-changing climate conditions, allowing them to predict changes and sometimes make route alterations to avoid accidents along the way.

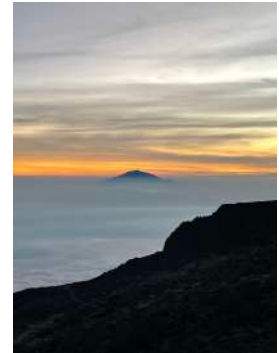
3. Camping Safari - Tour



Camping Safari is best for those who want to stay close to Nature and enjoy the night near animals, some animals like to come near Campsite to feed because it is safe from big cats. You will have the opportunity to see the animals closer than during the game drive.

Most famous National Parks in Tanzania, contain a public camping areas for tourist when on Safari. The camps are safe from wild animals and contain all basic needs including a toilet and internet access.

The difference between camping and normal safari tour is only accommodation, but the experience is the same.



4. Culture Tour



With over 120 different tribes living in Tanzania, there is plenty of local history and colour to be discovered in all parts of the country. Tanzanians are among the friendliest and most approachable people on the planet, with a diverse and unique culture eager to be shared with visitors.

In addition to broadening itineraries and improving the quality of tours available in Tanzania, cultural tours provide direct income to the communities visited, assisting in their development. By visiting the cultural places, visitors are supporting community health, water supply, elementary education, and a variety of other social and economic projects carried out at the village level, as well as reforestation and environmental conservation.

The following are some of the popular cultural centres that might be included in visiting itineraries:

- a) Mto wa Mbu, a multicultural village-cum-town near Lake Manyara National Park's
- b) Maasai Boma and communities in the Ngorongoro Conservation Area, is a multicultural village-cum-town.
- c) Hadzabe and Datoga land on Lake Eyasi



5. Zanzibar - Beach Holiday



The island with infinite glistening beaches, lapping seas, and long, leisurely sunsets, is best enjoyed from a hammock. Does this ring a bell? Of course, it does, but that's just the beginning of what this sweltering Indian Ocean island has to offer. If you delve a bit further, you'll find a plethora of things to try your hand at. Discover the best things to do in Zanzibar. And if all you want to do is relax on the endless beaches, that's OK too – after all, you're on vacation.

Activities to do while in Zanzibar



a) . Enjoy and swim from the blue water and sandy beach of the island.

b) Explore Stone Town's streets.



Stone Town is Zanzibar's historical and cultural core, with its magical, old-world charms and eclectic mix of Arabic, African, and European influences. The twisted alleyways are perfect for getting lost in, and there's something interesting around every cobblestone corner: marvel at the exquisite doors and magnificent mosques, bargain for coffee with local vendors, or explore the ghosts of the past in one of the museums. If you don't feel like navigating the maze of streets on your own, hire a local guide to show you around.

c) Take a sunset dhow trip.



Consider Zanzibar and the white-sailed dhows that billow across the horizon. These traditional wooden boats may be found all across the island, with personnel fishing at sea throughout the day and returning with a full net in the evening. That's when you'll be able to seize one! Gliding up the coast at sunset is an unrivalled way to take in the island's palm-fringed splendour. Make your way to the island's north-east point and float around the magnificent Mnemba Atoll with a cocktail in hand for the best views of the setting sun. This is without a doubt one of the most favoured things to do in Zanzibar.

d) Kitesurfing is a sport that may be learned.



Why not attempt kite-surfing if the presence of some much-needed golden rays, a long white beach, and a gurgling blue ocean makes you feel like you can take on anything? Zanzibar's east coast is a kitesurfer's dream, with its long coastlines and shallow bathtub-warm waters, and there are various schools to select from, pleasing both novices and more expert surfer-chicks (and dudes). You'll never want to kite-surf anywhere else after trying the dedicated Zanzibar Kite Paradise school at White Sands Resort on the desolate Paje beach.

e) Visit a turtle conservation Area.



Spending an afternoon with the endangered turtles at the Mnarani Project in Nungwi is one of the top things to do in Zanzibar if you're missing the wildlife you left behind on safari. The project, which began in 1993, protects Hawksbill turtles (hunted for their patterned shells) and Green turtles (hunted for flesh) while also educating the public about the hazards of poaching these magnificent animals. Hear about the conservation efforts, swim with the turtles, and tour Nungwi beach by booking a visit from Matemwe Lodge (the employees here collect

green turtle nests from their beach and give them over to the project for safekeeping).

f) Take a tour of the spicy islands in the world.



Most people heard of Zanzibar's unusual appellation, but do you know anything about the island's fragrant history? Get the inside scoop on a spice tour of the island's unusual plantations, where nutmeg, cloves, lemon grass, and black pepper grow alongside jackfruit, mango, and the rather "fragrant" Durian fruit — we'll let you decide! Spice tours are available from most hotels on the island, although if you want to avoid a long trek, most of the plantations are closer to Stone Town.

Valeria - IT Visited: October 2022 Reviewed: Oct 28, 2022
Email Valeria | 33-30 years of age | Experience level: first safari

"Adventure Experience in Tanzania"
★★★★★ 5/5

It was a joy and excitement for us to visit Tanzania. We had opportunity to see various wild animals in their natural habitat. This has been an eye opening experience for us, and we extremely overwhelm with the beautiful scenery of Tanzania.

Thank You WildReality Safari for making this trip possible for us. We truly enjoyed your service and support throughout our trip. Your dedication and experience are remarkable.
I would definitely recommend you to other future travellers.

Was this review helpful? Yes No [Link to This Review](#)

Willem - NL Visited: October 2022 Reviewed: Oct 26, 2022
Email Willem | 35-50 years of age | Experience level: 2-5 safaris

"An unforgettable experience!"
★★★★★ 5/5

We have always wanted to visit Africa and we finally did it. Tanzania is an exquisite country and we enjoyed our Safari adventure with WildReality Safari.

You guys are amazing, positive, and always willing to help and do more!

WildReality Safari organized a perfect customized trip for us. Being able to see the big five was really impressive! The Serengeti and Ngorongoro are truly magical.

Thank you WildReality safari team for this trip. We really enjoyed it!

Groetjes Willem & Sanne from Amsterdam

Was this review helpful? Yes No [Link to This Review](#)

Hanscotte Corentin - FR Visited: October 2022 Reviewed: Nov 7, 2022
Email Hanscotte Corentin | 20-25 years of age | Experience level: first safari

"Our Journey to the Highest Mountain in Africa - Mt. Kilimanjaro in Tanzania"
★★★★★ 5/5

Our dream has been fulfilled and tears of joy can be seen on our faces. Visiting Tanzania was the best ever decision we have made and our trekking experience to Mt. Kilimanjaro was truly remarkable. Thanks be to the WildReality Safari team for making this dream a reality. I and my fiancée enjoyed the whole experience and we could not have made it without the support of the WildReality Safari team. Thank you guys for your exceptional support.

We will be back!

Alonso Sana.

Was this review helpful? Yes No [Link to This Review](#)