



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.

WILDREALITY LIMITED
BALANCE SHEET FORECAST

	2023	2024	2025	2026	2027
Current Assets					
Cash in bank	\$50,686	\$101,372	\$121,646	\$145,976	\$288,539
Prepaid expenses	\$2,800	\$3,220	\$3,703	\$4,258	\$4,897
Accounts receivable	\$33,326	\$36,659	\$40,324	\$44,357	\$69,048
Total Current Assets	\$86,812	\$141,251	\$165,674	\$194,591	\$362,484
Fixed Assets					
Vehicles	\$50,000	\$181,250	\$209,282	\$226,802	\$189,752
Computers	\$1,800	\$3,525	\$2,203	\$1,377	\$861
Furniture and Fittings	\$1,200	\$3,050	\$2,669	\$2,335	\$2,043
(Less accumulated depreciation on all fixed assets)	\$19,575	\$69,699	\$79,640	\$85,857	\$71,735
Total Fixed Assets	\$33,425	\$118,126	\$134,514	\$144,657	\$120,921
Total Assets	\$120,237	\$259,377	\$300,188	\$339,248	\$483,405
Liabilities and Equity					
Current Liabilities					
Accounts payable		\$3,255	\$16,629	\$21,713	\$5,531
Taxes payable	-	\$3,760	\$16,837	\$42,311	\$59,717
Other current liabilities	\$8,000	\$26,145	\$38,145	\$38,145	\$38,145
Total Current Liabilities	\$8,000	\$33,160	\$71,611	\$102,169	\$103,393
Long-term Debt					
Grant from Untours foundation	\$80,000	\$120,000	\$120,000	\$0	\$0
Other Loan	\$0	\$61,446	\$0	\$0	\$0
Total Long-term Debt	\$80,000	\$181,446	\$120,000	\$0	\$0
Total Liabilities	\$88,000	\$214,606	\$191,611	\$102,169	\$103,393
Capital and Reserves					
Retained earnings	-	-\$7,683	\$12,534	\$56,123	\$141,036
Share capital	\$39,920	\$39,920	\$39,920	\$39,920	\$39,920
Profit/loss for the year	-\$7,683	\$12,534	\$56,123	\$141,036	\$199,056
Total Capital and Reserves	\$32,237	\$44,771	\$108,577	\$237,079	\$380,012
Total Liabilities & Equity	\$120,237	\$259,377	\$300,188	\$339,248	\$483,405

WILDREALITY LIMITED
PROFIT & LOSS FORECAST

Figures in US\$

	2023	2024	2025	2026	2027
Revenue					
Direct Client	35,000	50,000	90,000	180,000	250,000
Partner through ATTA	-	150,000	250,000	350,000	450,000
Online Travel Agent	45,000	45,000	45,000	45,000	45,000
Total Projected Revenue	80,000	245,000	385,000	575,000	745,000
Cost of Sales					
Client expense	9,600	36,750	57,750	86,250	111,750
Camping Fees & Park fees	8,750	61,250	96,250	143,750	186,250
Vehicle Hire	2,850	3,420	4,104	4,925	5,910
Total Projected Cost of Sales	21,200	101,420	158,104	234,925	303,910
Expenses					
Depreciation	19,575	69,699	79,640	85,857	115,854
Finance Cost	3,300	3,795	4,364	5,019	5,772
Insurance	285	328	377	433	498
Internet	933	980	1,029	1,080	1,135
Licences & Permits	1,300	1,300	1,300	1,300	1,300
Marketing	16,000	16,800	17,640	18,522	19,448
Printing & Stationary	1,200	1,440	1,728	2,074	2,488
Professional Fee	800	960	1,152	1,382	1,659
Vehicle cost	1,800	3,000	4,800	7,680	12,288
Rents	958	1,006	1,056	1,109	1,164
Repairs & Maintenance	1,400	1,610	1,852	2,129	2,449
Salaries	1,500	1,500	5,000	5,000	5,000
Subscription	1,932	2,029	2,130	2,237	2,348
Interest	-	8,000	\$26,145	38,145	38,145
Travelling & Accommodation	13,500	16,200	19,440	23,328	27,994
Other Expenses	2,000	2,400	3,120	3,744	4,493
Total Projected Expenses	66,483	131,046	170,773	199,040	242,034
Profit/Loss	- 7,683	12,534	56,123	141,036	199,056