

**BUSINESS PLAN  
OF  
OK HOTELS AND RESORT**



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# OK HOTELS AND RESORT

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# **OK HOTELS AND RESORT**

## **1: EXECUTIVE SUMMARY**

**OK Hotels and Resort** plan to build 40-rooms hotel specializing provide accommodation services, food and beverage, swimming pool services, conference room for meeting Our objective is to create an exceptional, friendly, and relaxing environment for all guests staying in our hotel. Moderately priced The OK Hotels and Resort falls into an affordability hotel that is unique on the area located. Combined with an in-house restaurant, a hotel shop, quick check-in/check-out, we are currently finalize building our guest rooms, conference rooms with the new amenities we are adding into our hotel, the **OK Hotels and Resort** will build the fundamentals of a highly profitable hotel venture.

**OK Hotels and Resort's** owners have extensive hospitality backgrounds that will ensure the running a success operation. Together as a team, we will ensure all aspects of the hotel are managed appropriately. It is our ultimate goal to differentiate the type of services offered at our hotel from our competitions, which will assist in building our reputation and attract frequent business and leisure travelers who require a higher level of personal service and recognition that they cannot receive at our competing hotels.

## **2.0 BUSINESS DESCRIPTION**

### **2.1 INDUSTRY OVERVIEW**

The proposed business will bear the name of **OK Hotels and Resort**. The business will involve in providing accommodation services with attractive amenities, Meals, and other hotel services to our potential customers at reasonable price. Our targeted major customers will be the Guests, Travelers and Tourist (national and International), other ordinary customers.

We have decided to run this business because it is nowadays demanded by many travelers and guests in Bagamoyo as there are many events like ceremonial events, meetings etc.

Currently, the business has high demand enough to enable us to get high profit but we expect more profit in the future as we are going to be well known in different parts.



### **2:2 BUSINESS DESCRIPTION**

#### **2:2:1 VISION**

The ideology of our vision is to continue to apply and set the highest standards of service quality and in that way justify and uphold the reputation that we have among the guests, partners, competitors and the wider community. We use and constantly introduce environmentally friendly technologies and processes in order to remain in balance with nature and also meet the needs of contemporary society. Tradition is a testament to our success but in the future, we also want to embrace the changes that modern time brings and become more attractive in the market and more interesting to our guests and partners.

#### **2:2:2 MISSION**

To be the best and most successful company in the provision of Accommodation services, conference room for meeting, meals and Beverages and swimming pool services to our esteemed customers,

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### **2:2:3 VALUE**

As accompany and as individuals we value integrity, honesty, openness, personal excellence, constructive self-criticism, continual self-improvement and mutual respect. We are committed to our customers and partners and have a passion for best product and services. We take on big challenges and pride ourselves on seeing them hold. We hold our selves accountable to our customers, shareholder, and partners honoring our commitments, providing and striving for the highest quality.

### **2:2:4 OBJECTIVE**

- To ensure that our annual revenue covers at least 40% of the invested capital and be known in different parts of the country especially Bagamoyo region between a year
- To reach profitability by year two
- Achieve self-sustaining Revenue by the year three
- To use the applied Funds effectively and generate more cash so as to be able to meet day to day business obligations together with the loan repayment installments.
- To accumulate enough funds to be able to improve the quality of our products and services
- Generate efficient profit to become financially sustainable and be able to grow to another level.
- Increase the market share of **OK Hotels and Resort** at 20% annually

### **2:2:5 OUR STRATEGIES**

#### ➤ **Partnership with guests**

Guest satisfaction is the most important thing for us and we try with our quality of services to exceed their expectations. Our goal is to make every guest feel like at home and that for this reason he chooses OK Hotels and Resort again for his accommodation facility. We provide services at the highest level that will meet the needs and expectations of guests and will recognize their requirements through open communication, satisfaction monitoring and analysis of compliments and complaints.

#### ➤ **Employees**

Accepting new knowledge and technologies is a condition for progress including quality training and education. Because of that our strategy is based on the education and training of all employees and constant communication between all departments of the hotel. We support teamwork, personal responsibility and initiative of each employee.

#### ➤ **Relations with Suppliers**

Purchase as one of the most important departments in the hotel requires a choice of reliable suppliers that allows us to provide the guest, who is the end-user of services, with highest quality and more adequate accommodation in the OK Hotels and Resort. We will base our relationship with suppliers on mutual interests and on the development of good partnerships.

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## 2.3 PRODUCTS AND SERVICES DISCRPTION

### 2.3.1. PRODUCTS

The business has aimed to be the leader in the market for myriad of reasons. The management stands out for introduction of new products and services for the first time in the country which are niche to our competitors. Below is a range of our products and services that will be offered to customers and those to be introduced by our business firm

#### ❖ **FOOD AND DRINKS**

Our hotel plan to have restaurant which will sell meals and drinks to our customers at reasonable price. OK Hotels and Resort also plan to have catering team to sell Food and beverage to customers and to facilitate the organization events. Customer has to specify his/her requirements and our catering team will design a package especially him/her Regardless of whether event takes place in home, office or outdoors our experienced team will assist customer in planning and organizing all the details

### 2.3.2. SERVICES

The aim of our business is to provide services of a very high quality at a competitive price that suit all our customers' level. Our services are classified into Accommodation and conference services, rent swimming pool services as follows;

#### 1. ACCOMODATION

##### 1.1 Deluxe Double or Twin Room

Room description: bathroom with shower air conditioning mini bar LCD TV with cable programs Room facilities: air Conditioning, desk, heating, shower, hairdryer, toilet, bathroom, telephone, cable TV, flat-screen TV, wake up service Free WiFi is available in all units...

##### **Details**

- 📌 Guests: 2
- 📌 Amenities- Air conditioning, Cable channels, Bathrooms, Private entrance, shower, Sitting Areas, Telephone, Toilet, Toilet paper, Towels, TV, work up services,
- 📌 Size: 12m<sup>2</sup>
- 📌 Bed Type: Two Single beds or One Double bed
- 📌 Categories: Economy






##### 1.2 Deluxe Double or Twin Room with City View

Room description: bathroom with shower air conditioning mini bar LCD TV with cable programs Room facilities: air Conditioning, desk, heating, shower, hairdryer, toilet, bathroom, telephone, cable TV, flat-screen TV, wake up service Free WiFi is available in all units...

##### **Details**

- 📌 Guests: 2

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-  Amenities- Air conditioning, Cable channels, Bathrooms, Private entrance, shower, Sitting Areas, Telephone, Toilet, Toilet paper, Towels, TV, work up services, Upper floors Accessible by elevator
-  View: City view
-  Size: 18m<sup>2</sup>
-  Bed Type: Two Single beds or One Double bed
-  Categories: Deluxe

### 1.3 Classic Single Room

Room description bathroom with shower mini bar LCD TV with cable programs Room facilities: work desk, heating, hairdryer, toilet, bathroom, shower, telephone, cable channels, flat screen TV, wake-up service Free WiFi is available in all units Room size: 12...

### 1.4 Economy Twin Room

Room description bathroom with shower mini bar LCD TV with cable programs Room facilities: work desk, heating, shower, hairdryer, toilet, bathroom, telephone, cable channels, wake-up service Free WiFi is available in all units Room size: 12 m<sup>2</sup> Bed Size:..

## 2. CONGRESS, CONFERENCE AND MEETING

Spacious, elegant and equipped meeting rooms in combination with experienced and professional team consists of **OK Hotels and Resort** place for the successful organization of congresses, conferences, meeting and banquet of different events and cocktail parties

For coffee breaks, we are offering you a specially prepared conference packages-buffet style: Conference Pack 1 (coffee, soft drinks, tea, cookies, water) and Conference Pack 2 (coffee, soft drinks, tea, cookies, water, fruits).

Our expert team will do everything possible to help to design, organize and to accomplish perfect ambience for business meetings, social and cultural events, conferences, seminars and scientific conferences. We have 2 conference rooms 3 people with technical equipment: LCD projector, screen, flip chart, overhead projector, sound system with wired and wireless microphones, internet connection (WLAN), DVD player, copy machine. Other equipment we can arrange in cooperation with our external partners.

## 3 POOL SERVICES

We are proud to offer pool services in our hotels. Our trained and experienced staff is capable of handling of pool services in high standard, including maintenance, repairs, management, cleaning, and lifeguarding.

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### **2.4 BUSINESS POSITIONING**

The business will offer a higher-level quality of Accommodation services, Meal And drinks, conducive conference room. Also, the business expects to make permanent Hotel services supplier of the to the customer

### **2.5 BUSINESS PRICING STRATEGY**

The selling price will be calculated based on cost methods, where by all the costs will be considered including production costs, , marketing costs and other costs in arriving at the price per unit. However, in setting the selling price the government controls that may limit the high price charged for our products and Services, the prices charged by our competitors will be considered. The selling prices will be fixed for short-tern however they will be variable to reflect the changes regarding the factors (internal and external) that may have impacts on overact costs. The selling price will range differently depending with the package of the product.

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### **2.6 CONTRIBUTION TO LOCAL ECONOMY**

**OK Hotels and Resort** after its establishment will be beneficially to the individuals and country at large. The business will contribute in several ways to the economy as follows.

- ❖ will assure market for farmers like fruits, vegetables, Fisherman likewise the company will provide advice on advanced farming techniques to farmers in long run, that will automatically encourage agricultural activities in Bagamoyo.
- ❖ Employment to citizen; the operation of the company will require many manpower to be employed, that will provide jobs to many people. Also it will encourage many people to be employed in farming of Fruits, Vegetable, fishing as a result high employment to be attained in the region. Likewise, the business intends to employ several skilled and semi-skilled personnel for operation of the company apart from the Directors
- ❖ Contribution to GDP, the establishment of the **OK Hotels and Resort** will result into growth of Gross Domestic Product. Likewise, there will be contribution of revenues to the country through income tax and other lawful contributions.
- ❖ Company contribution to the tourism sector. This will increase the numbers tourists around the area of Bagamoyo Region due to availability of hotels. **OK Hotels and Resort** provide comfortability accommodation services for tourists travelers who visiting Bagamoyo region

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### **3:0 HOTEL PROJECT CONSTRUCTION PLAN**

#### **3.1 THE PROJECT EXECUTIVE SUMMARY**

the aim of the project is the creation of the plan for hotel building. The plan will entail business objectives, approaches, and description of the plan and principles of its implementation. Budget and project control will be regarded as the key aspects of this report, , quality, and resource management. The roles of the stakeholders will depend on their own aims and objectives; hence, their activity and interestedness in the success of this project will be regarded as the defining factor for their role in the plan.

#### **3.2 PROJECTS DESCRIPTIONS**

The scope of the industry is closely associated with accommodation, and the scope of the project requires the proper observation of all the aspects and terms, required for the comfortable accommodation. Thus, the scope of the project is aimed at creating the solid basis for the balanced resource, time and quality management. Scope will be regarded as the central aspect of project management strategy, and the values of hotel business global experience

The clear objectives of their project help to define the aims, and formulate the plans of the project implementation. On the one hand, this is required for better motivation of employees, on the other hand, it provides an opportunity for performing the precise progress measurements.

In the light of this fact, it should be emphasized that the actual aims of the project are explained by management strategy, with the applied efforts, associated with personnel training and professional development. Additionally, the company aims to arrange the reliable marketing strategy for further successful cooperation with recognized and trusted brands of hotel industry.

#### **3.3 REASONS OF UNDERTAKING THE PROJECTS**

The reasons are closely associated with the necessity to expand the network of hotels, offering the high-quality accommodation services. Additionally, the organization is intended to arrange the proper operation of the hotel properties for the stakeholders, and hopes for further reliable and fruitful cooperation. As for the quality of accommodation services, the company aims to create the quality of the provided services, and maintain the level of these services. The company – performer of the project, aims to build reliable relations with the other investors, and create the sufficient contractual basis for the successful development of the hotel networking. Thus, the position of the company in the building and hotel industry will be re-established, and the company itself will be regarded as a recognized and reliable Hotel Management Company.

The business aims of the project entail the necessity to achieve the certain profit level, which will be sufficient for further reinvestment and provide the suitable returns to stakeholders. Hence, the company needs to achieve the suitable and optimal advertising strategy, aimed at improving the ethical standards in customer care strategy and relations with the suppliers.

#### **3.4 ANTICIPATION OF PROJECT BENEFITS**

The potential benefits of the project are closely associated with the enlisted objectives and reasons. In fact, the anticipated benefits of the project depend on the reliability of the partnership between the stakeholders and the company-performer. Additionally, the benefits of the completed project will be regarded from the perspective of the accommodation success and the satisfaction of the visitors. As for the accommodation principles, which should be implemented during the construction, these are as follows:

- The accommodation surrounding suits the aims and purposes of the visitors

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- Selling, marketing and promotion strategies of the hotel services should correspond to the architectural appearance of the construction.
- Infrastructure, maintenance and security principles should be included into the initial project of hotel construction

In fact, the benefits of the project depend not only on the return levels, but also on the popularity of the hotel within tourists, thus, all the principles of accommodation should be implemented into the design and construction projects.

In fact, the construction project which considers the comfort level of the future visitors on the construction stage may become a project which could end up as a alternative approach towards accommodation and hospitality. Surely, when construction companies are financed by a particular group of stakeholders, the actual necessity of the construction is to create a reliable project, which will be within the frames of existing budget. However, the development of the project should be strictly observed for keeping it within the stated objectives. Additionally, the hotel industry players should value the alternative approaches.

### 4.0 HOTEL CONSTRUCTION DESIGN & COST AND OVERVIEW

#### 4.1 RESTAURANT BUILDING

A restaurant Building built divided into two area ground floor 173.5M<sup>2</sup> and First floor 173.5M<sup>2</sup> therefore restaurant building cover 345M<sup>2</sup>, total cost for construction the restaurant building is 450,000 per square meter. The full cost to be consumed to complete restaurant Building Tshs **156,150,000/=** The restaurant construction will be completed in December 2023 and we expect to start business operation earlier in 2024

***Below is the restaurant building view***



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### 4.2 KITCHEN

The size of Kitchen is 135 M<sup>2</sup> and cost 450,000 per square Meter, Total cost of kitchen construction is Tshs **61,020,000/=** kitchen building will able to accommodate all necessary appliances include ovens, ranges, burners, grills, griddles, deep fryers, freezers, fridges, food processes, blenders, mixers, slicers, salamanders, toasters and beverage brewers, commercial kitchen dishwasher and glasswasher.

### 4.3 CONFERENCE BUILDING

A conference Building built divided into two area ground floor 96.5M<sup>2</sup> and First floor 96.5M<sup>2</sup> therefore Conference building cover total 193M<sup>2</sup> total cost for construction the conference building is 450,000 per square meter. The total cost of construction of the conference Building both ground and First floor is Tshs **86,850,000/=** and the conference building is about to be completed in December 2023 and thereafter we expect to start business operation earlier in 2024



### 4.4 LAUNDRY BUILDING

The laundry Building constructed in two area ground floor 71.9M<sup>2</sup> and First floor 71.9M<sup>2</sup> therefore laundry building cover total 143.8M<sup>2</sup> the construction cost per M<sup>2</sup> is 350,000. The total cost of full construction of the Laundry Building both ground and First floor is Tshs **50,330,000/=**

### 4.5 RECEPTION DESK

The Reception Desk is constructed in two area ground floor 52M<sup>2</sup> and First floor 52M<sup>2</sup> therefore Reception Desk cover total 104M<sup>2</sup> the construction cost per M<sup>2</sup> is 450,000. The total cost of construction of the reception desk both ground and First floor is Tshs **46,800,000/=**

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### 4.6 ACCOMODATION AREA BUILDING

OK Hotels and Resort construct 5 Accommodation Buildings each will contain ground floor 78.4M<sup>2</sup> and First floor 78.4M<sup>2</sup> each building will contain 4room for accommodation total square meter for all buildings is 784, OK Hotels and Resort in First phase construct total 20 rooms for accommodation. therefore, Total cost for construction the Accommodation building is 500,000 per square meter. The total cost of construction of the Accommodation Building is Tshs **392,000,000/=** OK Hotels and Resort expect to start operation in January 2024. However, in second Phase Hotel plan to add 5 accommodations building with 20rooms for accommodations



### 4.7 SWIMMING AREA BUILDING AND SWIMMING POOL

The area of Swimming building is 139M<sup>2</sup> where the cost per square meter was 500,000, total cost of construction is Tshs 69,500,000 and the size of swimming pool is 1.8M<sup>2</sup> which costs 70,000,000 Tshs,



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### **4.8 TOILET BUILDING**

The Toilet Building is constructed take 482 square meter therefore Toilet Building cost per M<sup>2</sup> is 550,000. And the total cost to complete toilet building is 26,510,000

### **4.9 LANDSCAPING**

Landscaping take area of 1.8M<sup>2</sup> costing 25,000,000.



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### 4.10 PROJECT PHASES

The business will involve Four major Phases of operation in long run during its lifetime. The table below show stages with respective activities to be taken: -

PROJECT PHASE	YEAR	TASKS/ ACTIVITIES	TOTAL FUNDS	SOURCE OF FUND
I	2014-2015	<ul style="list-style-type: none"> <li>➤ Land Purchased 11,000 square meter</li> <li>➤ License And Permits</li> <li>➤ Business Research Conducted</li> <li>➤ Hotel Buildings Map Drawings &amp; Designs</li> <li>➤ Other Preliminary Expenses</li> </ul>	<b>406,640,000</b>	<b>Funds depends from Shareholders</b>
II	2016-2023	<ul style="list-style-type: none"> <li>➤ <b>Hotel Buildings Constructions</b> <ul style="list-style-type: none"> <li>• Restaurant</li> <li>• Kitchen</li> <li>• Conference building</li> <li>• First-Accommodation bungalow with total of 20 Rooms</li> <li>• Swimming Area Building and swimming Pool</li> <li>• Laundry building</li> <li>• Receptions Desk</li> <li>• Toilet Building</li> <li>• Fence, Pavements &amp; Landscape</li> </ul> </li> <li>➤ Apply the certificate of Incentives from TIC</li> </ul>	<b>1,091,760,000</b>	<b>Funds depends from Shareholders</b>

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PROJECT PHASE	YEAR	TASKS/ ACTIVITIES	TOTAL FUNDS	SOURCE OF FUND
III	2024-2025	<ul style="list-style-type: none"> <li>➤ Starting Business Operation</li> <li>➤ Construction of Second Accommodation Bangalow with 20 Rooms</li> <li>➤ Purchases of Hotel Furniture &amp; Fittings</li> <li>➤ Hotel plan to Provide the Quality services to the targeted Customers</li> <li>➤ Employ professional labours, semiskilled and casual labours</li> <li>➤ Staff Training</li> <li>➤ increasing Advertisements to increase the goodwill of the Hotel</li> <li>➤ The hotel is nearby ocean management plan to buy one Boat for patrol</li> <li>➤ Hotel Plan to employ one Captain after bought a boat</li> </ul>	<b>643,814,200</b>	<ul style="list-style-type: none"> <li>• Operation expenses will be financed by Revenue Generated by Hotel</li> <li>• Furniture and accommodation bungalow will be financed by Company's Retained Earnings / shareholders or borrowings From Financial institutions <b>or</b></li> </ul>
IV	2025-2028	<ul style="list-style-type: none"> <li>➤ To increase employment to the local area</li> <li>➤ Increase the market of food Ingredients, Fruits, Fish at area where Hotel operate</li> <li>➤ Establish Other Projects</li> </ul>		<b>Profit will be re invested</b>

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### 5.0 FINANCE AND OPERATION COSTS

#### 5.1 FACILITY AND CAPACITY

COST OF FIXED ASSETS		Exchange Rate 1\$=2300TZS
TYPE OF ASSET	TOTAL COST	COST EQUIVALENT USD
Land	395,000,000	171,739
<b>Hotel Buildings</b>		
Restaurant building	156,150,000	280,984
Kitchen Building	61,020,000	137,411
Conference Building	86,850,000	37,761
Laundry building	50,330,000	21,883
Reception Desk	46,800,000	20,348
Accommodation bungalow	392,000,000	170,435
Swimming Area building	69,500,000	30,217
Swimming Pool	70,000,000	30,435
Toilet Building	26,510,000	11,526
Fence	67,600,000	29,391
Pavement	40,000,000	17,391
Land Scaping	25,000,000	10,870
<b>Furniture &amp; Fittings in :-</b>		
Accommodation Bangalow (1 <sup>st</sup> Building)	45,000,000	19,565
Reception Desk	15,420,000	6,704
Conference Building	16,252,000	7,066
Toilet Building	8,760,000	3,809
Laundry building	17,625,200	7,663
Restaurant building	35,242,000	15,323
Motor Vehicles	56,250,000	24,457
Computers & Accessories	12,265,000	5,333
<b>TOTAL</b>	<b>1,693,574,200</b>	<b>1,054,977</b>

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### 5.2 PRODUCT AND SERVICES PRODUCTION COST

<b>RESTAURANT BUILDING OPERATION COSTS</b>			
<b>Details</b>	<b>Cost per day</b>	<b>Cost Per Months (30days)</b>	<b>Cost Per Year</b>
Food ingredients	76,000	2,280,000	27,360,000
Fruits	25,333	760,000	9,120,000
Beverage	40,000	1,200,000	14,400,000
Gas	10,000	300,000	3,600,000
Electricity	20,000	600,000	7,200,000
<b>Total Tzs</b>	<b>171,333</b>	<b>5,140,000</b>	<b>61,680,000</b>

<b>COST OF ROOM FOR ACCOMODATION OPERATION</b>			
<b>Details</b>	<b>Cost Per Room</b>	<b>Cost Per Months</b>	<b>Cost Per Year</b>
Cleaning Materials & Tools	30,000	40 Room x90,000x 30	108,000,000*12
Electricity	20,000	108,000,000	1,296,000,000
Water bill	10,000		
Other Costs	30,000		
<b>Total cost</b>	<b>90,000</b>	<b>108,000,000</b>	<b>1,296,000,000</b>

### COST OF CONFERENCE ROOM OPERATION

<b>Details</b>	<b>Cost Per Room</b>	<b>Cost Per Months</b>	<b>Cost Per Year</b>
Cleaning Materials & Tools	10,000	2Room x40,000x 30	40 units@1000
Electricity	5,000	2,400,000	28,800,000
Water bill	5,000		
Other Costs	20,000		
<b>Total cost</b>	<b>40,000</b>	<b>2,400,000</b>	<b>28,800,000</b>

### COST OF SWIMMING POOL OPERATION

<b>Details</b>	<b>Cost Per unit</b>	<b>Cost Per Months</b>	<b>Cost Per Year</b>
Cleaning Materials & Tools	20,000	1 x40,000x 30	1,200,000*12
Other Costs	20,000	1,200,000	14,400,000
<b>Total cost</b>	<b>40,000</b>	<b>1,200,000</b>	<b>14,400,000</b>

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### 5.3 LABOUR REQUIREMENTS

Manpower required are 20 employees who will be employed to assist the production and each one will be paid a reasonable salary.

Ten employees will be 12 Professional /Skilled Labour and 8 will semi-skilled

PERSONEL REQUIRED AND COST							
	SKILLS TYPE	Position	Nationality	Numbers of workers	Cost Per Day	Cost per Months (22 Days)	Cost Per Year
1	Professional	General manager	Tanzanian	1	50,000	1,100,000	13,200,000
2	Professional	Head chef	Tanzanian	1	50,000	1,100,000	13,200,000
3	Professional	Assistant Chef	Tanzanian	1	40,000	880,000	10,560,000
4	Professional	Head House Keeper	Tanzanian	1	27,300	600,600	7,207,200
5	Professional	Trainee	Foreigners	4	9,091	200,000	2,400,000
6	Professional	Gardeners	Tanzanian	4	9,091	200,000	2,400,000
7	Semi-Skilled	House Keeper	Tanzanian	4	15,000	330,000	3,960,000
8	Semi-Skilled	Kitchen Attender	Tanzanian	4	15,000	330,000	3,960,000
	<b>TOTAL</b>			<b>20</b>	<b>188,000</b>	<b>660,000</b>	<b>56,887,200</b>

### 5:4 OPERATION EXPENSES

These includes the pre-liminary expenses and the expenses incurred during running the business.

TOTAL EXPENSES			EXCHANGE RATE 2320	
EXPENSES	COST PER DAY	COST PER MONTHS	COST PER YEAR	USD EQUIVALENT PER YEAR
License and registration	6,944	208,333	2,500,000	1,077.59
Water bills	11,136	334,091	4,009,090	1,728.06
Electricity bills	19,907	597,210	7,166,520	3,089.02
Fuel Expenses	25,432	762,960	9,155,520	3,946.34
Generator Fuel	10,000	300,000	3,600,000	1,551.72
other Administration cost	50,000	1,500,000	18,000,000	7,758.62
Installation cost & maintenance	15,000	450,000	5,400,000	2,327.59
<b>TOTAL</b>	<b>138,420</b>	<b>4,152,594</b>	<b>44,431,130</b>	<b>21,478.94</b>

## OK HOTELS AND RESORT

### 5:5 CAPITAL REQUIREMENT

In the operation of the business several equipment are expected to be bought with cost much funds as elaborate in table below.

REQUIRED CAPITAL IN PHASE I & II			RATE 2300
PHASE	Details	Total Costs (TSHS)	USD
ONE	Land Acquisition Cost	395,000,000	\$ 171,739.13
ONE	Phase one- Hotel Construction Cost	1,091,760,000	\$ 474,678.26
ONE	Furniture, Fittings & Appliances	138,299,200	\$ 60,130.09
ONE	Motor vehicle	56,250,000	\$ 24,456.52
ONE	Computer & Accessories	12,265,000	\$ 5,332.61
TWO	Accommodation bungalow construction Costs	392,000,000	\$ 170,434.78
TWO	Furniture, Fittings & Appliances	45,000,000	\$ 19,565.22
<b>Total</b>		<b>2,130,574,200</b>	<b>\$ 926,336.61</b>

The assumption on determining the amount of depreciation on fixed assets is derived from other segments of this business plan. The equipment to be depreciated by using the straight-line method as follows: -

Computer & printer	10% with 3 years useful life
Buildings	5% with 20 years useful life
Furniture & Fittings	10% with 5 years useful life
Motor vehicle	15% with 6 years useful life

**OK Hotels and Resort** is expected to generate return on investment. The projected financial statement in appendices shows the financial position result is of operations and flows of the first Five years in respect of the proposed.

## OK HOTELS AND RESORT

### 6.0 THE MARKET ANALYSIS AND COMPETITION

#### 6:1 Market Analysis

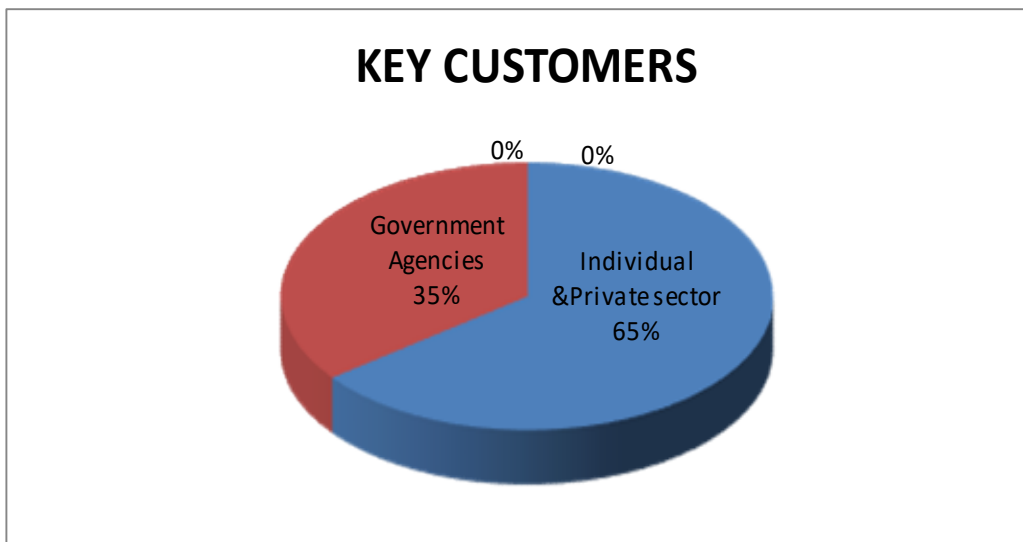
The OK Hotels and Resort. identified two distinct customer segments that will be the most attractive. The first segment is individuals/private sector who will be need the services during ceremonial events. The second is the government agency. The Market Segmentation section provides additional detail about the market segment including useful demographic data. This section is also supported by a table with additional detail about the two markets.

#### 6.2 Market Segmentation

The OK Hotels and Resort has identified two segments of the market that are most attractive to the hotel services individuals & private sector and government agency.

Individuals & Private Sector: This market segment are homeowners and private sectors who are interested in undertaking conference meeting, accommodations services and meals and drinks.

**6.3 Government Agency:** This is the market segment for government agencies and institutions like Ministries, academic institutions who demand for the service during public holidays and ceremonies. The main objective of The OK Hotels and Resort will be to serve these government agencies and its institutions well with high quality services and good condition industrial offerings.



#### 6.4 Target Market Segment Strategy

The **OK Hotels and Resort** has selected these two customer segments because they will provide the most revenue to the business relative to other customer groups. Individuals/private sector will be a significant revenue driver since they are in constant need of the services in various life events like ceremonies, Meetings etc.

Government agencies are also a great target segment because they are more likely to need accommodation when government staff are when they travelling for government business trip. While many government agencies and institutions have a significant collection of public holidays and ceremonies, it is difficult for them to buy every equipment or tool since there are just so many. From a capital expenditure standpoint, it makes sense not to buy every conceivable tool, but to rent or lease tools on an as needed basis. They will rent accommodation Rooms and Conference Room when they have a job, events or ceremonies that requires it. Having a leasing option significantly decreases overhead.

## OK HOTELS AND RESORT

### 6:5 COMPETITION

The competition in which our project faces is not so stiff. Our main competitors are other suppliers of the same Services and other local suppliers. Our competitors' strengths are these; their production capacity is higher than ours and they distribute their products in many different locations. Our business entity will skim/capture large market share since our competitors have such weaknesses as; offering poor quality services to their customers and their selling price is higher than our price. Our price is lower than our competitors' price so that we can grab/capture a large market share, attract large number of customers and increase large amount of sales/revenues. Small number of customers purchases their products because the service providers are not enough to provide services in accordance with the number of customers available.

The **OK Hotels and Resort** has decided to compete on different terms. Selection is not of primarily importance, but customer service and support are. Through a careful selection of the most important or used Equipments and tools needed to fit the demand during those social events, The **OK Hotels and Resort** has chosen a good selection of popular tools that are supported with a knowledgeable staff.

### 6.6 SALES FORECAST

The sales forecast will be tracked by the different Services categories that the **OK Hotels and Resort offers**. The cost of services provided will be based on the time it takes for the service department to review each price of Hotel services and bring it back to like new specifications for the next customer. The sales forecast is a conservative prediction of sales. The Following is Sales Forecast breakdown per day, per months and per year also sales expected to be increasing by 5% per annum for incoming 5 years from 2024 as clearly described below .

SALES FORECASTS					2024	2025	2026	2027	2028
					YEAR I	YEAR II	YEAR III	YEAR IV	YEAR V
SERVICES	Income Per unit	No of units	Average sales per Day	Sales per month (30 Days)	Total	(Sales increased by 5% Per year)	Sales increased by 5% Per year)	Sales increased by 5% Per year)	Sales increased by 5% Per year)
Accommodation-(Rooms)	\$ 100	40	\$ 2,300	\$ 69,000	\$ 828,000	\$ 869,400	\$ 912,870	\$ 958,514	\$ 1,006,439
Restaurant	\$ 118	1	\$ 118	\$ 3,527	\$ 42,318	\$ 44,434	\$ 46,656	\$ 48,988	\$ 51,438
Pool services	\$ 9	1	\$ 45	\$ 1,350	\$ 16,200	\$ 17,010	\$ 17,861	\$ 18,754	\$ 19,691
Conference Room	\$ 20	1	\$ 100	\$ 3,000	\$ 36,000	\$ 37,800	\$ 39,690	\$ 41,675	\$ 43,758
					<b>\$ 922,518</b>	<b>\$ 968,644</b>	<b>\$ 1,017,076</b>	<b>\$ 1,067,930</b>	<b>\$ 1,121,326</b>
<b>Exchange rate</b>					<b>2,320</b>	<b>2,366</b>	<b>2,414</b>	<b>2,462</b>	<b>2,511</b>
<b>Sales in Tzs</b>					<b>2,140,241,760</b>	<b>2,292,198,925</b>	<b>2,454,945,049</b>	<b>2,629,246,147</b>	<b>2,815,922,624</b>

## OK HOTELS AND RESORT

### 7.0 MARKETING & SELLING PLAN

#### 7:1 SWOC ANALYSIS

The deep business analysis is done by help of the Swoc analysis that captures the key strengths and weakness within Bagamoyo and Tanzania at large, and tries to describe the opportunities and threats that will face the business. Through Swoc analysis, it helps the management team to know well the business failure situation and way out of problems. On other hand, Swoc analysis exposes opportunities to be taken by the business for growth.

<b>STRENGTHS</b>	<b>WEAKNESS</b>
<ul style="list-style-type: none"> <li>- Having experienced Directors who are highly educated (Graduates)</li> <li>- High profit Margin</li> <li>- Unique style and individual character of the Hotel and services</li> <li>- Strong relationship with the suppliers and other stakeholders will guarantee ways per success</li> <li>- Good management succession and control resulting from the well-educated Directors on field of business administration and past family business running experience</li> <li>- Full independence and flexibility, control of the associated business decisions</li> </ul>	<ul style="list-style-type: none"> <li>- high setup costs</li> <li>-inexperienced staff</li> <li>-single brand strategy</li> <li>-high price of products and services</li> </ul>
<b>OPPORTUNITIES</b>	<b>CHALLENGES</b>
<ul style="list-style-type: none"> <li>- Develop personalized services / products</li> <li>- Expand ancillary revenue opportunities</li> <li>- Customer database for personalized marketing</li> <li>- Government support in tourism sector activities, which enable to get various government assistance</li> </ul>	<ul style="list-style-type: none"> <li>-Tight Labour Market</li> <li>- Strong competition</li> <li>-Pandemic Travel</li> <li>-Competitors with better intensive research strategies</li> <li>-High taxes</li> <li>-Changes in trends/consumer behavior</li> <li>-Change of Government Policies</li> </ul>

#### 7:2 MARKETING STRATEGY

Our targeted customers are new visitors travelling to the area, middle- and upper-income Bracket, returning visitors to the area. Enough education about the quality of the service we are providing is going to be provided to our customers. Educating customers on proper use of our products and services. Customers are going to notice our service through high quality service we are going to provide compared to our competitors. Our effort is to market our service locally as well as nationally.

#### 7:3 METHODS OF SALES

In this business we are planning to have different representatives in different areas who are going to deliver the service when it is needed, but since we are concerned with provision of services this will be done in our hotel and customer Booking will be met as soon as possible as they will be required

## OK HOTELS AND RESORT

### 7:4 ADVERTISING AND PROMOTION

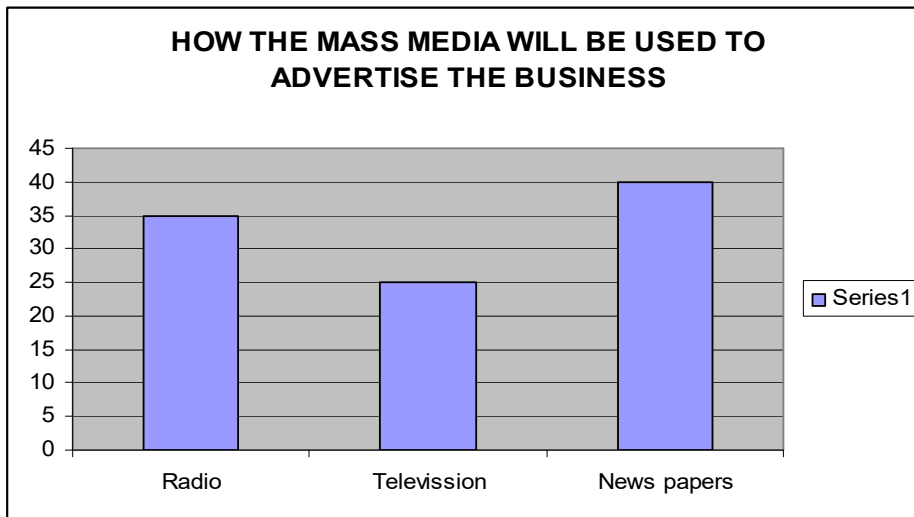
At the beginning of the business, it intend to advertise using word of mouth as a best advertising for this type of business. Also, will ask clients for referrals and rewards them with discounted price or free services depending on the number of clients they bring. Its believe that a smile create happiness at home faster good will in business is the countersign of friendship.

However, for long run when business grows big and expands to other geographical areas firm will use other forms of media to advertise and promote products like radio magazine and television.

The business will always be advertised using the available mass media. The following mass media is to be used

- Radio
- Television
- Newspapers and Magazine

The bars chart No: 1 below shows how the mass media will be used to advertise the business by percentage.



Newspapers will emerge the most used mass media because they are accessed at an affordable cost. also a website will be created where by all business operations will be put. This will allow the business to be well known nationally and internationally.

## OK HOTELS AND RESORT

### 8.:0 BUSINESS OWNERSHIP, CAPITAL INVESTED AND ORGANIZATION STRUCTURE

#### 8.1 DESCRIPTION /MANAGEMENT SUMMARY

The initial management team depends on the founders themselves, who are two Directors having skills on business management. They are having experience on running family business. As the business grows the Hotel will establish satellite offices in other area in the country. Also new management officers will be employed to match with the need so as to ensure efficiency in operations. It will be necessary for the company to take additional help in the marketing sectors as growth continuous

#### 8.2 LEGAL FORM OF BUSINESS OWNERSHIP

The business' form of ownership is through a 2 Directors all are Tanzanian. The Directors are, **OBEDIE SOLOMON KIMARO own 7000 Shares**, and **EUNICE MMARI Own 2000 Shares** We have selected this form for easy management and supervision and financing of the business.

#### 8.3 DIRECTORS AND TOP MANAGEMENT CVS

##### 1. Obedie Solomon Kimaro (Director )

Engineer Obedie Kimaro is a **Civil engineer** with vast experience in the designing, and construction of buildings and roads. Eng. Kimaro has demonstrated the drive and commitment to make a genuine difference in the performance of his private company to ensure that the company continues to differentiate itself from competitors by delivering quality service to the client's requirements. Eng. Kimaro is the holder of a **Degree in Civil engineering** and a **Master's in Mathematics**. He is experienced in general building and road construction supervision, housing construction, and site works, and with general civil infrastructure experience required.; experience in general building construction and building legislation, codes, and practices. Has a good knowledge of all applicable Health, Safety, and Environment (HSE) standards, Occupational Health, and Safety Assessment Series requirements. **Eng. Kimaro** has proven building site supervision and site administration capabilities, **QA/QC**, estimating, and reporting experience required. He is also experienced in intermediate computing and application skills (*Microsoft Office Suite Word, Excel, Outlook, PowerPoint, and Microsoft Project*) required. • Fluency in English, Swahili, and Hungarian (written and spoken).

##### 2. Eunice Mmari (Director)

**Dr. Eunice Mmari** is a retired **Medical Doctor and Public Health Professional**. Since her retirement, she has been working on running a family business that included a dairy and pig farm from which I get milk that I am supplying to restaurants in the form of fresh milk and yogurt. She is also selling sows to other farmers and pork meat to different restaurants and bars in town. The farm is two acres and keeps a total number of 40 cows and more than 150 pigs. Apart from working on the farm, she manages a hall for different purposes including weddings, sendoffs, and meetings. Last, but not least, she supports her family in overseeing apartments located in town. Her main task is to ensure the apartments have all the facilities in good order.

##### 3. Operation manager

The operation manager will have the ability to create and maintain an efficient system of operation to support the hotel's needs. The candidate should be comfortable multitasking and working cross-functionally with different business units of the hotel. The ideal candidate will have previous experience in related fields of hotel operations. The main responsibilities of the operation manager are to establish and maintain hotel business standards for accuracy, productivity, and reliability; Ability to manage the daily functions of the hotel; Prepare annual performance reviews and reevaluate processes; Ensure hotel regulatory, compliance and

## OK HOTELS AND RESORT

legal rules are followed; Manage budget to align with goals of the hotel business. The Hotel Operation Manger qualifications include 4+ years of experience in managing hotels; Proficiency with Microsoft Office; Strong organizational and communication skills; Strong ability to multitask and comfort working with multiple groups within the hotel business.

### 8.4 AUTHORIZED CAPITAL REGISTERED AND ADVANCE TOWARDS SHARE CAPITAL

The Authorized share capital of company registered is Tanzania shilling **one Billion (TZS 1,000,000,000/=)** divided into Ten Thousand (10,000) ordinary shares of Shillings one Hundred Thousand (shs 100,000/=) Each.

Currently The company's Capital is above Authorized capital Registered, company has incurred Actual (Paid up) total of **1,498,400,000 Tshs** See **table 8.5 below**. From 2024 to 2028 company expect to Inject Additional capital total **643,814,200Tshs** as described in **table 8.6**. By 2028 the company will reach total share capital of **2,142,214,200 Tshs (1,498,400,000+643,814,200)** See *the analyzed table below (8.5 & 8.6)* However company plan to Amend its registered Capital at Brela as company's capital increasing

### 8.5 SHARE HOLDERS CAPITAL INVESTED ANALYSIS

Current Capital injected from 2014 to 2023				
S/N	DETAILS	Total costs	Year Incurred	Source of Capital
1	Preliminary establishment costs	11,640,000	2014	Share holders
2	Land Costs	395,000,000	2014	Share holders
3	<b>Hotel Buildings Construction cost</b>			
	<i>Restaurant building</i>	156,150,000	2015-2023	Share holders
	<i>Kitchen Building</i>	61,020,000	2015-2023	Share holders
	<i>Conference Building</i>	86,850,000	2015-2023	Share holders
	<i>Laundry building</i>	50,330,000	2015-2023	Share holders
	<i>Reception Desk</i>	46,800,000	2015-2023	Share holders
	<i>Accommodation bungalow</i>	392,000,000	2015-2023	Share holders
	<i>Swimming Area building</i>	69,500,000	2015-2023	Share holders
	<i>Swimming Pool</i>	70,000,000	2015-2023	Share holders
	<i>Toilet Building</i>	26,510,000	2015-2023	Share holders
	<i>Fence</i>	67,600,000	2015-2023	Share holders
	<i>Pavement</i>	40,000,000	2015-2023	Share holders
	<i>Land Scaping</i>	25,000,000		
		<b>1,498,400,000</b>		
	<i>Exchange Rate</i>	<b>2,300</b>		
	<b>USD Equivalent</b>	<b>\$ 651,478</b>		Share holders

## OK HOTELS AND RESORT

### 8.6 EXPECTED ADDITIONAL CAPITAL AFTER COMPLETION OF HOTEL BUILDINGS CONSTRUCTION

S/N	DETAILS	TOTAL (TZS)	Expected Year to incur	Source of Capital will Depend on
1	Construction of second Accommodation Bangalow with total of 20-Rooms	392,000,000	2024	Share Holders or borrowing
2	<b>Furniture &amp; Fittings in: -</b>			
	To purchase Accommodation Bangalow building's Furniture (1 <sup>st</sup> Building)	45,000,000	2024-2028	Share Holders or borrowing
	To purchase Accommodation Bangalow building's Furniture (2 <sup>nd</sup> Building)	45,000,000	2024-2028	Share Holders or borrowing
	To purchase Reception Desk Building 's Furniture	15,420,000	2024-2028	Share Holders or borrowing
	To purchase Conference building's Furniture	16,252,000	2024-2028	Share Holders or borrowing
	To purchase Toilet building's Furniture	8,760,000	2024-2028	Share Holders or borrowing
	To purchase laundry building's Furniture	17,625,200	2024-2028	Share Holders or borrowing
	To purchase Restaurant building's Furniture	35,242,000	2024-2028	Share Holders or borrowing
3	Motor Vehicles & Boat	56,250,000	2024-2028	Share Holders or borrowing
4	Computers & Accessories	12,265,000	2024-2028	Share Holders or borrowing
		<b>643,814,200</b>		
	<i>Exchange Rate</i>	<b>2,300</b>		
	<b>USD Equivalent</b>	<b>\$ 279,919</b>		

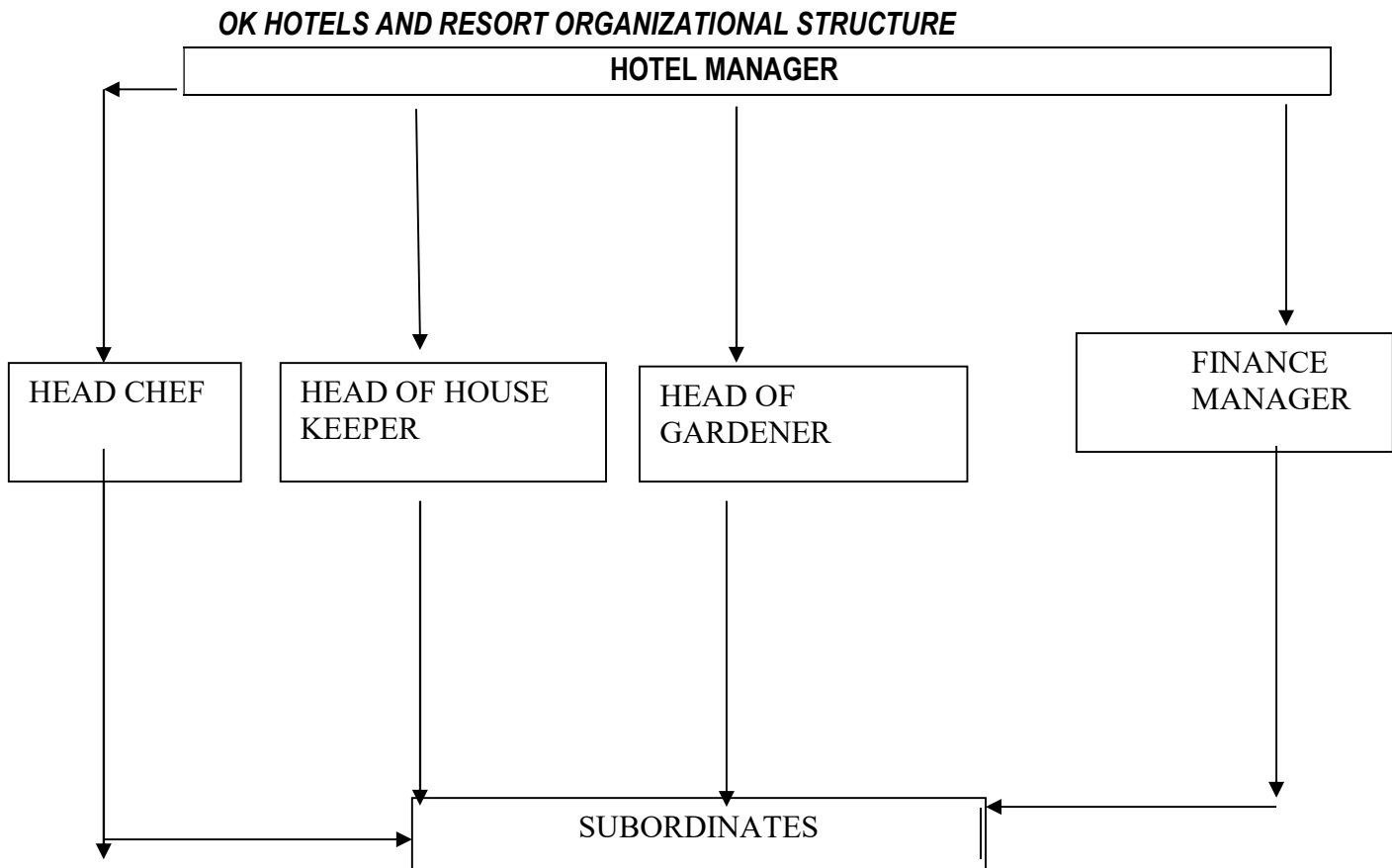
### 8.7 FUNDING REQUIREMENT

**OK Hotels and Resort** is expecting to hold the operation at **Kaole Bagamoyo** and total of Fund **Tshs 1,498,400,000** was already injected in Phase one of hotels construction. However, director expect to injected Additional capital total **643,814,200** between 2024 to 2028, the source of fund will depend on economic situation of shareholders themselves, borrowing from financial institutions, or Company's retain earning of that period of operations

## OK HOTELS AND RESORT

### 8.8 THE ORGANIZATION STRUCTURE

**OK Hotels and Resort** Main decisions and duties will be divided among Three levels as Directors (Acting owners), management team (officers) and other employee. They will focus on maintaining high quality and cohesive business entity. Owners (Directors) will be given responsibilities on decisions making and strategy building The business will be completely departmentalized. Main departments are marketing, management, finance, production and research development. The Business will make all decisions in accordance with the Company mission. Employees and management team are delegated tasks based upon their special After every Three months, The Directors will assess the results of these tasks, and the personality of the management team and the employees involved to determine promotion and salary



### 8.7 BOARD OF DIRECTORS/ BOARD OF ADVISORS

- Board of directors: The OK Hotels and Resort's board of directors is composed of 2 directors. The board meetings will be conducted quarterly.
- Management advisory board: The Board of Directors acts as the advisory board.
- Attorney: Winne Simon Kimaro will act as the company attorney.
- Banker: CRDB Bank

## OK HOTELS AND RESORT

### 9:0 FINANCIAL PLAN

#### 9:1 FINANCIAL RISK

With our hotel there are number of financial risks which may be a threat to the development of successful and profitable business to some extent. These financial risks are:

➤ **Change in competitor Price.**

The sudden change in our competitor's price will results to lose of market for our service mainly because the clients will shift to other hiring firms who offer best and relatively low price that they think they can afford.

➤ **Failure to meet expected goals.**

The operation of business is based on the projection that the management suit to achieve to run a more profitable business. For instance, t. Fail to meet the expectation will results to loose of expected revenue which in turn the firm will fail to meet their costs and turn into liquidation.

➤ **Change in Interest rate risk.**

The operation of business activities depends on contribution from member but in large circumstance it depends on loans provided by different financial institution to form an operating capital. Loans granted by these financial institutions are attached with some condition. Interest rate is the one of the conditions that the borrower is required to repay the principal loan plus interest charges which vary from one institution to another. Interest on loan form an expense to the borrower, an increase in this rate, will increase the cost of loans which in turn increase the burden to the firm (borrower).

#### General Assumptions

	2024	2025	2026
Current Interest Rate	10%	10%	10%
Long-term Interest Rate	10%	10%	10%
Tax Rate	30%	30%	30%

#### 9:2 DESCRIPTIVE FINANCIAL PLAN

Assumptions on determining the amount of depreciation on fixed asset is derived from other segment of this business plan. The equipment are to be depreciated by using the straight-line method as follows;

Computer & printer	10% with 3 years useful life
Buildings	5% with 20 years useful life
Furniture & Fittings	10% with 5 years useful life
Motor vehicle	10% with 6 years useful life

## OK HOTELS AND RESORT

### 10:0 SUPPORTING ANNEXES

#### ANNEX 1; DIRECT COSTS

<b>RESTAURANT BUILDING OPERATION COSTS</b>			
<b>Details</b>	<b>Cost per day</b>	<b>Cost Per Months (30days)</b>	<b>Cost Per Year</b>
Food ingredients	76,000	2,280,000	27,360,000
Fruits	25,333	760,000	9,120,000
Beverage	40,000	1,200,000	14,400,000
Gas	10,000	300,000	3,600,000
Electricity	20,000	600,000	7,200,000
<b>Total Tshs</b>	<b>171,333</b>	<b>5,140,000</b>	<b>61,680,000</b>

<b>COST OF ROOM FOR ACCOMODATION OPERATION</b>			
<b>Details</b>	<b>Cost Per Room</b>	<b>Cost Per Months</b>	<b>Cost Per Year</b>
Cleaning Materials & Tools	30,000	40Room x90,000x 30	=108,000,000*12
Electricity	20,000	108,000,000	1,296,000,000
Water bill	10,000		
Other Costs	30,000		
<b>Total cost</b>	<b>90,000</b>	<b>108,000,000</b>	<b>1,296,000,000</b>

<b>COST OF CONFERENCE ROOM OPERATION</b>			
<b>Details</b>	<b>Cost Per Room</b>	<b>Cost Per Months</b>	<b>Cost Per Year</b>
Cleaning Materials & Tools	10,000	2Room x40,000x 30	=2,400,000*12
Electricity	5,000	2,400,000	28,800,000
Water bill	5,000		
Other Costs	20,000		
<b>Total cost</b>	<b>40,000</b>	<b>2,400,000</b>	<b>28,800,000</b>

<b>COST OF SWIMMING POOL OPERATION</b>			
<b>Details</b>	<b>Cost Per unit</b>	<b>Cost Per Months</b>	<b>Cost Per Year</b>
Cleaning Materials & Tools	20,000	1 x40,000x 30	=1,200,000*12
Other Costs	20,000	1,200,000	14,400,000
<b>Total cost</b>	<b>40,000</b>	<b>1,200,000</b>	<b>14,400,000</b>

## OK HOTELS AND RESORT

### ANNEX 2; DEPRECIATION OF FIXED ASSETS

DEPRECIATION= (Cost of assets \* Depreciation Rate ) per Annum

COST OF FIXED ASSETS		Exchange Rate 1\$=2300TZS		Depreciations		
TYPE OF ASSET	TOTAL COST	COST EQUIVALENT	USD Rate	Depreciation Per Month	Depreciation Per Year	Per
Land	395,000,000	171,739				-
<b>Hotel Buildings</b>						
Restaurant building	156,150,000	280,984	5%	650,625	7,807,500	
Kitchen Building	61,020,000	137,411	5%	254,250	3,051,000	
Conference Building	86,850,000	37,761	5%	361,875	4,342,500	
Laundry building	50,330,000	21,883	5%	209,708	2,516,500	
Reception Desk	46,800,000	20,348	5%	195,000	2,340,000	
Accommodation bungalow	392,000,000	170,435	5%	1,633,333	19,600,000	
Swimming Area building	69,500,000	30,217	5%	289,583	3,475,000	
Swimming Pool	70,000,000	30,435	5%	291,667	3,500,000	
Toilet Building	26,510,000	11,526	5%	110,458	1,325,500	
Fence	67,600,000	29,391	5%	281,667	3,380,000	
Pavement	40,000,000	17,391	5%	166,667	2,000,000	
Land Scaping	25,000,000	10,870	5%	104,167	1,250,000	
<b>Furniture &amp; Fittings in :-</b>						
Accommodation Bangalow	45,000,000	19,565	10%	375,000	4,500,000	
Reception Desk	15,420,000	6,704	10%	128,500	1,542,000	
Conference Building	16,252,000	7,066	10%	135,433	1,625,200	
Toilet Building	8,760,000	3,809	10%	73,000	876,000	
Laundry building	17,625,200	7,663	10%	146,877	1,762,520	
Restaurant building	35,242,000	15,323	10%	293,683	3,524,200	
Motor Vehicles	56,250,000	24,457	10%	468,750	5,625,000	
Computers & Accessories	12,265,000	5,333	10%	102,208	1,226,500	
<b>TOTAL</b>	<b>1,693,574,200</b>	<b>1,054,977</b>		<b>6,272,452</b>	<b>75,269,420</b>	

## OK HOTELS AND RESORT

### ANNEX 3: OTHER COST

#### ADMINISTRATION EXPENSES

TOTAL EXPENSES			EXCHANGE RATE 2320	
EXPENSES	COST PER DAY	COST PER MONTHS	COST PER YEAR	USD EQUIVALENT PER YEAR
License and registration	6,944	208,333	2,500,000	1,077.59
Water bills	11,136	334,091	4,009,090	1,728.06
Electricity bills	19,907	597,210	7,166,520	3,089.02
Fuel Expenses	25,432	762,960	9,155,520	3,946.34
Generator Fuel	10,000	300,000	3,600,000	1,551.72
other Administration cost	50,000	1,500,000	18,000,000	7,758.62
Installation cost & maintenance	15,000	450,000	5,400,000	2,327.59
<b>TOTAL</b>	<b>138,420</b>	<b>4,152,594</b>	<b>44,431,130</b>	<b>21,478.94</b>

### ANNEX 4: COSTS INCURED. ( ALL EXPENSES)

EXPENSES	COST PER DAY	COST PER MONTH	COST PER YEAR
<b>I. Direct costs</b>	<b>TSHS</b>	<b>TSHS</b>	<b>TSHS</b>
Restaurant operation cost	171,333	5,140,000	61,680,000
Accommodation Room operation costs	3,600,000	108,000,000	1,296,000,000
conference operation costs	80,000	2,400,000	28,800,000
Swimming pool operation costs	40,000	1,200,000	14,400,000
			-
<b>ii. Staff Costs</b>			-
Salaries & Wages	188,000	5,640,000	67,680,000
NSSF Expenses	18,800	564,000	6,768,000
SDL Expenses	7,520	225,600	2,707,200
WCF Expenses	1,128	33,840	406,080
<b>iii. Administration cost</b>			-
License and registration	6,944	208,333	2,500,000
Water bills	11,136	334,091	4,009,090
Electricity bills	19,907	597,210	7,166,520
Fuel Expenses	25,432	762,960	9,155,520
Generator Fuel	10,000	300,000	3,600,000
other Administration cost	50,000	1,500,000	18,000,000
Installation cost & maintenance	15,000	450,000	5,400,000
<b>iv. Depreciation</b>			-
Building Depreciations	151,633	4,549,000	54,588,000
Furniture & Equipments Depreciations	38,416	1,152,493	13,829,920
Motor Vehicles Depreciation	187,500	5,625,000	67,500,000
Computers & Accessories	40,883	1,226,500	14,718,000
<b>Total Cost Tshs</b>	<b>4,663,634</b>	<b>139,909,027</b>	<b>1,678,908,330</b>
Exchange Rate	2,300	2,300	2,300
<b>Total cost USD</b>	<b>2,028</b>	<b>60,830</b>	<b>729,960</b>

## OK HOTELS AND RESORT

### ANNEX 5:

PROJECTED PROFIT OR LOSS FOR FIVE YEARS					
	2024	2025	2026	2027	2028
	TZS	TZS	TZS	TZS	TZS
<b>Sales</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>
Accommodation-(Rooms)	1,920,960	2,057,348	2,203,420	2,359,863	2,527,413
Restaurant	98,178	105,148	112,614	120,610	129,173
Pool services	37,584	40,252	43,110	46,171	49,449
Conference Room	83,520	89,450	95,801	102,603	109,888
	<b>2,140,242</b>	<b>2,292,199</b>	<b>2,454,945</b>	<b>2,629,246</b>	<b>2,815,923</b>
<b>Direct Cost &amp; Operation Costs</b>					
Accommodation operation cost	1,296,000	1,360,800	1,428,840	1,500,282	1,575,296
Restaurant Operation cost	61,680	74,016	88,819	106,583	127,900
Swimming Pool	14,400	17,280	20,736	24,883	29,860
Conference Room Operation Costs	28,800	34,560	41,472	49,766	59,720
<b>Staff Costs</b>					
Salaries & Wages	56,887	62,576	68,834	75,717	83,289
NSSF Expenses	5,689	6,258	6,883	7,572	8,329
SDL Expenses	2,275	2,503	2,753	3,029	3,332
WCF Expenses	341	375	413	454	500
<b>Total Direct costs</b>	<b>1,466,073</b>	<b>1,558,368</b>	<b>1,658,750</b>	<b>1,768,286</b>	<b>1,888,224</b>
Gross Profit	<b>674,169</b>	<b>733,831</b>	<b>796,195</b>	<b>860,960</b>	<b>927,699</b>
Gross Profit Margin	<b>31%</b>	<b>32%</b>	<b>32%</b>	<b>33%</b>	<b>33%</b>
<b>Administration Expenses</b>					
License and registration	2,500	2,750.0	3,025.0	3,327.5	3,660.3
Water bills	4,009	4,410.0	4,851.0	5,336.1	5,869.7
Electricity bills	7,167	7,883.2	8,671.5	9,538.6	10,492.5
Fuel Expenses	9,156	10,071.1	11,078.2	12,186.0	13,404.6
Generator Fuel	3,600	3,960.0	4,356.0	4,791.6	5,270.8
other Administration cost	18,000	19,800.0	21,780.0	23,958.0	26,353.8
Installation cost & maintenance	5,400	5,940.0	6,534.0	7,187.4	7,906.1
<b>Total Administrative Costs</b>	<b>49,831</b>	<b>54,814</b>	<b>60,296</b>	<b>66,325</b>	<b>72,958</b>
Net Profit Before Depreciation & Tax	<b>624,338</b>	<b>679,017</b>	<b>735,899</b>	<b>794,635</b>	<b>854,741</b>
<b>Depreciations</b>					
Building Depreciations	54,588	51,859	49,266	46,802	44,462
Furnitures & Equipments Depreciations	13,830	12,447	11,202	10,082	9,074
Motor Vehicles Depreciation	5,625	5,063	4,556	4,101	3,691
Computers & Accessories	1,227	1,104	993	894	805
<b>Total Depreciation</b>	<b>75,269</b>	<b>70,472</b>	<b>66,018</b>	<b>61,879</b>	<b>58,031</b>
<b>Net Profit After Depreciation</b>	549,068	608,545	669,881	732,756	796,710
Corporate Tax	(164,721)	(182,563)	(200,964)	(219,827)	(239,013)
<b>Net Profit After Tax</b>	<b>384,348</b>	<b>425,981</b>	<b>468,917</b>	<b>512,929</b>	<b>557,697</b>

NB Sales expected to be increasing by 5% per annum

## OK HOTELS AND RESORT

### Annex 6

PROJECTED STATEMENT OF CASH FLOWS FOR FIVE YEARS 2024-2028					
Details	2024	2025	2026	2027	2028
	Tshs	Tshs	Tshs	Tshs	Tshs
<b>A. CASH INFLOW</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>
Collections From Customers	2,140,242	2,292,199	2,454,945	2,629,246	2,815,923
Funds From Directors	643,814		-	-	-
Loan Received	-	-	-	-	-
<b>Total cash inflow</b>	<b>2,784,056</b>	<b>2,292,199</b>	<b>2,454,945</b>	<b>2,629,246</b>	<b>2,815,923</b>
<b>B. CASH OUTFLOW</b>					
<b>i. DIRECT COST EXPENSES</b>					
Restaurant operation cost	49,140	54,054	59,459	65,405	68,676
Accommodation Room operation costs	1,296,000	1,360,800	1,428,840	1,500,282	1,575,296
conference operation costs	28,800	31,680	34,848	38,333	42,166
Swimming pool operation costs	14,400	15,840	17,424	19,166	21,083
<b>Total Direct costs</b>	<b>1,388,340</b>	<b>1,462,374</b>	<b>1,540,571</b>	<b>1,623,187</b>	<b>1,707,221</b>
<b>ii. ADMINISTRATIVE EXPENSES</b>					
License and registration	2,500	3,000	3,600	4,320	5,184
Water bills	4,009	4,811	5,773	6,928	8,313
Electricity bills	7,167	8,600	10,320	12,384	14,860
Fuel Expenses	9,156	10,987	13,184	15,821	18,985
Generator Fuel	3,600	4,320	5,184	6,221	7,465
other Administration cost	18,000	21,600	25,920	31,104	37,325
Installation cost & maintenance	5,400	6,480	7,776	9,331	11,197
<b>Total Administrative Expenses</b>	<b>49,831</b>	<b>59,797</b>	<b>71,757</b>	<b>81,788</b>	<b>89,967</b>
<b>iii Staff Costs</b>					
Salaries & Wages	67,680	74,448	81,893	90,082	99,090
NSSF Expenses	6,768	2,978	3,276	3,603	3,964
SDL Expenses	2,707	2,978	3,276	3,603	3,964
WCF Expenses	406	7,445	8,189	9,008	9,909
<b>Total Staff Costs</b>	<b>77,561</b>	<b>87,849</b>	<b>96,634</b>	<b>106,297</b>	<b>116,927</b>

*Projected Statement of Cash Flow for Five Years Continue next Page*

## OK HOTELS AND RESORT

<b>PROJECTED STATEMENT OF CASH FLOWS FOR FIVE YEARS</b>					
Details	2024	2025	2026	2027	2028
	Tshs	Tshs	Tshs	Tshs	Tshs
<b>iv. Supplier Payments &amp; Other Liabilities</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>
Payee Payments	5,424	5,966	6,563	7,219	7,941
Corporate tax Payments	164,721	182,563	200,964	219,827	239,013
Creditor & Accrued Expenses	14,772	16,249	17,874	19,662	21,628
Provision Tax	42,000	44,100	46,305	48,620	51,051
<b>Total other liabilities costs</b>	<b>226,917</b>	<b>248,879</b>	<b>271,707</b>	<b>295,328</b>	<b>319,633</b>
<b>v. Assets</b>					
<b>Purchases of New assets</b>					
Furnitures & Equipments	138,299	-	-	-	-
Motor Vehicles	56,250	-	-	-	-
Computers & Accessories	12,265	-	-	-	-
Accommodation building Second Phase	392,000				
Accommodation building Second -Furnitures	45,000				
<b>Total Asset costs</b>	<b>643,814</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total Cash outflow</b>	<b>2,386,463</b>	<b>1,858,899</b>	<b>1,980,668</b>	<b>2,106,599</b>	<b>2,233,747</b>
<b>Net cash Flows</b>	<b>397,593</b>	<b>433,300</b>	<b>474,277</b>	<b>522,647</b>	<b>582,175</b>
Add: Opening Balance	-	397,593	830,893	1,305,169	1,827,816
<b>Total Net cash inflow (outFlows)</b>	<b>397,593</b>	<b>830,893</b>	<b>1,305,169</b>	<b>1,827,816</b>	<b>2,409,991</b>

## OK HOTELS AND RESORT

### ANNEX 7:

<b>STATEMENT OF PROJECTED CHANGES IN OWNER'S EQUITY FOR FIVE YEARS</b>					
<b>Details</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>
	<b>Tshs</b>	<b>Tshs</b>	<b>Tshs</b>	<b>Tshs</b>	<b>Tshs</b>
<b>Equity</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>
<b>Opening Balance</b>	1,498,400	2,142,214	2,142,214	2,142,214	2,142,214
Additional Fund to be Injected	643,814	-	-	-	-
<b>Total Capital Required</b>	<b>2,142,214</b>	<b>2,142,214</b>	<b>2,142,214</b>	<b>2,142,214</b>	<b>2,142,214</b>
<b>Retained Earnings</b>					
Opening Balance	(118,665)	265,683	628,511	1,017,171	1,545,824
Projected Profit After Tax	384,348	425,981	468,917	512,929	557,697
IAS 8 Adjustmementst	-	-	-	15,724	-
<i>Dividend to be Paid</i>	-	(63,153)	(80,258)	-	(120,059)
<b>Total Retained Earnings</b>	<b>265,683</b>	<b>628,511</b>	<b>1,017,171</b>	<b>1,545,824</b>	<b>1,983,462</b>
<b>TOTAL EQUITY</b>	<b>2,407,898</b>	<b>2,770,726</b>	<b>3,159,385</b>	<b>3,688,038</b>	<b>4,125,676</b>

**OK HOTELS AND RESORT**

**ANNEX 8:**

<b>PROJECTED STATEMENT OF FINANCIAL POSITION FOR FIVE YEARS</b>					
<b>Details</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>
	<b>Tshs</b>	<b>Tshs</b>	<b>Tshs</b>	<b>Tshs</b>	<b>Tshs</b>
<b>Non Current Assets</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>	<b>"000"</b>
Land and Buildings	1,486,760	1,432,172	1,752,713	1,771,333	1,638,025
Furnitures and rittings	138,299	124,469	112,022	100,820	90,738
Motor Vehicles	56,250	50,625	45,563	41,006	36,906
Computers & Accessories	12,265	11,039	9,935	8,941	8,047
<b>Total Fixed Assets</b>	<b>1,693,574</b>	<b>1,618,305</b>	<b>1,920,233</b>	<b>1,922,101</b>	<b>1,773,716</b>
Depreciation	(75,269)	(70,472)	(66,018)	(61,879)	(58,031)
<b>Net Book Value</b>	<b>1,618,305</b>	<b>1,547,833</b>	<b>1,854,215</b>	<b>1,860,222</b>	<b>1,715,685</b>
Building Under constructions	392,000	392,000	-	-	-
<b>Current Assets</b>					
Cash & Cash Equivalent	397,593	830,893	1,305,169	1,827,816	2,409,991
Receivables	-	-	-	-	-
<b>Total Current Assets</b>	<b>789,593</b>	<b>1,222,893</b>	<b>1,305,169</b>	<b>1,827,816</b>	<b>2,409,991</b>
<b>Total Assets</b>	<b>2,407,898</b>	<b>2,770,726</b>	<b>3,159,385</b>	<b>3,688,038</b>	<b>4,125,676</b>
<b>Equity</b>					
Share Capital	2,142,214	2,142,214	2,142,214	2,142,214	2,142,214
Retained Earnings	265,683	628,511	1,017,171	1,545,824	1,983,462
	<b>2,407,898</b>	<b>2,770,726</b>	<b>3,159,385</b>	<b>3,688,038</b>	<b>4,125,676</b>
<b>Current Liabilities</b>					
Trade and other Payable	-	-	-	-	-
<b>Total Current Liabilities</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total Equity &amp; Liabilities</b>	<b>2,407,898</b>	<b>2,770,726</b>	<b>3,159,385</b>	<b>3,688,038</b>	<b>4,125,676</b>

## OK HOTELS AND RESORT

### ANNEX 9. MONTHLY STATEMENT OF CASH FLOWS

#### CASH FLOW FORECAST FOR TWELVE MONTHS FROM JANUARY 2024 TO DECEMBER 2024

Details	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total
	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs
<b>A. CASH INFLOW</b>	"000"	"000"	"000"	"000"	"000"	"000"	"000"	"000"	"000"	"000"	"000"	"000"	"000"
Collections From Customers	178,353	178,353	178,353	178,353	178,353	178,353	178,353	178,353	178,353	178,353	178,353	178,353	2,140,242
Targeted Fund From Directors	255,000	35,347	35,347	35,347	35,347	35,347	35,347	35,347	35,347	35,347	35,347	35,347	643,814
Loan Received	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Monthly cash inflow</b>	<b>433,353</b>	<b>213,700</b>	<b>213,700</b>	<b>213,700</b>	<b>213,700</b>	<b>213,700</b>	<b>213,700</b>	<b>213,700</b>	<b>213,700</b>	<b>213,700</b>	<b>213,700</b>	<b>213,700</b>	<b>2,784,056</b>
<b>B. CASH OUTFLOW</b>													
<b>i DIRECT COST EXPENSES</b>													
<i>Restaurant operation cost</i>	5,140	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	49,140
Accommodation Room operation costs	108,000	108,000	108,000	108,000	108,000	108,000	108,000	108,000	108,000	108,000	108,000	108,000	1,296,000
conference operation costs	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	28,800
Swimming pool operation costs	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400
<b>Total Direct costs</b>	<b>116,740</b>	<b>115,600</b>	<b>115,600</b>	<b>115,600</b>	<b>115,600</b>	<b>115,600</b>	<b>115,600</b>	<b>115,600</b>	<b>115,600</b>	<b>115,600</b>	<b>115,600</b>	<b>115,600</b>	<b>1,388,340</b>
<b>ii ADMINISTRATIVE EXPENSES</b>													
License and registration	208	208	208	208	208	208	208	208	208	208	208	208	2,500
Water bills	334	334	334	334	334	334	334	334	334	334	334	334	4,009
Electricity bills	597	597	597	597	597	597	597	597	597	597	597	597	7,167
Fuel Expenses	763	763	763	763	763	763	763	763	763	763	763	763	9,156
Generator Fuel	300	300	300	300	300	300	300	300	300	300	300	300	3,600
other Administration cost	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Installation cost & maintenance	450	450	450	450	450	450	450	450	450	450	450	450	5,400
<b>Total Administrative Expenses</b>	<b>4,153</b>	<b>4,153</b>	<b>4,153</b>	<b>4,153</b>	<b>4,153</b>	<b>4,153</b>	<b>4,153</b>	<b>4,153</b>	<b>4,153</b>	<b>4,153</b>	<b>4,153</b>	<b>4,153</b>	<b>49,831</b>

*Monthly Cash Flow Continue Next Page*

## OK HOTELS AND RESORT

### CASH FLOW FORECAST FOR TWELVE MONTHS FROM JANUARY 2024 TO DECEMBER 2024

Details	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total
	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs	Tshs
<b>A. CASH OUTFLOW</b>	"000"	"000"	"000"	"000"	"000"	"000"	"000"	"000"	"000"	"000"	"000"	"000"	"000"
<b>iii Staff Costs</b>													"000"
Salaries and Wages	5,640	5,640	5,640	5,640	5,640	5,640	5,640	5,640	5,640	5,640	5,640	5,640	67,680
NSSF	564	564	564	564	564	564	564	564	564	564	564	564	6,768
SDL	226	226	226	226	226	226	226	226	226	226	226	226	2,707
WCF	34	34	34	34	34	34	34	34	34	34	34	34	406
<b>Total Staff Costs</b>	<b>6,463</b>	<b>6,463</b>	<b>6,463</b>	<b>6,463</b>	<b>6,463</b>	<b>6,463</b>	<b>6,463</b>	<b>6,463</b>	<b>6,463</b>	<b>6,463</b>	<b>6,463</b>	<b>6,463</b>	<b>77,561</b>
<b>1v Supplier Payments &amp; Other Liabilities</b>													
Payee Payments	452	452	452	452	452	452	452	452	452	452	452	452	5,424
Corporate tax Payments	13,727	13,727	13,727	13,727	13,727	13,727	13,727	13,727	13,727	13,727	13,727	13,727	164,721
Creditor & Accruad Expenses	1,231	1,231	1,231	1,231	1,231	1,231	1,231	1,231	1,231	1,231	1,231	1,231	14,772
Provision Tax	-		10,500			10,500			10,500			10,500	42,000
<b>Total other liabilities costs</b>	<b>15,410</b>	<b>15,410</b>	<b>25,910</b>	<b>15,410</b>	<b>15,410</b>	<b>25,910</b>	<b>15,410</b>	<b>15,410</b>	<b>25,910</b>	<b>15,410</b>	<b>15,410</b>	<b>25,910</b>	<b>226,917</b>
<b>v. Assets</b>													
Purchases of New assets													-
Furnitures & Equipments	138,299												138,299
Motor Vehicles	56,250												56,250
Computers & Accessories	12,265												12,265
Accomodation building Second Phase	32,667	32,667	32,667	32,667	32,667	32,667	32,667	32,667	32,667	32,667	32,667	32,667	392,000
Accomodation building Second -Furnitures												45,000	45,000
<b>Total Asset costs</b>	<b>239,481</b>	<b>32,667</b>	<b>32,667</b>	<b>32,667</b>	<b>32,667</b>	<b>32,667</b>	<b>32,667</b>	<b>32,667</b>	<b>32,667</b>	<b>32,667</b>	<b>32,667</b>	<b>77,667</b>	<b>870,731</b>
<b>Total Monthly Cash outflow</b>	<b>382,247</b>	<b>174,292</b>	<b>184,792</b>	<b>174,292</b>	<b>174,292</b>	<b>184,792</b>	<b>174,292</b>	<b>174,292</b>	<b>184,792</b>	<b>174,292</b>	<b>174,292</b>	<b>229,792</b>	<b>2,613,380</b>
<b>Net cash Flows</b>	51,107	39,408	28,908	39,408	39,408	28,908	39,408	39,408	28,908	39,408	39,408	(16,092)	170,676
Add: Opening Balance	-	51,107	90,515	119,422	158,830	198,238	227,146	266,554	305,962	334,869	374,277	413,685	-
<b>Total Net cash inflow (outFlows)</b>	<b>51,107</b>	<b>90,515</b>	<b>119,422</b>	<b>158,830</b>	<b>198,238</b>	<b>227,146</b>	<b>266,554</b>	<b>305,962</b>	<b>334,869</b>	<b>374,277</b>	<b>413,685</b>	<b>397,593</b>	<b>397,593</b>

## **OK HOTELS AND RESORT**