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**KIJIJI ISLAND RESORT**  
BUSINESS PLAN FOR 2023 - 2028

PREPARED BY SEVERINE ALLUTE, OF  
TONEHAI LIMITED, DAR ES SALAAM FOR  
Kijiji Dunia Unique Ltd,P.O Box 1767, Mwanza



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## 1.0 Background: Macro-Economic, Political and Environmental Landscape

The hospitality and Tourism industries in Tanzania have undergone dramatic changes since the 6<sup>th</sup> government took over power two years ago, coupled with long-term plans, which to a large extent, indicate positive results towards yielding expected specific objectives. However, the hospitality industry is yet facing critical challenges in recreational facilities and hotel rooms.

The Royal Tour campaign initiated by H.E Excellence Samia Suluhu Hassan, President of the United Republic of Tanzania has boosted foreign tourists numbers from 922,692 (2021) to 1,454,920 (2022) which is 57.7 percent. Domestic tourists increased for 93 percent from 788,933 (2021) to 2,363,260 (2022), the revenue from tourism increased from \$ 1,310 (2021) Million to 2,527.7 Million (2022) (Government Budget Speech Fy 2023/24). This positive trend happened despite post-COVID-19 effects which affected hospitality and services industries globally.

According to PriceWaterCooper House Hotel Outlook 19-2023. In 2013 Tanzania had 7.2 thousand available hotel rooms. The number increased from 7.8 thousand in 2018 and was expected to keep a growth trend to 8.8 thousand in 2023.

**Table 1: Hotels in Tanzania (thousands)**

Item	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Available rooms	7.2	7.4	7.7	7.7	7.7	7.8	8.2	8.6	8.7	8.7	8.8
Guest nights (millions)	1.7	1.7	1.6	1.6	1.5	1.6	1.7	1.8	1.8	1.9	1.9
Occupancy Rate (%)	64.7	62.9	56.9	56.8	53.4	56.2	56.8	57.2	56.7	59.8	59.2

*Sources: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates*

The government policies in place have placed Tanzania higher than neighbouring Kenya with respect to safety and security, but lower than Kenya for tourist service infrastructure. However, Tanzania is well established as an exotic destination whose principal appeal is wildlife viewing, which is the largest tourist activity. More than a quarter of the land area in Tanzania is allocated to wildlife, the largest share of any country in the world. In 2018, Tanzania was named the Best Exotic Destination by the Russian National Geographic Traveller. Tanzania is well positioned to attract more adventure tourists, which is becoming a more important sector in the overall tourism industry.

This Project Business Plan intends to fill the gaps and address the investment challenges which in return receive more visitors to the resort and Mwanza as a whole. Island and beach resort is one of



the best businesses in the hospitality industry; it has long been in existence but recently revolved into a better package than before. The Island and beach are usually a place of fun and relaxation for locals and tourists who want to be close to the beach, while still enjoying the amenities of a resort. Kijiji Resort is like other resorts but this is uniquely situated in Lake Victoria and is a place for fun lovers and those seeking a retreat of sorts.

## **2.0 Business Overview**

In recent years tourism has been driven by social platforms such as Instagram has taken presentation to a whole new level as potential customers want to see something exciting and unique before they can be tempted to part with their money.

Globally, the hospitality industry which consists of hotels and resorts has experienced a strong growth since 2010. The industry had steady growth until 2019 – 2022 which was hampered by COVID-19 pandemic travel restrictions. However, the industry is now back and thriving at \$864 billion with a projected annual growth of 4.3 percent that has employed over 700,000 businesses that have employed over 4 million people (PwC Hotels Outlook 2019-23).

Africa and Tanzania, in particular, is not competing well with Europe and the Asia Pacific as favourable destination for tourists as having expensive rates. Despite the rasing of consumer groups for beach resorts as more people using their mobile devices as well as apps to check out beach resorts and make their reservations or cancel them.

Kijiji Island Resorts will compete with hotels in terms of allowing customers to have seminars, conferences, conventions and symposiums. This will open up more of the target market for the resort business allowing taping into this area where tradition is majorly for hotels.

## **3.0 Kijiji Island Resort Business Plan**

Kijiji Dunia Unique Limited has been in operation since 2019 and operates under a sister business name Kijiji Restaurant and Bar, consistently providing restaurant and bar good services to the community in Mwanza, Tanzania. The Restaurant is committed high quality service provision through professional staff who values integrity, attitude, professionalism and performance. Kijiji Restaurant and Bar is a privately owned service operated by Tanzanian youth. The business name holds a certificate of registration with code number 464178 issued in 2019.

The operations and experience gained since 2019 have availed the company of a sector gap which is a lucrative business after the investment is completed. The company has acquired from the Tanzania government Authorities an Island in Lake Vitoria with 191,503 Squire meters equivalent to 19,150 hectares. The company intends to develop this Island as a sanctuary destination having water sports, picnics and weddings, guest Lodging, staff accommodation, a game park (zoo), a botanical garden



and a camping site in a span of five years in two phases. Moreover, the areas will provide safety amenities like fire and security points. Kijiji Island Resort is established to cater to the locals as well as visitors and tourists and also to make business returns. We will offer our customers the ultimate place for them to have fun and relax and rooms for rent for those that intend to stay over for a vacation.

Our location across 19,150 hectares of waterfront facility is affording us a vantage point over our competitors as we are located close to one of the world's famous Serengeti National Park which attracts thousands of foreign and local visitors throughout the year. The visitors can enjoy relaxed moments after a long game Safari in Serengeti, Buringi, Rubondo and Saa Nane National Park which attracts more than 12,000 visitors annually. We intend to fully utilize our location to full advantage. Our vision is to be the leading and best preferred Island resort in Tanzania and within East Africa by 2028. To achieve this, we will pick those that would best serve the purposes of our resort. Having the best services that can meet the desired standards of our clients. Delivering the best fresh foods, drinks, and entertainment services and ensuring quality standards are met in all our daily operations. Our marketing Team will be empowered to implement strategies that will not only make us penetrate the target market but also make us stand out from others. We intend to engage in intense publicity to ensure that we create awareness about our Island resort to our Mwanza and Lake Zone community and the whole of Tanzania and East Africa.

We will not cave in to ensure that we offer our customers excellent service when it comes to customer care. Therefore, our customer care staff as well as those working at the front desk will be carefully chosen and undergo rigorous and adequate training to attend to the inquiries and complaints of customers promptly.

#### **4.0 Kijiji Island Resort Products and Services**

Kijiji Island Resort is located in a major tourist destination and intends to offer customers several services all aimed at generating fun and relaxation. We are strategically located in the lake area which we intend to maximize to our benefit.

Despite our core service ensuring customers relax and have fun, we intend to ensure that we create other multiple sources of income that will additionally generate revenue for our business and boost local economies of our suppliers in Mwanza.

Some of the services and products that we intend to offer at Kijiji Island Resort;

- Lodging and accommodation services to the guests
- Events Services; Wedding and meeting/seminars
- Sales of beverages and food
- Site Camping



- Water and land sports and games
- Wild Animal Zoo
- Boat Cruising

## **5.0 Vision Statement**

To be a leading preferred vacation destination Resort for those looking for fun and relaxation in one place for locals and visitors.

## **5.1 Mission Statement**

To be the most preferred Resort having the best services, delivering fresh foods, drinks, and entertainment services and ensuring quality standards are met in all our daily operations that meet desired standards of our clients.

## **6.0 Business Structure**

Kijiji Island Resort intends to do business by ensuring that it uses the full potential of its staff intends to hire in ensuring that our business attains its envisioned milestones.

Our hired staff will not only be competent and experienced but they will also be used in the right positions that we intend for them. We will ensure that our management staff, for instance, not only understand our core values and the direction we intend to take but also be able to communicate this to the staff who work under them. This way we would be able to carry everyone along in ensuring that we attain our set goals and objectives.

Due to the fact that we intend for the resort to run smoothly with as few hitches as possible, we will continually train our workers so that they are able to have enhanced skills that are not only necessary to help the business grow but also set them apart from their peers in the hospitality industry here in Tanzania and whole of East Africa.

Kijiji Business Structure we intend to build;

- Chief Executive Officer
- General Manager
- Facility Manager
  - Zoo Supervisor
  - Water Sport Supervisor
  - Botanical Garden Supervisor
  - Boat Cruising Supervisor
  - Lodging & Accommodation Supervisor
- Human Resources
- Admin Manager



- Customer Service Executives/Reception
- Accountant
- Purchasing Manager
- Inventory Manager
- Marketing Executives
- IT and communication Executives
- Drivers
- Cleaners/ gardeners
- Security Guards

## 6.1 Roles and Responsibilities

### Chief Executive Officer

- sets and executes the Company strategy, allocating capital, and building and overseeing the executive team.
- Makes the relevant decisions that will affect the overall direction of the company
- Meets with high level customers and corporations to carry on behalf of the company
- Liaises with the General Manager for the effective running of the resort.

### General Manager

- In charge of ensuring that all the departments are effectively coordinated
- Makes strategic decisions in conjunction with the Chief Executive Officer on behalf of the resort

### Facility Manager

- In charge of ensuring that the resort is up to standard
- Oversees the daily affairs of the resort
- Resolves light issues on behalf of the general manager
  - Zoo Supervisor
    - Manage Zoo on a daily basis
    - Ensure the well-being of animals and zoo staff
  - Water Sport Supervisor
    - Instruction of all water sports activities
    - Ensure equipment are clean and properly maintained and all safety rules are enforced
    - Actively promote water sports activities in order to increase revenue
    - Ensure all payments are received before guests avail of water sports facilities



- Supervise employees including Boat Driver, Water-Sports Instructor and Beach Attendants
  - Daily briefing with Facility Manager and employees
  - Completely understand and enforce water sports rules and regulations
  - Check on the weather forecast daily before any water sports activities
  - Ensure all SOPs are promptly adhered to and followed by all employees
- Botanical Garden Supervisor
    - supervising the garden staff
    - managing the budget
    - setting up irrigation
    - keeping inventory
    - maintenance of the plants includes weeding, pruning, and watering.
- Boat Cruising Supervisor
    - Reports to the Facility Manager
    - overseeing the opening, maintaining and closing of pool decks, attachment and detachment of nets over the pools
    - Notifies management of the malfunction of boat equipment
    - Attends meetings, training activities, courses and all other work-related activities as required
    - Ensures that deck lounge chairs are stored properly each night and familiarizes himself/herself with the next day's weather forecast in order to prepare the pool decks accordingly
    - Provides staff with on-the-job training to improve their performance
    - Attends passenger and crew safety drills
- Lodging & Accommodation Supervisor
    - Assists with rosters, training, purchasing, inventory and control of all housekeeping-related items
    - Improves staff morale; guest focused hospitality, achieving budgetary goals, and interdepartmental relations.
    - Monitors and maintains level of cleanliness in rooms, storage areas, restrooms and public areas.



- Monitors job performance pertaining to the level of cleanliness. Maintains room quality as per checklist.
- Enforces standard procedures for the acceptance, security and return of guest lost and found items.

#### **Human Resources**

- Responsible for sourcing and recruiting the right employees for Kijiji Resort
- Carries out periodical performance appraisals and ensures that hard-working employees are appropriately rewarded with promotions or other incentives
- Creates an efficient welfare package for the employees

#### **Administration Manager**

- Responsible for smooth administrative functions in the organization
- In charge of all the records from all the various departments of Kijiji Resort
- Liaises with the accountant to ensure that budget implementation is utilized

#### **Customer Service Executives/Reception**

- In charge of answering inquiries and questions from customers either physically or via phone calls
- Possesses updated information about Kijiji Island Resort so as to be able to pass reliable information to customers
- Keeps and updates customer database on behalf of Kijiji Island Resort

#### **Accountant**

- Prepares all the financial information on behalf of Kijiji Island Resort
- Drafts and ensure that the budget for Kijiji Island Resort is effectively implemented
- Helps Kijiji Island Resort prepare and file tax reports for the relevant tax authorities

#### **Purchasing Manager**

- In charge of procuring supplies on behalf of Kijiji Island Resort
- Works with the accounting and inventory manager to know what items need to be procured
- Responsible for sourcing reliable vendors and distributors and keeping a mutually satisfying relationship with them.

#### **Inventory Manager**

- In charge of all the stocks that are being used at Kijiji Island Resort such as food, drinks, stationeries and cleaning supplies
- Ensures that inventories are not depleted before being re-stocked
- Works with the purchasing manager to sort out the needs of Kijiji Island Resort

#### **Marketing Executives**



- Responsible for conducting marketing research to continually identify target market and prospective customers
- Drafts and implements effective marketing strategies for Kijiji Island Resort
- Meets and negotiates with high end clients and corporations on behalf of Kijiji Island Resort

#### **IT and communication Executives**

- Lead the public relations and marketing team.
- Create an effective brand and maintain a positive public reputation of the resort
- Update manager and staff on progress and concerns.
- prepare information and share it within and outside the organisation
- Prepare media and marketing contents

#### **Driver**

- Ensures that accurate supplies that tally with the vouchers are being picked up and delivered at the resort whenever the need arises
- In charge of the vehicle and any light maintenance work that might need to be carried out
- Pick and drop off Resort visitors and guests at the Airport, bus Terminal, Railways Station and Ports.
- Ensures that all they abide by all the rules and regulations on the road whilst driving

#### **Cleaners**

- Ensure that the resort is kept clean at all times
- Ensures that the restrooms for guests and employees are cleaned as frequently as possible
- Ensure that cleaning supplies are adequately stocked and that depleted stocks are re-stocked

#### **Security Guards**

- Monitors the surveillance cameras and ensures that all is well.
- Ensures that the premises are secured at all times especially when there are customers at the resort.
- Gives out security tips to all employees and also has updated knowledge as regards security.
- Report any security threats immediately to the facility manager or CEO

### **7.0 SWOT Analysis**

Due to the fact that we intend to run a standard resort in Mwanza, we did some research around the area which will help us look through our business concept in order to determine how suited we were for the marketplace and to run the business generally.

Our research conducted a thorough analysis of our business using SWOT (Strengths, Weaknesses, Opportunities, and Threats) to determine the likelihood of growth and survival for our Island resort



business. The following results were what was gotten from the SWOT analysis conducted on behalf of Kijiji Island Resorts:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Our strength lies in that fact that we are located in one of the most popular Lake in the World</li> <li>- Our Resort is located on Island</li> <li>- Our facility designs are the latest design on the market</li> <li>- our goals and are ready to ensure that we achieve our intended goals.</li> </ul>	<ul style="list-style-type: none"> <li>- Mwanza has many hotels and Saa Nane Island National Park may pose a challenge, our marketing strategies and packages will counter the challenge.</li> <li>- We are positive that our strategies are effective enough to enable us to break off any weaknesses.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- The opportunities available in this field are limitless, as people always come to the beach to have fun or relax almost on a daily basis.</li> <li>- Faceable air, water and land transportation attract visitors to come to our resort from any corner of the country, east Africa or outside Africa.</li> <li>- Use our proximity to Serengeti National Park to attract more visitors for relaxation after Safari Tour.</li> </ul>	<ul style="list-style-type: none"> <li>- Threats such as government regulations, a downturn in the economy as well as the arrival of competitors as the government has opened up to our same location, are likely to occur; however, we have several strategies in place to combat these threats should they occur.</li> </ul>

## 8.0 MARKETING AND SALES

### 8.1 Market Trends

The hospitality industry of which the Kijiji Island Resort is a part has been in existence for a long time and has seen various market positive and negative trends, which have resulted from the state of the economy. Kijiji Island Resort has done market intelligence and gathered industry information about



the business environment in Mwanza and Tanzania. Our services are designed in unique ways to keep customers loyal to the resort and also attract potential customers.

Kijiji Island Resort will be a place where people go to relax and have fun, whilst enjoying other services, events and occasions such as weddings, business meetings, seminars, zoo, water sports etc.

The core functions and other sources from events will significantly generate revenues for resort.

Kijiji Island Resort will use all means possible to penetrate the market and devise strategies to stay in touch with customers through the Internet as well as technology. We will use the internet, websites, blogs and forums suitable for promoting the business via intense publicity and advertisement.

Kijiji Island Resort ICT team will create content on mobile apps to help customers quickly avail themselves of the various services offered by the resort and know when new services have been introduced.

## **8.2 Kijiji Island Resort Target Market**

The hospitality industry in which the Kijiji Island Resort is a part is one where there are always available customers around the year, the number may vary due to different reasons. This means that our target market is not limited to a certain group of people but to everyone who is looking for clean fun or somewhere to ease stress, and relax. This is the major reason why we choose Mwanza, Lake Victoria and in particular Island as the strategic location affords us the opportunity of being close to our target market. Mwanza is a populated region with 3,699,872 people a growth rate of 3.0 percent yearly. whereas Mwanza City accounts for 34 per cent of the region's population having 1,245,000 inhabitants.

However, to understand our target market and know what they expected from us we conducted market research. This market research would also help us better draft the various advertising and marketing strategies that would be needed to grow the business. We are therefore in this industry to offer our services to the following group of people such as;

- Households
- Corporate executives
- Celebrities and high classed personalities
- Business people
- Sporting personalities
- Students
- Tourists
- Couples
- Event planners
- Animal and horticulture researchers



### **8.3 Our Competitive Advantage**

Kijiji Island Resort bears and upholds a competitive edge over the other resort and hotels for the following reasons:

- a) The company is managed by young enthusiastic entrepreneurs with the right professional attitude and business acumen to run the Resort successfully.
- b) For the past three years, we have continued to offer our restaurant and bar services with quality food and professional delivery and consequently built ourselves a name into many customers in Mwanza.
- c) Its effective pricing and customer care policies have made our services and food a preference or choice for many customers.
- d) Our fishes from the cages we harvest which are kept from the company's cages have a very special taste and are safe thus making our fish extremely likeable compared to others from the local fisherman.
- e) The facility size of 19,150 hectares offers a unique venue for multiples service and is spacious for viably economical to manage and run our business and make good profit margins.
- f) We have good working relationships with local suppliers that are kept from our Cage fishing and Kijiji Restaurant and Bar. Its continued good relations with these groups on purchases of local supplies to work in our favour while continually improving the economic well-being of the local population especially that of the rural women who are largely the suppliers.
- g) Kijiji Island Resort was established to be a preferred destination for vacation, fun and relaxation for locals, visitors and tourists alike by the year 2028.
- h) Kijiji Island Resort has a competitive strategy that intends to ensure offers unique services that keep customers hooked. We will hire experienced and competent hands that will ensure the business grows to an enviable standard to achieve our goals and objectives.
- i) We intend to have excellent customer care that will be referred to as the best in the industry. Our customer care executives will be highly trained to handle all the inquiries of our customers.
- j) we intend to ensure that our employees are well taken care of, such as having good pay and welfare packages. This will keep them highly motivated and will ensure that their productivity rate is high all the time.

## **9.0 SALES AND MARKETING STRATEGY**

### **9.1 Sources of Income**



Kijiji Island Resorts is a tourist and vacation place in the hospitality industry that has been established with the aim of providing fun and relaxation to our different customers in Mwanza, Tanzania and from other countries.

We are in business to ensure that our customers have the best time in our resort through the different services that we would be offering them. Kijiji Island Resorts will therefore generate income by offering the following services;

- Lodging and accommodation services to the guests
- Events Services; Wedding and meeting/seminars
- Sales of beverages and food
- Site Camping fees
- Water and land sports and games charges
- Wild Animal Zoo entry fees
- Boat Cruising fees
- Facility entry fees

## 9.2 Sales Forecast

People are always on the lookout for a place to relax and have fun, and a resort and beach are one such place. Due to our strategic location, we are therefore favourably disposed to generate enough revenue that will ensure that we start to make a profit during our second year of operations. The sales projection which we prepared a thorough analysis of the market and assumptions collated the following sales forecast.

Therefore, the sales projection for Kijiji Island Resort which is based on our business concept are:

- **First Fiscal Year-: 439,798**
- **Second Fiscal Year-: 473,199**
- **Third Fiscal Year-: 523,201**

**Assumption:** The above projection is based on the fact that all peak periods will remain the same and that the economy will remain stable. It is also based on the fact we would not have any beach resort of our size and offering similar services start-up near us within the above three-year period. However, should there be any change in any of the listed factors; it is likely to have a positive or negative impact on our sales projection.

## 9.3 Marketing Strategy and Sales Strategy

Kijiji Island Resort will use marketing as an important aspect for generating capital for a business and continues to be in existence from the moment it was conceived as an idea and became a reality.

Before any marketing strategies are developed and carried out thorough market research will be conducted. This market research will enable the company to understand the market intended to cater



to and how best to penetrate, get a share out of the target market and ensure compete favourably against other resorts.

Kijiji Island Resort will use reputable marketing analysts to work with marketing executives to utilise the data properly and craft marketing and sales strategy that would be used to set Kijiji apart from competitors and increase awareness in the marketplace whilst generating revenue to grow and expand.

The Internet will be a major tool that would be used to penetrate the target market. The internet is a vast place that when used for marketing purposes is known to penetrate the target market faster and being able to draw more customers than the normal conventional method. For this purpose, Kijiji intend to use our website, advertise on various blogs and forums and also use our social media platforms to engage and attract customers.

Therefore, we at Kijiji Island Resort intend to use the following sales and marketing measures in attracting customers;

- Ensure that Resort throws a grand launching party that will attract a large number of people in Mwanza and create awareness in the whole of Tanzania.
- Place adverts in local newspapers and magazines, as well as on radio and television stations.
- Kijiji Island Resort services pricing set favourable for all segments of customers
- Ensure that Kijiji Island Resort is listed in offline and online directories
- Engage in direct marketing to individuals and corporate businesses
- Ensure advertising resort business on Kijiji Island Resort website, and social media platforms such as Facebook, Twitter and Instagram as well as in other popular blogs, forums and use of influencers to post on their social media pages
- Create Resort Ambassadors for Resort reference
- Have a special Resort App for booking and cancellation without surcharges
- Encourage our customers via discounts and incentives to refer us to others

#### **9.4 Publicity and Advertising Strategy**

Kijiji Island Resort will engage in vigorous publicity campaigns for growth and making business returns. our publicity strategies will be on top of the game. We intend to be in the hospitality business for a long time and so we will deliberately ensure that we build our brand in such a way that we are not only known in and around Mwanza but also in the whole of Tanzania and East Africa.

Therefore, publicity strategies will not only advertise the brand but also communicate the brand effectively to customers. Some of the publicity and advertising strategies for Kijiji Island resort business are;

- Ensure that we place adverts in magazines and local newspapers, and also on radio and television stations



- Engage in several relevant community programs
- Install Bill Boards in strategic locations all around Mwanza
- Distribute our handbills and fliers in strategic areas
- Leverage social media platforms such as Facebook, Instagram, Apps, and Twitter to use in promoting our brands
- List on global networks such as [TripAdvisor](#), [Mybooking.com](#) etc
- Give out discounts at certain times in order to create awareness and attract customers.
- Frequently organise events, music entertainment from famous artists, sports and games competitions etc

### **9.5 Our Pricing Strategy**

Kijiji Resort will employ detailed strategies that would help determine the right pricing for several of the services that would be offered at the resorts. The first mode within three to six months will lower the rates for our services during this period. The aim of lowering rates for a particular period is to increase awareness of the resort and attract various customers to the resort. This does not mean the Resort will run to a loss as we are business oriented.

### **9.6 Payment Options**

Kijiji Island Resort will offer different services hence different payment policies to various customers to suit whatever service they intend to use and whichever mode they would prefer to pay for such service.

Therefore, the different payment options that we intend in our resort are;

- Payment by cash
- Payment via credit card (Visa, MasterCard etc)
- Payment by mobile money (M-pesa, Tigo Pesa, Airtel Money etc)
- Payment via check
- Payment via Point of Sale (POS) Machine
- Payment via online bank transfer

The experience that Kijiji Bar and Restaurant have generated for the past three years the above payment platforms are working perfectly and running smoothly with no hitches.

## **10.0 Capital Investment (Budget)**

Kijiji Island Resort is a huge business that requires lots of capital to start off, as we intend to have a luxurious facility which will run at the required standard. Therefore, we will generate start-up capital to finance the construction of several facilities and also pay the salaries of initial employees and other



costs that will be incurred during the course of running the business in two phases. The key areas Kijiji Island Resort will finance in Two Phases are;

#### Phase One

S/No	Areas	Amount (USD)
1	Business registration fees	2,000
2	Obtaining of licenses and permits as well as accounting software	4,500
2	Land Scaping	20,000
3	Cost of constructing facility plus labour charges buildings (10 sleeping rooms), restaurants and minbar,	500,000
4	National grid electricity connection	15,000
5	Cost of hiring business consultants	5,000
6	Insurance coverage (general liability, property insurance, workers' compensation)	6,000
7	Operating expenses which includes employees' salaries and bills payment for at least 6 months	150,000
8	Cost of purchasing hotel items (beds, curtains, bedsheets, etc)	35,000
9	Cost of Purchasing 2 Boats	50,000
10	Marketing and publicity expenses (general marketing expenses and targeted marketing expenses for grand opening)	20,000
11	Other start-up administrative expenses (furniture, computer, phones, printers, stationeries)	20,000
12	Cost of equipping the resort with drinks and food for at least 6 months	50,000
13	Cost of setting up storage (bins, wine racks, drink and food shelves, wine barrels)	10,000
14	Cost of purchasing 2 official delivery van and vehicles	60,000
15	Cost of launching a website and Apps	2,500
16	Cost of grand opening party	10,000
17	Miscellaneous	40,000
<b>Total</b>		<b>1,000,000</b>

#### Phase Two

S/No	Areas	Amount (USD)
	Operating expenses include employees' salaries and bills payment	150,000



	Construction of 10 additional Hotel Rooms	<b>100,000</b>
	Cost of purchasing additional hotel items for 10 rooms	<b>45,000</b>
	Cost of Purchasing 2 additional Boats	<b>60,000</b>
	Construction of Zoo	<b>70,000</b>
	Construction of Floating bridge and platforms	<b>80,000</b>
	Construction and setting up of water sports	<b>100,000</b>
	Cost of Purchasing Animals for Zoo	<b>40,000</b>
	Cost of setting up a botanical garden	<b>50,000</b>
	Marketing and publicity expenses (general marketing expenses and targeted marketing expenses)	<b>30,000</b>
	<b>Total</b>	<b>725,000</b>

From the above estimate, Kijiji would need the sum of \$ **1,725,000** in two phases, **Phase One \$ 1,000,000** and **Phase Two \$ 725,000** to be able to successfully set up and start our resort business in Lake Victoria in Mwanza. The above amount will cover certain fixed and operating expenses such as the construction of the intended facility, purchasing of goods, and equipment, hiring services, purchase of consumables, paying salaries of employees and certain bills for at least 6 months of operations.

### **10.1 Financial Resources**

Kijiji Island Resort will be sought to obtain finance from investors and commercial lending to get the project and other construction matters.

**Funding from commercial lending will amount to 70% of project cost. This will be** a long-term loan amounting to **USD 1,207,500** to finance the activities outlined in Phases One and Two of the project. 30% equivalent to **USD 517,500** will be the contribution from the directors/investors and revenue generated from phase one of the business.

**Kijiji Island Resort Contribution**, the proposed contribution by Resort is expected to be raised through bank borrowing, and supplemented by its own retained earnings that have been carried forward since Kijiji Company's establishment in 2019. Apart from these resources, the company also expects financial support from investors who intends to co-finance this project.

**Project Budget and Financing Plan**, Financing of the project is expected from two main sources as indicated in the attached Excel sheet document.



## **11.0 Sustainability and Expansion Strategy**

Factors that we would need to consider to achieve our sustainability and expansion objective.

- To generate revenue for our core services and ensure we have multiple sources of income springing up from the core services and generating money for the resort. Avoid not injecting cash from outside the business.
- To ensure good care of our customers and offer them the best services so they can always come back.
- Build competence of the employee to help run the resort business.
- hire experienced staff who understand resort goals and objectives and know how to bring the business from where it is to where it should be, by creating conducive working environment, having great welfare packages and are also offered incentives so that they would remain committed to achieving the goals and objectives.
- To have the best customer service that will make customers feel at home no matter their inquiries and requests.
- strive to resolve complaints on time so that our customers will have no reason to not want to patronize our services.

We know that if this is diligently done, we could sustain our business and eventually grow and expand.

