

ROSE OF AFRICA COMPANY LIMITED

BUSINESS PLAN

FOR

SETTING UP BUNGALOWS, RESTAURANTS AND STORE

CONTENTS

	Page
1.0 Executive Summary.....	3
1.1 Investment Cost.....	5
1.2 Sources of Finance.....	5
1.3 Employment Opportunities.....	5
1.4 Implementation Steps.....	5
1.5 Investment Profitability.....	5
1.6 Conclusion and Recommendations.....	5
2.0 Background of the study.....	6
2.1 Overview of the Rose of Africa Sector.....	6
2.2 The Economic and Social Potential of Tourism.....	7
2.3 Relevance of the Investment.....	8
2.3.1 Market Assessment.....	9
2.3.2 Supply and Demand Assessment.....	10
2.3.2.1 Supply Assessment.....	10
2.3.2.2 Demand Assessment.....	11
3.0 Investment Cost.....	12
3.1 Investment Structure.....	12
3.2 Investment Financing.....	13
3.3 Projected Operating Costs.....	14
3.4 Investment Capacity.....	14
4.0 Equipment Requirement.....	15
5.0 Man power requirement and organization structure.....	18
5.1 Management Summary.....	18
5.2 Organization.....	18
5.3 Training of Employees.....	19
6.0 Economic Benefit of the Investment.....	20
7.0 Financial Analysis.....	20
7.1 Projected Profit and Loss Account.....	21
7.2 Projected Cash Flow.....	21

7.3	Pay Back Period.....	21
7.4	Projected Balance Sheet.....	21
7.5	Discounted Cash Flow.....	22
8.0	Conclusion and Recommendations.....	22

PART I: GENERAL PROJECT INFORMATION

1.1 PREAMBLE

Rose of Africa Company is a new business that will be here in Mafia-Tanzania. The company will specialize in Bungalows and Restaurant Business that offer safety place for relaxation and shelter, restaurants that give unique dining experience which combines traditional and modern recipes with local ingredients. Our target market will be residents and tourists who are interested in experiencing the flavors of Tanzania while enjoying the beautiful environment of Mafia.

The market for these businesses is highly competitive, with a wide variety of dining options available to consumers. However, there is currently a gap in the market for a high-quality traditional restaurant that uses local ingredients to create incomparable dishes. Traditional Bungalows with safety and authentic environment. Rose of Africa Company will fill this gap by offering a menu that is both traditional and innovative, using the freshest local produce and ingredients, and bungalows with friendly, safety and calm environment for relaxation.

Our pricing strategy will be competitive, with prices that are in line with competitors in the area. We will also offer daily specials and promotions to encourage repeat business and attract new customers such as discount to resident who come to the restaurant.

Our marketing strategy will focus on building brand awareness through social media and local advertising. We will also leverage our location in area that attract foot traffic and generate buzz about our restaurant.

Overall, we anticipate that Rose Of Africa Company will be successful in the market by offering a unique and high-quality dining experience that combines the best of Filipino cuisine with the flavors of Mafia. Our experienced management team is committed to delivering excellent service to our customers.

1.2 THE PROJECT PROMOTERS

The project is being promoted by ROSE OF AFRICA COMPANY LIMITED; a limited liability company incorporated under the laws of Tanzania whose shareholders are as follow.

S/N	NAME OF SHAREHOLDERS	PERCENTAGE OF OWNERSHIP	NATIONALITY
1	ROSALIE ARENAS IBAY	60	PHILIPINO
2	KAERY BAPTISTE KAYLER	40	US

1.3 LOCATION

Rose of Africa Company Limited is strategically located in Kiegeani, Mafia, within the Pwani Region, a prime area renowned for its captivating tourist destinations. This picturesque location provides an ideal setting for the bungalows we are building to accommodate visitors, offering them a serene and immersive experience. The proximity to stunning natural attractions and vibrant marine life enhances the appeal of our accommodations, making it a perfect retreat for tourists seeking tranquility and adventure. Being in Kiegeani not only supports our business growth but also enriches the local tourism industry, fostering economic development and sustainability in the region.

1.4 THE PROJECT JUSTIFICATION

The Rose of Africa Company Limited proposes to establish bungalows, restaurants, and stores on Mafia Island, strategically positioning itself to capitalize on the burgeoning tourism industry. Mafia Island is rapidly emerging as a premier tourist destination in Tanzania, standing out as an attractive alternative to the more commonly known Zanzibar Island. With its unique blend of natural beauty, rich biodiversity, and cultural heritage, Mafia Island offers a plethora of opportunities that make it an ideal location for this venture.

1. Tourism Growth and Market Demand:

- Mafia Island is gaining international recognition for its pristine beaches, crystal-clear waters, and vibrant coral reefs. It is home to a diverse array of marine life, including the majestic whale sharks, which draw enthusiasts and eco-tourists from around the globe.

- The island is also a haven for bird watchers, boasting an impressive variety of beautiful and rare bird species. This natural wealth makes Mafia a sought-after destination for nature lovers and adventure seekers, creating a steady demand for quality accommodation and dining options.

- With the growing influx of tourists seeking a unique and tranquil escape, there is a significant market opportunity for well-developed hospitality services that can cater to their needs.

2. Economic and Community Development:

- Establishing bungalows, restaurants, and stores will not only meet the accommodation and dining needs of tourists but also stimulate local economic growth. It will create job opportunities, foster skills development, and support local businesses by sourcing products and services from the community.

- This project aligns with regional development goals by promoting sustainable tourism that benefits the local population, preserves the environment, and enhances the cultural heritage of Mafia Island.

3. Complementary Attractions and Experiences:

- The Rose of Africa facilities will be ideally situated to offer tourists easy access to the island's key attractions, including snorkeling, diving, and fishing expeditions. The proximity to whale shark habitats provides a unique draw for marine wildlife enthusiasts.

- Visitors can also enjoy guided tours of the island's historical sites, such as ancient ruins and traditional Swahili villages, offering an enriching cultural experience that complements their stay.

- The scenic beaches and serene environment make Mafia Island a perfect destination for relaxation and wellness tourism, with potential for offering spa services and wellness retreats as part of the accommodation package.

4. Sustainability and Conservation Efforts:

- The project will incorporate eco-friendly practices to minimize environmental impact, such as using sustainable building materials for the bungalows and implementing waste reduction initiatives in the restaurants and stores.

- By promoting responsible tourism, the Rose of Africa project will contribute to the conservation of Mafia Island's natural habitats and biodiversity, ensuring the island remains a pristine destination for future generations.

5. Competitive Edge and Strategic Positioning:

- Mafia Island's emerging status as a tourist hub provides a unique opportunity to establish a strong brand presence early in the market. The Rose of Africa's bungalows and hospitality services will distinguish themselves through high-quality, personalized guest experiences, and a commitment to environmental stewardship.

- This project positions Rose of Africa to take advantage of the growing trend of tourists seeking off-the-beaten-path destinations, offering a serene and authentic alternative to more commercialized locations like Zanzibar.

In summary, the establishment of the Rose of Africa bungalows, restaurants, and stores on Mafia Island is a well-justified investment that promises to harness the island's natural allure and growing tourism market. It is poised to deliver significant economic benefits, enhance local livelihoods, and contribute to sustainable tourism development in one of Tanzania's most promising travel destinations.

1.5 PROPOSED DEVELOPMENT

Proposed Development: Rose of Africa Tourist Bungalows, Restaurants, and Stores on Mafia Island

The proposed development by Rose of Africa Company Limited aims to establish a premier destination on Mafia Island, targeting tourists seeking relaxation, culinary experiences, and shopping opportunities. The project will encompass a comprehensive facility spread over an area of approximately 10,117.1 square meters, with an estimated investment of USD 500,000.00. The key components of this development include:

1. Tourist Bungalows:

- The development will feature a collection of stylish and comfortable bungalows designed to provide a serene and luxurious retreat for tourists. These accommodations will be nestled within the lush landscape of Mafia Island, offering stunning views and a tranquil atmosphere for relaxation.

- Each bungalow will be equipped with modern amenities, including air conditioning, private bathrooms, and Wi-Fi, ensuring a comfortable and enjoyable stay for guests.

- The bungalows will be designed with a focus on sustainability, using eco-friendly materials and construction techniques to minimize environmental impact.

2. Restaurants:

- The development will include a variety of dining options catering to food lovers. The restaurants will offer a range of cuisines, highlighting local seafood and traditional Tanzanian dishes alongside international fare.

- There will be an emphasis on fresh, locally sourced ingredients, supporting local farmers and fishermen, and providing tourists with an authentic culinary experience.

- Dining areas will be designed to maximize the natural beauty of the surroundings, with both indoor and outdoor seating options that offer breathtaking views of the island's landscape and coastline.

3. Stores:

- The development will feature a selection of retail stores that provide visitors with access to a range of products, including local crafts, souvenirs, and essential items.

- These stores will support the local economy by showcasing handmade goods and products from Mafia Island artisans, giving tourists the opportunity to purchase unique items that reflect the island's culture and heritage.

4. Infrastructure and Amenities:

- The project will include the necessary infrastructure to support the bungalows, restaurants, and stores, such as access roads, parking facilities, and utilities.

- Common areas will be developed to create a welcoming and aesthetically pleasing environment, including garden dining, walkways, and leisure spaces where guests can relax and enjoy the natural beauty of the island.

5. Investment and Economic Impact:

- The estimated investment of USD 500,000.00 reflects a commitment to creating a high-quality and sustainable tourism destination that will attract visitors from around the world.

- The project is expected to generate significant economic benefits for Mafia Island, including job creation, increased tourism revenue, and support for local businesses and services.

The Rose of Africa development is poised to become the leading destination on Mafia Island for tourists seeking a relaxing stay, exceptional food, and a unique shopping experience, contributing to the island's growth as a top alternative to Zanzibar for travelers.

1.6 REVENUE

Following an assessment of the market, the anticipated sale of ROSE OF AFRICA COMPANY LIMITED is expected be USD 82,125 for the first year and would increase to USD 410,625 during the 5th year.

Table 1.0

Showing the Estimated Revenue from ROSE OF AFRICA LTD

YEAR	NUMBER OF BUNGALOWS	OCCUPIED NIGHTS	ESTIMATED ANNUAL
Year 1	3	547	\$650,000
Year 2	6	1095	\$1,300,000
Year 3	9	1642	\$1,950,000
Year 4	12	2190	\$2,600,000
Year 5	15	2737	\$3,250,000

2.0 THE MARKET

Current Market of ROSE OF AFRICA COMPANY LIMITED.

To succeed in the competitive hospitality industry, Rose of Africa Company Limited will develop a robust marketing and sales strategy aimed at effectively reaching our target market. Our strategy will focus on building brand awareness, promoting our unique relaxation and dining experience, and driving customer loyalty.

Key Strategies

1. Brand Awareness:

- Utilize digital marketing channels to increase visibility and awareness of Rose of Africa as a premier destination on Mafia Island.
- Employ search engine optimization (SEO) techniques to improve our online presence and ensure that potential tourists easily find us when searching for accommodations and dining options in Mafia Island.
- Participate in travel expos and tourism fairs to showcase our offerings and connect with potential customers and industry partners.

2. Unique Relaxation Experience:

- Emphasize the tranquility and serenity of our bungalows, highlighting the peaceful and scenic environment of Mafia Island.
- Promote our bungalows as ideal for romantic getaways, family vacations, and wellness retreats, appealing to a broad range of travelers seeking relaxation.
- Offer special packages that combine accommodation with wellness activities such as spa treatments, yoga sessions, and nature walks.

3. Dining Experience:

- Highlight the culinary delights of our restaurants, focusing on the use of fresh, local ingredients and authentic Tanzanian cuisine.

- Create and promote unique dining experiences, such as seafood feasts, cultural dinner nights, and outdoor garden dining, to attract food lovers.

- Collaborate with local chefs and culinary influencers to enhance our restaurant's reputation and attract more visitors.

4. Customer Loyalty:

- Develop a loyalty program that rewards repeat customers with discounts, exclusive offers, and special privileges.

- Encourage positive reviews and testimonials from satisfied customers to build trust and credibility.

- Implement a customer relationship management (CRM) system to personalize marketing efforts and maintain strong relationships with our guests.

5. Target Market Engagement:

- Utilize social media platforms to engage with potential and existing customers, sharing captivating content about our offerings and the beauty of Mafia Island.

- Run targeted advertising campaigns on platforms such as Facebook, Instagram, and Google Ads to reach specific demographics interested in travel and luxury accommodations.

- Offer promotional discounts during off-peak seasons to attract budget-conscious travelers and maximize occupancy rates year-round.

6. Collaborations and Partnerships:

- Partner with tour operators and travel agencies to include our bungalows and restaurants in travel packages and promotions.
- Collaborate with influencers and travel bloggers to create authentic content that showcases the unique experiences available at Rose of Africa.
- Work with local businesses and attractions to offer bundled packages that enhance the overall travel experience for our guests.

By implementing these strategies, Rose of Africa Company Limited aims to establish a strong presence in the hospitality market, attract a diverse clientele, and build a loyal customer base, thereby ensuring long-term success and growth.

2.1. RISK FACTORS FACING THE PROJECT

Every investment carries inherent risks, making it crucial to identify and mitigate them effectively. For Rose of Africa Company Limited, the following risks have been identified and measures considered:

Competition

Competition poses a significant risk to the project. To address this, the management team, alongside various consultants, has prioritized an aesthetically appealing design for our bungalows and facilities. This focus on **unique architectural appeal** and exceptional quality sets us apart from competitors. We aim to deliver top-tier services that rival and surpass imported offerings, ensuring a constant and reliable supply of high-quality accommodations and dining experiences.

Cost Overruns

Cost overruns are a potential risk, but our consultant team has meticulously reviewed market trends, production requirements, and legal compliance to create a comprehensive plan. This thorough planning aims to minimize any unexpected

variations. Additionally, value management practices will be integrated throughout the development process to prevent and control any potential cost overruns, ensuring that the project stays within budget.

By addressing these risks proactively, Rose of Africa Company Limited aims to create a resilient and competitive presence in the market, delivering unmatched quality and consistency in our offerings.

3.0. Table 3.0

SWOT Analysis for Rose of Africa Company Limited

The SWOT analysis below outlines the strengths, weaknesses, opportunities, and threats for Rose of Africa Company Limited. This analysis will help in understanding the internal and external factors that can impact the company's success in the competitive hospitality industry.

Strengths

1. Unique Location:

- Situated on Mafia Island, an emerging tourist destination, offering natural attractions like whale sharks, beautiful beaches, and unique wildlife.

2. High-Quality Facilities:

- Focus on aesthetically appealing and high-quality bungalows and facilities, providing a unique relaxation and dining experience.

3. Diverse Offerings:

- Comprehensive range of services, including accommodations, dining, and stores, catering to various customer needs.

4. Experienced Management:

- A management team with a strong background in the hospitality industry, capable of effectively managing and growing the business.

5. Strong Customer Focus:

- Commitment to customer satisfaction and loyalty, including personalized services and a loyalty program.

Weaknesses

1. Limited Initial Capacity:

- Starting with only 3 bungalows, which may limit initial revenue and customer accommodation.

2. Dependence on Seasonal Tourism:

- Fluctuations in occupancy rates due to the seasonal nature of tourism on Mafia Island.

3. High Initial Investment:

- Significant upfront costs required for development and marketing, which may impact cash flow in the early stages.

4. New Market Presence:

- As a new entrant, there is a lack of established brand recognition compared to more established competitors.

5. Limited Market Reach:

- Initial marketing efforts may not cover all potential markets, limiting the immediate growth potential.

Opportunities

1. Growing Tourism:

- Increasing popularity of Mafia Island as an alternative to Zanzibar, providing a

growing market of tourists seeking new destinations.

2. Eco-Tourism Trends:

- Rising demand for eco-friendly and sustainable tourism, aligning with Mafia Island's natural appeal and potential for sustainable practices.

3. Partnerships and Collaborations:

- Opportunities to collaborate with local tour operators, travel agencies, and businesses to enhance the customer experience and expand market reach.

4. Expansion Potential:

- Planned growth from 3 to 15 bungalows within five years, allowing for increased revenue and market share.

5. Technological Integration:

- Adoption of advanced technologies for marketing, booking, and customer relationship management, improving operational efficiency and customer engagement.

Threats

1. Intense Competition:

- Competition from other established accommodations and dining facilities on Mafia Island and in the broader region.

2. Economic Instability:

- Economic fluctuations that can impact tourism demand and customer spending.

3. Supply Chain Disruptions:

- Potential delays and cost increases in procuring materials due to external factors, including economic changes or global events like pandemics.

4. Environmental Risks:

- Natural disasters and climate change impacts that could affect the appeal and accessibility of Mafia Island.

5. Regulatory Changes:

- Potential changes in government policies and regulations related to tourism and hospitality, which could impact operational costs and compliance requirements.

This SWOT analysis provides a comprehensive view of the factors that can affect Rose of Africa Company Limited's success, highlighting areas where the company can leverage strengths and opportunities while addressing weaknesses and threats.

3.0 TECHNICAL INFORMATION

3.1. OBJECTIVES OF THE DEVELOPMENT

Objective of the Development: Rose of Africa Company Limited

The objective of the development for Rose of Africa Company Limited is to establish a premier, eco-friendly tourist destination on Mafia Island, offering high-quality accommodations, exceptional dining experiences, and comprehensive services that cater to a diverse range of travelers. The development aims to create a sustainable, culturally enriching environment that promotes the natural beauty of Mafia Island while supporting the local economy and providing memorable experiences for visitors. The key goals include:

1. **Enhancing Tourist Attractions:** To highlight and integrate the natural and cultural attractions of Mafia Island, such as whale sharks, pristine beaches, and unique wildlife, making it a top choice for tourists seeking new and enriching experiences.
2. **Providing High-Quality Accommodation:** To construct and operate aesthetically appealing bungalows that offer comfort, luxury, and an immersive experience in the natural beauty of the island, meeting the highest standards of hospitality.

3. **Promoting Sustainable Tourism:** To implement environmentally friendly practices and sustainable development initiatives that preserve the island's ecosystem and support the local community, positioning Rose of Africa as a leader in eco-tourism.
4. **Supporting Local Economy:** To contribute to the economic development of Mafia Island by creating employment opportunities, sourcing materials locally, and partnering with local businesses and service providers.
5. **Creating a Unique Dining Experience:** To offer an exceptional culinary experience that showcases local and international cuisine, using fresh, locally sourced ingredients, and providing diverse dining options that cater to the tastes of international tourists.
6. **Expanding Market Reach:** To increase the visibility and attractiveness of Mafia Island as an alternative to more established destinations like Zanzibar, attracting a broad demographic of travelers from around the world.
7. **Ensuring Customer Satisfaction:** To deliver superior customer service and create a welcoming environment that encourages repeat visits and builds long-term customer loyalty.
8. **Supporting Cultural Exchange:** To promote and facilitate cultural exchange by offering activities and experiences that allow visitors to learn about and engage with the local culture and traditions.
9. **Achieving Financial Sustainability:** To develop a financially sustainable business model that ensures long-term profitability and supports continuous growth and expansion of the business.

10. **Enhancing Local Partnerships:** To foster strong relationships with local tour operators, travel agencies, and businesses to create a comprehensive tourist experience and boost local tourism.

By achieving these objectives, Rose of Africa Company Limited aims to become a distinguished and sustainable tourist destination, contributing positively to the local community and environment while providing unforgettable experiences for its visitors.

3.2. THE CONSULTANCY TEAM

Consultancy Team Objective: Rose of Africa Company Limited

The management of Rose of Africa Company Limited has selected a consultancy team believed to be capable of delivering high-quality, safe, and consumer-friendly products that will elevate our offerings in the hospitality industry. This team is expected to ensure that our services and accommodations meet the highest standards and effectively cater to the needs and expectations of our valued customers.

4. MARKETING AND SALES

To succeed in this competitive industries, Rose of Africa Company will develop a strong marketing and sales strategy that can effectively reach our target.

4.1. THE MARKETING PROPOSAL

Marketing and Sales Strategy for Rose of Africa Company Limited

To succeed in the competitive hospitality industry, Rose of Africa Company Limited has devised a comprehensive marketing and sales strategy. This plan aims to enhance brand recognition, attract a diverse range of tourists, and drive revenue growth.

Marketing Strategy

1. Brand Awareness:

- Digital Marketing: Utilize SEO, social media, and content marketing to increase online visibility and attract potential visitors.

- Travel Expos and Tourism Fairs: Participate in international and local tourism events to showcase Rose of Africa as a premier destination.

- Influencer Partnerships: Collaborate with travel bloggers and influencers to reach a broader audience and generate organic interest.

2. Target Audience Engagement:

- Social Media Campaigns: Create engaging content on platforms like Facebook, Instagram, and Twitter to connect with potential guests and share updates about the property.

- Email Marketing: Use personalized email campaigns to keep past guests informed about special offers, events, and news.

- Loyalty Programs: Implement a loyalty program offering rewards and exclusive deals to encourage repeat visits and build customer loyalty.

3. Unique Selling Points (USPs):

- Eco-Friendly Practices: Highlight sustainable practices and eco-friendly initiatives that align with the growing demand for responsible tourism.

5. - Exclusive Experiences: Promote unique features like whale shark tours, cultural nights, and nature walks that set Rose of Africa apart from other destinations.

- Local Culinary Excellence: Emphasize the use of fresh, locally sourced ingredients in our dining offerings, catering to food lovers seeking authentic experiences.

4. Collaborations and Partnerships:

- Travel Agencies and Tour Operators: Form partnerships to create package deals that include accommodation, dining, and local activities.

- Local Businesses: Collaborate with local artisans, shops, and service providers to enhance the overall guest experience and support the local economy.

- Online Travel Agencies (OTAs): List Rose of Africa on major travel booking platforms like Booking.com, Expedia, and Airbnb to reach a global audience.

5. Promotions and Special Offers:

- Seasonal Discounts: Offer discounts during off-peak seasons to maintain occupancy rates.

- **Early Bird Deals:** Provide incentives for guests who book in advance.
- **Bundled Packages:** Create value-added packages combining accommodation, dining, and activities.

Sales Strategy

1. Direct Sales Channels:

- **Official Website:** Develop a user-friendly website with a seamless booking system, providing detailed information about accommodations, services, and local attractions.
- **Sales Team:** Train a dedicated sales team to handle inquiries, manage bookings, and provide personalized service to potential guests.

2. Revenue Management:

- **Dynamic Pricing:** Implement a dynamic pricing strategy to optimize room rates based on demand, season, and competitive pricing.
- **Occupancy Optimization:** Focus on maintaining high occupancy rates through targeted promotions and flexible booking options.

3. Customer Relationship Management (CRM):

- **Data Analytics:** Utilize CRM tools to gather and analyze customer data, enabling personalized marketing and better customer service.
- **Guest Feedback:** Collect and act on guest feedback to continuously improve services and meet customer expectations.

4. Public Relations:

- **Press Releases:** Issue press releases for significant events, new offerings, and milestones to maintain media interest and attract coverage.
- **Media Tours:** Host media tours and familiarization trips to showcase the property and generate positive media attention.

5. Performance Metrics:

- **KPIs:** Track key performance indicators (KPIs) such as occupancy rate, average daily rate (ADR), revenue per available room (RevPAR), and customer satisfaction scores to

6. Break-Even Analysis: We estimate that our break-even point will be around 25000USD per month. This means that we need to generate at least this amount of revenue to cover our expenses and break even.

7. Sensitivity Analysis: We will conduct a sensitivity analysis to identify potential risks and opportunities that could impact our financial performance. This analysis will consider factors such as changes in customer demand, changes in food and beverage prices, and changes in operating expenses.

5.1. ESTIMATED COST OF THE PROJECT

The total project investment is estimated at USD 500000= including the land, manufacturing plant, distribution center, machines and equipment, raw materials and initial operation capital.

5.2. MODE OF PROJECT FINANCING

Mode of Project Financing Rose of Africa Company Limited

5.2. Mode of Project Financing:

The development and operations of Rose of Africa Company Limited will be financed through personal funds contributed by the company's owners. This approach ensures that the project remains under the full control of the proprietors, allowing for a streamlined decision-making process and reducing reliance on external debt or equity financing. The total initial investment of USD 500,000 will be covered by personal financial resources, demonstrating the owners' commitment and confidence in the project's success.

Key aspects of this financing strategy include:

1. Full Ownership: By using personal finances, the owners maintain complete ownership and control over the project, avoiding dilution of equity and ensuring alignment with the company's vision and objectives.

2. **Cost Efficiency:** Utilizing personal funds helps avoid the interest expenses associated with debt financing and the need to share profits with external investors.
3. **Risk Management:** Personal financing allows the owners to directly manage financial risks and ensure that funds are allocated efficiently and effectively throughout the project's development and operational phases.
4. **Flexibility:** With personal funding, the project can be more flexible and responsive to changes in market conditions or unexpected challenges, without the constraints imposed by external financiers.

This self-funded approach underscores the owners' strong commitment to the project's success and provides a solid foundation for future growth and expansion.

5.3. INVESTMENT COST FINANCING PATTERN

The total investment cost is estimated at **USD 500,000.00** a summary of the breakdown is as indicated in the table below.

EXPENSE	AMOUNT
FULL REGISTRATION	USD 1,000
TIC	USD 1,100
COMMISSION OF TOURISM	USD 3,000
BUSINESS PLAN	USD 850
OFFICE ESTABLISHMENT	
➤ Plot of Land	USD 120,000
➤ Office Building	USD 250,000
➤ Furniture and Office Equipment's	USD 55,000
➤ Motor Vehicle	USD 25,000
➤ Internet Installation	USD 3,000
➤ Others	USD 50,000

ADVERTISEMENT AND PROMOTION	
➤ Social media setting	USD 500
➤ Website	USD 4500
➤ Branding Tools	USD 11,500
TOTAL	USD 525,450

5.4. REVENUE

Table 5.0

Showing the cash flows and financial projection for ROSE OF AFRICA COMPANY LIMITED

(Note: The Revenue line represents Earnings Before Interest, Tax, Depreciation and Amortization Cash flow)

YEARS	REVENUE(USD)	COGS	GROSS PROFIT (USD)	OPERATING EXPENSES (USD)	NET INCOME (USD)
1	\$650,000	\$130,000	\$520,000	\$378,000	\$142,000
2	\$1,300,000	\$260,000	\$1,040,000	\$756,000	\$284,000
3	\$1,950,000	\$390,000	\$1,560,000	\$1,134,000	\$426,000
4	\$2,600,000	\$520,000	\$2,080,000	\$1,512,000	\$568,000
5	\$3,250,000	\$650,000	\$2,600,000	\$1,890,000	\$710,000
Total	\$9,750,000	\$1,950,000	\$7,800,000	\$5,670,000	\$2,130,000

In this table, each month shows the calculated revenues, cost of goods sold (COGS), adjusted revenues (Revenues – COGS), operating expenses, and net cash flow. The totals at the bottom represent the cumulative for the entire year.

Our business is depending on seasonal variations or fluctuations which led the monthly revenues and net cash flow decreased by 50% for each month where there is a low season.

Annual Income Statement:

Details	Amount
Revenue	\$650,000.00
Less: Cost of Goods sold	\$130,000.00
Gross profit	\$520,000.00
Less: Operating Expenses	\$378,000.00
Net Income	\$142,000.00

This income statement summarized the financial performance of the business for the year. It includes the revenues, cost of goods sold, gross profits (Revenue minus COGS), operating expenses, and net income (gross profits minus operating expenses).

5.5. FINANCIAL VIABILITY

RETURN ON INVESTMENT

The project indicates a very healthy return on investment with a payback period of within 3.8 years. of the completion of construction

6.0. MANPOWER REQUIREMENTS AND ORGANISATION

Management Team of Rose of Africa Company Limited

The success of Rose of Africa Company Limited heavily relies on its management team. The key members of the team are:

Owner: The owner is responsible for the overall management of the company, including financial oversight, strategic planning, and customer relations. They will ensure the smooth operation and long-term viability of the business.

Head Chef: The head chef is tasked with menu development, quality control, and kitchen staff management. With significant experience, they will create unique, appealing dishes for the local market. They will also uphold food safety standards and maintain a well-run kitchen. The head chef will be supported by an assistant.

Manager: The manager handles the daily operations, including staff supervision, inventory management, and customer service. With experience in team management, they will foster a positive and efficient work environment. They will also oversee financial management, ensuring the business stays within budget, with the help of an assistant.

Marketing Manager: The marketing manager is responsible for crafting and executing marketing strategies to boost sales and business visibility. With expertise in digital marketing and social media, they will establish a strong online presence. They will also cultivate relationships with local businesses and the community.

Front of House Manager/Supervisor: The front of house manager will oversee staff such as servers, bartenders, and hostesses. Their experience in customer service will help create a welcoming atmosphere for guests, enhancing their overall experience.

Driver: The driver is responsible for transporting guests and staff, particularly new arrivals, from various locations to the company's premises.

The management team of Rose of Africa Company Limited is dedicated to providing exceptional service in both the bungalows and restaurant. Their collective experience and passion will ensure that the business operates efficiently, offering high-quality services and fostering a profitable, customer-centric environment.

CONCLUSION

Rose of Africa Company Limited has established itself as a key player in the tourism and hospitality sector on Mafia Island, aiming to provide a unique and high-quality experience for tourists. With an initial investment of USD 500,000 and a well-planned financial projection, the company is poised for substantial growth over the next five years.

The strategic location, aesthetic appeal of the bungalows, and commitment to delivering exceptional service position Rose of Africa to compete effectively in the market. By capitalizing on the natural beauty of Mafia Island and maintaining a focus on customer satisfaction, Rose of Africa Company Limited is set to become a premier destination for travelers seeking a distinctive and relaxing experience. The company's robust financial planning, including a detailed income statement and cash flow analysis, underscores its potential for sustainable profitability and success.