ROCKVILLE INVESTMENT LIMITED

REAL ESTATE BUSINESS PLAN

Every business needs a plan to succeed:

A plan gets you and your team on the same page and heading in the right direction.

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1.INTRODUCTION

Rockville Investment Limited is a full-service real estate company that is engaged in managing, acquiring, and investing in real estate, villas, and fully furnished and serviced apartments for rent in Tanzania. As the fastest-growing real estate company, Rockville Investment Limited has a passion for helping people find their way home and bringing revolution in ways that individuals and corporations experience real estate services in a modern way.

1.1. Investment Objectives

a. Secure Tsh 8,000,000,000 in funding through bootstrapping and debt financing to establish operations, acquire land, construct buildings, and implement our marketing strategy.
b. Become a dominant player in the real estate market within 5 years by capturing 1% Market Share
c. Achieve a net profit margin of 44% within 5 years.
d. Create 19 new jobs and 21 temporary jobs within 5 years.

1.2. Major Company Projects

Rockville Investment Limited's major project undertaken in real estate is constructing villas and apartments for both commercial and residential purposes for rental.

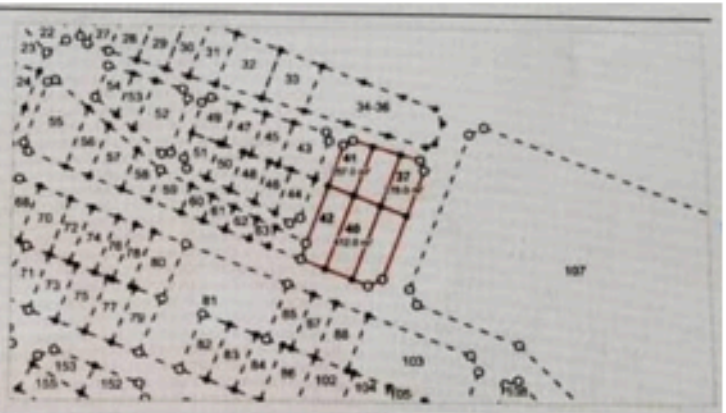
Currently, the company has acquired big plots of land in Dar es Salaam and Dodoma region for various uses including residential and commercial purposes.

District	Uses	Plot No	Total Area in SQM
Kinondoni Ununio	Residential	34-36	1122
Kinondoni Ununio	Residential	37-42	
Kinondoni Mikocheni	Residential	300	378
Dodoma- New Iyumbu	Apartment	2	3941
Grand Total			

District: Kinondoni
Location: UNUNIO
Block: D
Plot No.: 37, 38, 39, 40, 41, 42
Area:
Reg. Plan No.: 31936

Plot Reference Points (Part of):

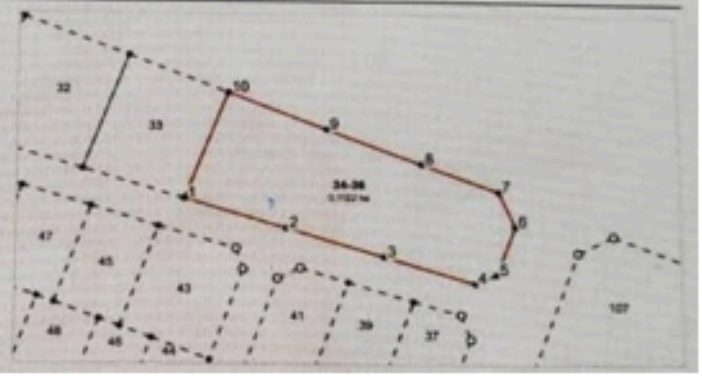
	TAREF11 / UTM ZONE 37S	
	X	Y
1	519871.07	9267311.27
2	519893.39	9267362.39
3	519923.46	9267349.54
4	519899.31	9267300.01



District: Kinondoni
Location: UNUNIO
Block: D
Plot No.: 34-36
Area: 1,122.00 Square Metres
Reg. Plan No.: 31936

Plot Reference Points (Part of):

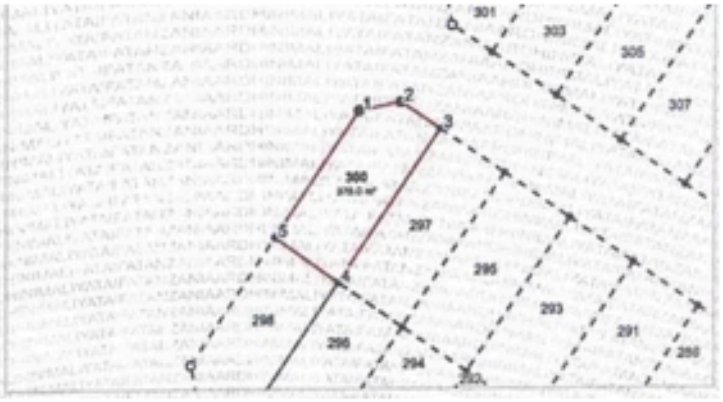
	TAREF11 / UTM ZONE 37S	
	X	Y
1	519872.77	9267375.03
2	519890.92	9267369.67
3	519908.33	9267364.48
4	519924.38	9267359.64
5	519928.14	9267361.19
6	519931.58	9267369.94



District: Kinondoni
Location: MIKOCHENI
Block: A
Plot No.: 300
Area: 378.00 Square Metres
Reg. Plan No.: 16229

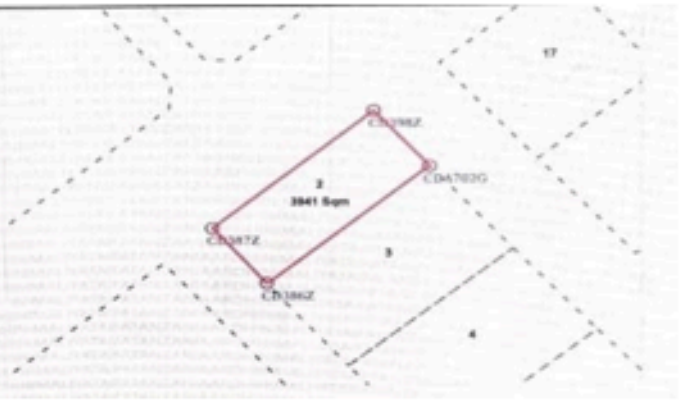
Plot Reference Points (Part of):

	TAREF11 / UTM ZONE 37S	
	X	Y
1	527181.68	9252404.60
2	527188.68	9252405.97
3	527195.25	9252401.53
4	527178.25	9252376.58
5	527167.60	9252384.03



District: Dodoma
Location: New Iyumbu Town Center
Block: R
Plot No.: 2
Area: 3941.00 Square Metres
Reg. Plan No.: 466/99
Plot Reference Points (Part of):

	TAREF11 / UTM ZONE 36S	
	X	Y
CD387Z	809854.72	9313864.52
CD398Z	809930.66	9313927.99
CDA702G	809956.52	9313897.55
CD386Z	809880.18	9313834.07



The company is planning a construction project of 10 apartments and 4 penthouses for selling and renting respectively. The whole construction is estimated to cost Tsh 5,000,000,000 and a total revenue of Tsh 6,351,420,000 is expected from apartment sales and revenue of 6,097,363,200 is expected from penthouse rentals per annum. A detailed description and forecast for the project is provided on the financial statements and projection table.

2. MANAGEMENT SUMMARY

Rockville Investment Limited is a privately owned company registered on the 31st of May 2023 under the Company Ordinance Act of 2002. The company was assigned the certificate of incorporation number **165905326** and Tax Identification Number (TIN) **No. 165 905 326**.

Rockville Investment Limited's head office is located in Dar es Salaam Kinondoni Municipal Council at Mikocheni ward. Regular business hours will be 9:00 am to 5:00 pm, with our agents understanding that they are “on call” to clients outside those hours. The company is owned by two shareholders namely:

NAME	NUMBER OF SUBSCRIBED SHARES
MOHAMED SALUM MATOPE	5000
SAID SALUM MATOPE	1000
TOTAL NUMBER OF SUBSCRIBED SHARES	6000
TOTAL NUMBER OF SHARES	**10000**

Mohamed Salum Matope is a professional and registered nurse in Pediatric Medical/Surgical, intensive care, neurosurgery, and sub-acute rehabilitation arenas. He has over 15 years of experience working in critical and vulnerable areas in Washington DC, Michigan Ave, Virginia, and living in Silver Spring Maryland.

Said Salum Matope is a dedicated and focused leader with more than 17 years of experience in different professions. Said has been an IT technician, an administrator, and now as a director at Rockville Investment Limited.

3. JOB CREATION

Depending on our size, growth strategy, technology adoption, market conditions, and the specific services we offer, we anticipate creating 19 permanent new jobs and 21 temporary new jobs within 5 years, including real estate agents, property managers, marketing professionals, and administrative staff. These new positions will contribute to the local economy and provide valuable career opportunities with multiplier effects to laborers, food vendors, and hardware suppliers during construction. This team will ensure that the real estate business can effectively manage all aspects of property acquisition, development, sales, leasing, and management while providing excellent customer service and adhering to legal and regulatory requirements in Tanzania. The table below shows Rockville Investment Limited's Team structure, nature, and responsibilities within five years.

SN	TITLE	QUN	RESPONSIBILITY	NATURE
1	Managing Director/ CEO	2	Overall strategic direction, decision-making, and leadership of the company	Permanent
2	Operational Manager	1	Oversees day-to-day operations, including property management, leasing, and tenant relations	Permanent
3	Property Managers	5	Oversee rental properties, manage tenant relations, collect rent, coordinate maintenance, and ensure property upkeep	Permanent
4	Marketing Specialist	2	Develops and executes marketing campaigns to generate leads, build brand awareness, and attract new clients	Permanent
5	Administrative Staff	3	Provides clerical and administrative support, including scheduling appointments, managing paperwork, and maintaining client databases	Permanent
6	Accountant/Bookkeeper	2	Manages financial records, prepares invoices, and ensures accurate financial reporting	Permanent
7	Legal Counsel	1	Provides legal advice and support	Permanent

			related to real estate transactions	
8	Information Technology Specialist	1	Manages and maintains technology infrastructure, including software applications and network security	Permanent
9	Marketing Assistants	2	Support marketing initiatives by creating content, managing social media, and assisting with lead-generation efforts	Temporary
10	Transaction Coordinators	2	Assist real estate agents with paperwork, scheduling appointments, and ensuring smooth transaction flow	Temporary
11	Cleaning Crew	2	Maintain the cleanliness of the office space	Temporary
12	Security Guard	4	Provides security for the office building, especially if open outside regular business hours	Temporary
13	Architects/ Engineers	2	Provide expertise in property development, design, renovation, and construction.	Temporary
14	Surveyors	2	Conduct property surveys to assess the value and condition of properties.	Temporary
15	Maintenance and Facilities Staff	5	Responsible for maintaining the physical condition of properties	Temporary
16	Customer service Representatives	3	Handles inquiries from clients, tenants, and interested parties	Temporary
17	Human Resources Manager	2	Manages recruitment, training, performance evaluation, and employee relations within the company	Permanent

4. MARKET ANALYSIS

5.1. Market overview and trends

In the past three years, Tanzania has been experiencing rapid urbanization with the majority of the population now residing in urban areas. This movement has increased demand for residential, commercial, and industrial real estate. The development of infrastructure, the growth of tourism and hospitality, and the opening of foreign investors in various sectors including real estate has significantly boosted the growth of real estate investment in Tanzania. Remember the Tanzanian initiatives for affordable housing including the National Housing Corporation (NHC) and Tanzania Mortgage Refinance Company (TMRC) which aim to address the housing deficit and improve access to housing for low and middle-income earners.

5.2. Market Trends

Below are the Market trends that may influence our market segments and in what way.

Market trends	**Possible Outcomes**
Mixed-Use Development	People can live in a combined residential, commercial, and retail space in a single development.
Green Buildings and Sustainability	Clients may want
Technology Integration	Improving efficiency and transparency in the market
Growth of Real Estate Investment Trust	Attracting investment and demand for real estate
Infrastructure-Driven Development	Attracting investment and demand for real estate

5.3. Target market segments and segments and demographics

In Tanzania, like any other country, the real estate market caters to various population segments with diverse needs and preferences. Identifying and targeting specific market segments is crucial for developing an effective real estate business plan.

Tailoring marketing strategies and offerings to these target market segments based on their unique demographics, preferences, and needs can help real estate businesses effectively reach and engage their desired audience in Tanzania

Additionally, conducting market research and staying updated on demographic trends and consumer behavior is essential for ongoing success in the real estate industry. The table below shows the Tanzanian real estate market segments and their demographics.

S/N	Target Markets Segments/ Demographics	Demographics	Characteristics	Preferences	Marketing Approach
1	Upper-Income Residential Market	High-income, expatriates, and affluent Tanzanians	Demand for luxury homes, gated communities, and upscale apartments with modern amenities	Proximity to central business districts, high-quality construction, security features, and access to recreational facilities	Direct marketing, partnerships with luxury lifestyle brands, and targeted advertising in high-end publications
2	Middle-Income Residential Market	middle-class families, young professionals, and government employees	Demand for affordable housing, starter homes, and apartments with basic amenities	Access to schools, healthcare facilities, public transportation, and recreational areas	Online advertising, community outreach programs, and partnerships with mortgage lenders to promote financing options
3	Affordable Housing Market	Low to middle-income earners, informal sector workers, and first-time homebuyers	Demand for low-cost housing units, affordable apartments, and government-sponsored housing schemes	Accessibility, affordability, and proximity to employment centers	Government partnerships, participation in affordable housing projects, and awareness campaigns about available financing options.
4	Commercial Real Estate Market	Businesses, investors, entrepreneurs, and multinational corporations	Demand for office space, retail outlets, warehouses, and industrial facilities	Prime locations, flexible lease terms, modern infrastructure, and access to transportation networks	Targeted marketing to businesses and investors, networking with commercial brokers, and participation in industry events.
5	Tourism and Hospitality Market	Tourists, investors, hospitality industry professionals	Demand for hotels, resorts, lodges, and vacation properties	Proximity to tourist attractions, scenic views, quality services, and	Collaboration with tourism agencies, online booking platforms, participation in tourism expos, and

		, and developers		cultural experiences.	targeted advertising to international travelers.
6	Real Estate Investors	Individual investors, institutional investors, and real estate investment groups	Seeking investment opportunities for rental income, capital appreciation, or development projects	Diverse investment options, favorable market conditions, and potential for high returns	Investment seminars, property syndication opportunities, and customized investment portfolios

5.4. Competitive Analysis

Competitive analysis helps identify Strengths, Weaknesses, Opportunities, and Threats in the Market. Below is how we can conduct a competitive analysis for a real estate business plan in Tanzania.

5.4.1. SWOT Analysis

Strength	Weaknesses	Opportunities	Threats
Growing Market Demand: due to population growth, urbanization, and economic development	Infrastructure challenges: Inadequate water and electricity may increase the cost of operations	Rapid Urbanization: this trend increases demand for housing, commercial spaces, and infrastructure development	Economic Instability: Fluctuations in currency exchange rate, inflation, and GDP growth can affect customers' confidence and overall demand for real estate.
Strategic Location: Prime locations such as Mikocheni, Ununio, Iyumbu town, and Dodoma.	Regulatory Hurdles: complex and bureaucratic regulatory processes can delay and increase project costs	Government initiatives: such as housing schemes, infrastructure projects, and incentives for investors	Political Uncertainty: change in government policies, regulatory reforms
Diverse Portfolio: A property comprising residential, commercial, and industrial setup	Limited financing Options: this may constrain investment	Tourism growth: presents opportunities for investment in hospitality, vacation rentals, and commercial properties catering to tourists	Legal and Regulatory Risks: legal disputes and land tenure issues can pose delays and challenges in real estate
Strong Networks and Partnerships; established relationships with local authorities, suppliers, contractors, and financial institutions	Competition from the informal sector: Some informal real estate markets or unregistered agents may pose challenges in maintaining market	Infrastructure development: such as transport networks, ports, and energy facilities can unlock new opportunities for real estate development	Market Saturation: oversupply of properties, in locations can lead to price competition, reduced rental yields, and longer vacancy periods.

can facilitate smoother operations	share and pricing power.		
Skilled workforce: A team of experienced professionals including real estate agents, property managers, and construction experts can enhance operational efficiency and customer satisfaction.	Skill shortage: particularly in construction and property management, could lead to project delays, quality issues, or/ and high operating costs.	Middle-Class Expansion: represents a growing market for residential properties, including affordable housing, middle-income developments, and luxury residences	Interest Rate Fluctuations: this increases borrowing costs, reduces affordability, and dampens demand for real estate financing and investments
Innovative Technology Adoption: Such as Virtual tours, Online platforms for property listings, and digital marketing strategies can give an edge in reaching potential clients	Market Volatility: Fluctuations in property prices, demand-supply dynamics, or changes in economic conditions could impact revenue streams and profitability	Foreign Investment: can bring capital, expertise, and technology, driving growth and innovation in the industry.	Environmental and climate Risks: natural disasters, climate change impacts, or environmental regulations can pose risks to property investments.
Government Support and policies: such as infrastructure projects and incentives for real estate development create a conducive business environment.	Security Concerns: Security issues such as land disputes, property theft, or vandalism may affect investor confidence and property values in certain areas	Economic Growth: stimulate development for commercial properties, industrial spaces, and mixed-use developments to support various sectors such as manufacturing, services and trade	Infrastructure Constraints: transportation networks, utilities, and basic services.
Brand Reputation: A strong brand reputation built on reliability, quality, and customer service can attract and foster trust in the market.	Environmental risks: such as climate change, natural disasters, or ecological regulations may pose risks to property investments, especially in coastal or environmentally sensitive areas	Technological advancements: in construction methods, digital marketing, property management software, and smart building solutions can enhance efficiency, customer experience, and competitiveness in the market.	Security Concerns: crime, land disputes, property theft, or vandalism can undermine investor confidence, disrupt operations, and affect property values in certain regions.

5.1. Market Strategy

Below are the possible marketing materials and methods that may be used to reach our target audience

Resource	Key features
Website (our own)	Listings with at least five photos each, blog articles, reviews, and Newspapers (Daily News, Guardian, The Citizen/Mwananchi, Mtanzania, etc)
Social media marketing	Leverage social media platforms such as Facebook, Instagram, and Linked In to engage with potential clients and promote real estate business
Email Marketing	Send out Regular Newsletters, property updates, market insights, and promotion offers to keep subscribers engaged.
Search Engine Optimization (SEO)	Attract organic traffic by using relevant keywords, create informative blog posts
Local Partnerships and Networking	Build relationships with local businesses, participate in networking events, and exchange referrals to expand your reach and generate leads through word-of-mouth.
Print Advertising	Print in newspapers, magazines, and local publications to reach a broader audience in Tanzania. Place ads featuring your properties
Outdoor Advertising	Use of billboards, banners, and signage to increase visibility and attract attention.
Event Marketing	Host or sponsor real estate events, seminars, workshops, and open houses to showcase properties, provide market insights, and connect with potential clients face-to-face.
Referral Programs	Incentivize existing clients, partners, and contacts to refer new leads to your real estate business
Content Marketing	Share informative and valuable content on your website, social media channels, and email newsletters to establish credibility and attract potential clients

5.IMPLEMENTATION SCHEDULE

This implementation schedule outlines the key milestones and timelines for establishing Rockville Investment Ltd. It details the critical activities planned over the next five years, ensuring a smooth and strategic launch followed by sustainable growth. The schedule is divided into phases, highlighting the focus areas for each year as we build a successful real estate firm.

YEAR	ACTIVITY	Jn	Fb	Mr	Ap	My	Jn	Jl	Ag	Sp	Ot	Nv	Dc
2023	Allocate funds from savings												
	Registration and formalization												
	Establish office space												
	Recruit key personnel												
2024	Register with TIC												
	Secure funding from a bank												
	Begin construction												
	Develop marketing strategy												
	Build brand awareness and reputation												
	Launch website and online presence												
2025	Secure new client partnerships												
	Selling apartments												
	Renting penthouses												
	Implement technology solutions												
	Initiate loan repayment												
	Expand team size as needed												
	Expand service offerings												
	Increase market share in the target sector												
	Explore new revenue streams												
	Strengthen profitability												
2026/27	Selling apartments												
	Renting penthouses												
	Solidify position as a leading market player												
	Continue to provide exceptional client service												
	Achieve targeted financial goals												
	Evaluate the potential for expansion												

6. FINANCING AND FINANCIAL PROJECTIONS.

6.1. SOURCES OF FUNDS

Rockville Investment will invest a total amount of 8,000,000,000 to fund the project of which 50% will be raised through bootstrapping as personal savings and 50% through debt financing by acquiring a loan facility from the bank. A description of funds and their sources is provided below.

No	Amount	Source
1	4,000,000,000	Personal saving
2	4,000,000,000	Bank loan

6.2. FINANCIAL PROJECTION

This Financial Projection provides a comprehensive overview of Rockville Investment's financial roadmap for the next five years. It outlines the initial investment costs required to establish operations, details the sources of funding to secure those resources, and illustrates how those funds will be strategically allocated

ROCKVILLE FINANCIAL FORECAST 2023-2028 (TSH)						
SOURCES OF FUNDS						
Amount	**Source**					
4,000,000,000	Savings					
4,000,000,000	Bank loan					
INVESTMENT FUNDS EXPENDITURE BREAKDOWN						
Years	**2023**	**2024**	**2025**	**2026**	**2027**	**2028**
Land	3,000,000,000					
Building	5,000,000,000					
TOTAL INVESTMENT COST	**8,000,000,000**					
OPERATING COST						
Utilities (Electricity and water)		617,000	678,700	746,570	821,227	850,000
Transportation and Fuel costs		1,716,000	1,887,600	2,076,360	2,283,996	2,420,000
Office rent		12,000,000	12,000,000	12,000,000	15,000,000	15,000,000
Supplies & stationeries		5,600,000	5,800,000	6,000,000	6,200,000	6,215,000
Communication		7,800,000	7,800,000	7,900,000	8,000,000	8,100,000
Bank charges		1,450,000	1,595,000	1,630,000	1,810,000	1,920,000
Direct Transportation Costs		21,000,000	24,000,000	26,000,000	30,000,000	35,000,000
Direct Marketing costs		35,000,000	40,000,000	45,000,000	50,000,000	55,000,000
Direct Labor costs		80,000,000	85,000,000	90,000,000	100,000,000	110,000,000
Accounting costs		5,000,000	5,000,000	7,000,000	7,500,000	8,000,000
Management costs		7,000,000	7,000,000	8,000,000	9,000,000	9,000,000
Insurance, License, fees		12,000,000	15,000,000	16,000,000	18,000,000	19,000,000
Legal and Professional charges		6,000,000	6,000,000	7,000,000	8,000,000	10,000,000
TOTAL OPERATING COST		**195,183,000**	**211,761,300**	**229,352,930**	**256,615,223**	**280,505,000**

REVENUE SCHEDULE						
Consultations		80,000,000	100,000,000	150,000,000	200,000,000	250,000,000
Apartment sales			1,270,284,000	1,270,284,000	1,905,426,000	1,905,426,000
Penthouse Rentals			1,524,340,800	1,524,340,800	1,524,340,800	1,524,340,800
Interests from Investments		60,000,000	80,000,000	100,000,000	150,000,000	200,000,000
TOTAL REVENUE		**140,000,000**	**2,974,624,800**	**3,044,624,800**	**3,779,766,800**	**3,879,766,800**
LOAN INTEREST AND REPAYMENT SCHEDULE						
Loan Receipt	4,000,000,000					
Loan Repayment 5 years			800,000,000	800,000,000	800,000,000	800,000,000
Loan interest 10%	400,000,000.00		80000000	80000000	80000000	80000000
Total Payment			880,000,000	880,000,000	880,000,000	880,000,000
Balance outstand	4,400,000,000		-3,520,000,000	-2,640,000,000	-1,760,000,000	-880,000,000
ANNUAL STATEMENT OF THE PROJECT COSTS AND BENEFITS						
TOTAL INVESTMENT COST	8,000,000,000					
TOTAL OPERATING COST		195,183,000	211,761,300	229,352,930	256,615,223	280,505,000
TOTAL LOAN			880,000,000	880,000,000	880,000,000	880,000,000
REVENUE		140,000,000	2,974,624,800	3,044,624,800	3,779,766,800	3,879,766,800
NET REVENUE	(8,000,000,000)	(55,183,000)	1,882,863,500	1,935,271,870	2,643,151,577	2,719,261,800
TAX AT 30%			564,859,050	580,581,561	792,945,473	815,778,540
NET REVENUE AFTER TAX	(8,000,000,000)	(55,183,000)	1,318,004,450	1,354,690,309	1,850,206,104	1,903,483,260