



ACTIVE PACKAGING (T) LTD

IMPLEMENTING NIGHTLIFE TOURISM CONCEPT IN ARUSHA

**ESTABLISHMENT OF ONE STOP MODERN AND UPSCALE ENTERTAINMENT CENTER
PROJECT**

PHASE 1

ESTABLISHMENT OF SOCIAL VENUE AND RECREATIONAL GREEN PARK AT KISERIAN

PHASE 2

ESTABLISHMENT OF ULTRA MODERN NIGHT CLUB IN KISERIAN

Prepared by

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ACTIVE PACKAGING (T) LTD

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ARUSHA - MAY 2024

SUBMITTED TO TIC

JUNE 2024

PHASE I

PROJECT PROPOSAL ON ESTABLISHING SOCIAL VENUE IN KISERIAN ARUSHA DC



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PROPOSED PROJECT FOR ESTABLISHMENT OF SOCIAL/EVENTS VENUE AND RECREATIONAL GREEN PARK AT KISERIAN ARUSHA.

CHAPTER 1

1.0 Executive Summary

We are pleased to present this proposal for the establishment of a high-quality tented venue in Kiserian, Arusha. This project aims to create a unique and versatile event space that caters to a diverse range of functions, including weddings, corporate events, retreats, and community gatherings. The proposed venue will provide a picturesque setting surrounded by nature, offering a one-of-a-kind experience for our clients and their guests. This comes in to meet growing needs of venues in Arusha due to rapid growing population and the venues available are not only sufficient but also do not meet qualities of good venues.

The name of project is Active Pro Max Gardens and will situate at an area of 2,060 m² out of plot measuring 4,134m². The rest 2,060m² is designated for establishing a night life tourism center which will include a state of art night club to be constructed in phase 11. The two projects on completion will complement each other in terms of felicities to be offered.

Kiserian is located in Mngarini ward in Arusha DC. It is very close, about 2 km to Moshomo ward in Arusha City. In fact most of the residents get their daily requirements including places for gathering, and entertainments from the city. This fact adds to the strength of the venue terms of market the because the city center inhabitants and quality venue seekers can easily access it thus forming part of the targeted market.

The cost of the project is estimated at Tsh, 364,094,400.00 (Tsh 243,430,000.00 and US\$ 45,880.00) and will generate revenue of Tsh 100,000,000/= for the first year and with positive cash flow.

1.2 Project Objectives:

- I. To create a premium social venue that meets the demand for diverse event hosting needs.
- II. To contribute to the local economy by providing employment opportunities and attracting visitors to the area.
- III. To enhance the social and cultural fabric of Kiserian, and Arusha city , through community events and engagements at the venue.

These facilities are important in communities because:-

1.Community Building:

Social spaces fosters a sense of community among residents. It helps people connect, build relationships, and establish a support network.

2. Cultural Exchange:

Social spaces provide opportunities for cultural exchange and sharing of traditions, beliefs, and values among diverse groups of people.

3. Promotion of Diversity:

By bringing people together from different backgrounds, a social environment promotes diversity and inclusivity, leading to a richer and more vibrant Arusha community.

5. Mental Health and Well-being:

Social interactions are essential for mental health and well-being. Establishing social spaces can combat social isolation and loneliness, contributing to overall psychological health of the Arusha residents.

6. Networking and Collaboration:

Social environments provide opportunities for networking and collaboration, which can lead to personal and professional growth for individuals and businesses.

Overall, building a social environment in Arusha city can enhance the quality of life for its residents, promote social cohesion, and contribute to the city's overall development and prosperity.

1.3 **Project overview**

The facility will be put on well-kept spacious gardens, accommodating 600 guests. It will have annexure building accommodating toilets, Store, kitchen and bar. Depending on demand, the plot earmarked can accommodate additional tent of the same capacity thus creating a social space for 1,200 participants at one time. It will cost Tsh 220,965.680

1.4 **Project Description:**

The tented social venue will be designed to accommodate a range of events, with customizable setups to suit various functions. It will feature modern amenities, including state-of-the-art sound systems, lighting, catering services, and comfortable seating arrangements. The venue will also offer outdoor spaces for open air events and scenic views of the surrounding area. The venue will be one stop center where all event services like music, DJs, Food , drinks audio visual systems will be proved either free or at subsidized rate. This approach is not found in any venue in Arusha, hence causing the cost of events to be so high. Fig 1.

Further, the participant will have an opportunity of enjoying their night life in our Active Pro Max Night club next door at a subsidized fee should they need.



Fig 1

The project is enclosed within a plastic vinyl fence illuminated with black light Fig 2. When combined with well-kept gardens with assorted flowers the environment will become soothing and luxurious, very attractive with beautiful ambiance to the participants and on lookers surpassing any similar such venues in Arusha. The facility has a parking area of more than 50 cars.



fig 2



Fig 3 Decorative fencing wall

1.4

Location

Kiserian is a new developing residential/commercial area in Mlangarini ward , Arusha Dc. It is in South of the Arusha City neighboring Moshono, Njiro and Muriet wards in the City and Usa river town in Arusha Dc. It has a population of about 8,800 people.

2.0

CHAPTER 2

2.1

Market Analysis

Kiserian and its surrounding areas are rapidly growing in popularity as a destination for events and social gatherings. The demand for unique and memorable venues in this region is steadily increasing, driven by a rising interest in outdoor and nature-inspired settings for special occasions. Our tented social venue will cater to this growing demand and distinguish itself through its premium quality and attention to detail.

2.2

Factors affecting venue market.

The Market aspect in this industry depend on two factors:-

- I. Quality of venue, which depends entirely on the reviews hence Rating.
- II. Type of venue, whether tented or ballroom

2.2.1

Quality of Venues

Currently Arusha city harbors most of venues in various areas, some ballroom and some tents as shown in the table below.

	VENUE	LOCATIN	TYPE	RATING
1	Lake Eyasi -AICC	City center	B	4.6
2	White hall	<u>Unga limited</u>	<u>B</u>	<u>4.3</u>
3	Frangipani Garden NJIRO	Njiro	T	4.3
4	Kawanara Hall	Njiro	B	3.6
5	Lush Garden Hotel	sakina	B	4.1
6	E Complex	Baraa	B	
7	Piazza Hall	Kimandolu	B	3
8	P. P. S Hall		B	3.6
9	School assembly Hall		B	
10	M Social Hall	Chekereni	B	4.3
11	Premium		T	
12	Kimandolu garden	Kimandolu	T	4.2
13	Moshono garden	Kimandolu	T	3.6
14	Climax njiro	Njiro	T	4.4
15	Olasiva	Sakina	T	3.9
16	Galton garden	Baraa	T	4.1
17	Holly family 4.7	Njiro	T	4.7
18	Moshono Trees park	Baraa	T	4.4

19	Olive bar and garden	Sakina	T	4.3
20	AIM Hall	Majengo	B	4.7

Table 1

B =Ballroom T = Tents

Evaluation of venues is done through star rating. The ratings usually range from one to five stars each star indicating different levels of quality or satisfaction.

Of all surveyed venues only 55% are rated above 4 stars. 45% are rated below 4 stars , Which means that besides growing demand for venues there is an acute shortage of quality venues. It is important to mention here the implication of below 4 rating.

When a venue is rated below 4 stars in a typical rating system, it generally indicates that the overall experience or quality of the venue is considered below average or unsatisfactory by the reviewers. Here are a few possible implications of a venue being rated below 4 stars:

1. Quality Concerns:

A rating below 4 may suggest that there are issues with the quality of service, facilities, or overall experience provided by the venue. Often means that the venue has received a mix of positive and negative rating.

2. Mixed Reviews: A rating below 4 means negative reviews, with the negative feedback outweighing the positive feedback.

3. Room for Improvement:

It indicates that there is room for improvement in various aspects such as customer service, cleanliness, amenities, or overall atmosphere of the venue.

4. Risk of Dissatisfaction:

Choosing a venue rated below 4 stars might mean a higher chance of experiencing disappointments or challenges during your event or visit to the venue. Generally a below 4 rating venue is bad as opposed to good venues which possesses the following qualities

A good event venue plays a crucial role in the success of any event. Here are some key factors that contribute to making a good event venue;

1. Location:

The location of the venue is critical. It should be easily accessible to attendees, have good transport links, and ideally have parking facilities.

2. Capacity:

The venue should be able to comfortably accommodate the expected number of guests. It's important to consider both the overall capacity of the venue as well as the layout options available.

3. Layout and Flexibility:

A good venue will offer flexibility in terms of room layouts, seating arrangements, and adaptability to different types of events and activities.

4. Aesthetics:

The venue should be visually appealing and well-maintained. The ambiance and decor should align with the theme or purpose of the event.

5. Facilities and Amenities:

Look for venues that offer essential facilities such as audiovisual equipment, sound systems, lighting, Wi-Fi, stage setups, and any other amenities that your event may require.

6. Catering Services:

Some venues offer in-house catering services or have partnerships with external caterers. Good food and beverage options can greatly enhance the overall experience for guests.

7. Technical Support:

A good venue will have technical support staff available to help with any audiovisual or technical requirements during the event

8. Parking and Accessibility:

Sufficient parking space and accessibility for all guests, including those with disabilities, are essential considerations for a good event venue.

9. Acoustics and Lighting:

A venue with suitable acoustics and lighting can greatly enhance the atmosphere and overall experience for attendees.

10. Outdoor Space:

Good venue particularly tents should have well-maintained outdoor areas that can be used for activities or receptions.

In order to know the position of the proposed venue We have critically examined its details in relation to the 10 qualities mentioned above and observed that all aspects of good venue have been observed thus we are confident that it will be one of the best venue in Arusha.

Requirement	availability
location	-Along Moshono road and EA road. Easily accessible
Aesthetics	Well-kept garden, flowers in a white PVC perimeter wall illuminated by black(UV) light
Facilities and Amenities	-will provide audio visual and a modern sound system
Catering Services	-The company has a catering services unit
Technical Support	2 technicians will be deployed

Parking and accessibility	Spacious 80 parking slots are available
Lighting and acoustics	Garden lights will be installed
outdoor spaces	Spacious outdoor spaces ref. fig 3

Table 2



Fig 3 showing positioning of the venue on the plot and outdoors space available.

In order to understand to determine marketability of the proposed venue, it is also important to examine the types of venues and their advantage and disadvantages.

2.2.2 Type Of venue

There are two types of venues (i) ballroom and (ii) tented venues. We shall examine them indicating their advantage and disadvantages.

- I. Ball room venues, are indoor elegant and spacious venues typically used for formal events such as weddings, galas, proms, and dance performances. They are characterized by their high ceiling, ground chandeliers beautiful décor.
- II. Tents are outdoor settings providing a unique and open air atmosphere for event.

2.2.3 Advantages of tents over ballroom

- I. Outdoor Experience: Tents provide a unique outdoor experience, allowing guests to enjoy nature and fresh air.
- II. Flexible Space: Tents come in various sizes and styles, offering flexibility in layout and decoration, which can be tailored to the event's theme.
- III. Cost-Effectiveness: Renting a tent can be more cost-effective than booking a traditional ballroom, especially for large events.
- IV. Customization: Tents can be customized with lighting, flooring, and decorations to create a personalized atmosphere for the event.
- V. Scenic Views: Tents allow guests to enjoy scenic views of the surroundings, adding to the overall ambiance of the event.

Overall, tents offer versatility and a unique setting that can enhance the overall experience of an event compared to a traditional ballroom setting. In Arusha people are have turned to tented venues, therefore this project is for them.

2.2.4 Disadvantages

There are several disadvantages of choosing tented venues for events or gatherings. Some of these disadvantages include:

- I. Weather Dependency: Tented venues are susceptible to weather conditions such as rain, wind, or extreme temperatures. This can affect the overall experience of the event and may lead to discomfort for guests.
- II. Limited Facilities: Tented venues may not have access to the same facilities and amenities as traditional indoor venues, such as permanent restrooms, heating or cooling systems, or kitchen facilities. This could result in logistical challenges during the event.
- III. Setup and Breakdown Costs: Erecting and dismantling a tented venue can be time-consuming and costly. This additional work may require hiring extra staff or equipment and add to the overall event budget.

- IV. Noise and Interruptions: Tents may not offer the same level of soundproofing as indoor venues, making them more susceptible to outside noise or disruptions. This could affect the ambiance and enjoyment of the event.
- V. Permits and Regulations: Setting up a tented venue may require permits and compliance with local regulations. Failure to adhere to these requirements could result in fines or restrictions on the event.
- VI. Limited Aesthetics: While tents can be decorated and customized to a certain extent, they may not offer the same ambiance or aesthetic appeal as a well-designed indoor venue. The overall look and feel of the event may be affected by the limitations of a tented space.
- VII. Safety Concerns: Tented venues may pose safety risks in case of inclement weather, structural issues, or emergency situations. It is important to ensure that proper safety measures are in place to protect guests and staff.

Despite these disadvantages, tented venues can still be a viable option for certain events, especially for outdoor gatherings or events with a specific theme or setting in mind. In Arusha preference for social gathering is more on tented venues than ballroom venues.

Again on the type of venue we have studied the market trend and observed that more people in Arusha are for tented venues on open grounds than the ball room venues.

2.2.5 Targeted market

We are targeting people seeking for wedding, outdoor conferences, parties and other social events in the areas of Usa River, Kiserian, moshono, Njiro south, muriet, Afcon City and Arusha city as a whole and tourists who wants to enjoy outpace recreation.

2.2.6 Methods of marketing

We shall use several method of marketing the venue including but not limited to:

1. Social media
2. Radio stations
3. Brochures and flyers
4. Word of mouth
5. Using service providers, eg. MCs, Djs, caterers and event organizers to advertise the venue.

2.2.7 Marketing strategies

We shall us the following strategies:

1. Prizing strategy. Our prices for food, drinks and venue will be attractive compared to the market prices
2. Offer of some facility as complimentary e.g Audio visual and sound system
3. Giving discounts to the returning customers or event organizers
4. Giving out subsidized tickets for those who wants to enjoy clubbing to our proposed night club next door after events.

CHAPTER 3

3.0 Implementation of the project

3.1 Approach

The project will be implemented in the following manner:-

1. Planning Phase:

- Define project scope, budget, and timeline.
- Identify the purpose of the event tent (e.g., wedding, corporate event, festival).
- Determine the size and type of tent required based on the number of guests and event requirements.
- Obtain necessary permits and approvals from local authorities.
- Develop a detailed project plan outlining tasks, responsibilities, and deadlines.

2. Site Preparation:

- Select a suitable location for the event tent considering factors such as accessibility, terrain, and ground conditions.
- Clear the site of any obstacles, debris, or obstructions.
- Level the ground and ensure proper drainage to prevent water accumulation.

3. Tent Installation:

- Assemble the tent according to manufacturer instructions, ensuring proper anchoring and support.
- Install flooring, lighting, and other amenities as needed.
- Conduct quality checks to ensure the tent is structurally sound and safe for use.

4. Decoration and Setup:

- Decorate the tent according to the event theme and client preferences.
- Arrange furniture, seating, and other equipment to accommodate guests.
- Set up audiovisual equipment, and other technical requirements.

5. Event Execution:

- Coordinate with vendors, caterers, and other event partners for a smooth execution.
- Manage guest arrivals, seating arrangements, and any last-minute changes.
- Ensure health and safety protocols are followed throughout the event.

6. Post-Event Activities:

- Dismantle the tent and clean up the site.
- Conduct a post-event review to evaluate the project's success and identify areas for improvement.
- Document lessons learned and best practices for future event tent projects.

	MAY		MAY		JUNE	JUNE	JUNE	JUNE	JULY	JULY	JULY	AUGUST
	wee 1	2	3	4	5	6	7	8	9	10	11	12
planning ab project writup	Yellow	Yellow										
Site preparation			Blue	Blue								
Wall constructin					Red	Red						
Tent Installation (Week 5-6)							Green	Green				
Decoration set up									Black	Black		
Project ececution											Dark Blue	Red
Post event activities												

Fig 4

4.0

CHAPTER 4

4.1

Breakdown of costs

Item	TSH	US D	TSH
Site preparation	10,000,000.00		
Acquisition of tent		16,000.00	
Acquisition of PVC wall		7,500.00	
acquisition of sound system		6,000.00	
Acquisition of tables		2,700.00	
pavements	15,000,000.00		
AV System	8,000,000.00		
Dancing Floor		480.00	
chairs 600 nos		7,200.00	
construction of toilets	30,000,000.00		

Motor vehicle	50,000,000.00		
Contingency 10%	5,500,000.00		
construction of kitchen block	20,000,000.00		
Swimming pool			
		39,880.00	
sub total	138,500,000.00		
vat =18%	24,930,000.00	7,178.40	
excise duty 10%		7,976.00	
import duty 20%		5,982.00	
contingency 15%		5,982.00	
sub total	163,430,000.00	66,998.40	\$171,515,904.00
			0
Grand Total	334,945,904.00		

4.2

Source of fund

The company has resolved to contact TIB Dev. Bank to secure a term loan of Tsh. 364,094,400.00 / =

4.3

Revenue Analysis

4.4

Income per month

Assumptions				
i	Will host 2 events/week			
ii	No of guests/event will be 500			
iii	Every guest will consume 3 beers			
iv	cost of beer is 2000/=			
v	Price of food is 15,000 /plate			
vi	Rent will be Tsh 2,000,000/event			
vii	Revenue will increase by 10% after every 2 years			
		Source	Source	Source
		Rent	Drinks	Food
		16,000,000.00	24,000,000.00	60,000,000.00
				Total/month
				100,000,000.00

Table 4

4.5 Projected income for 5 years

Year 1	year2	Year 3	Year 4	Year 5
1,200,000,000.00	1,200,000,000.00	1,320,000,000.00	1,320,000,000.00	1,452,000,000.00

Table 5

4.5 Breakdown of Expenditure

		Total/month	Total/annum
Drinks		11,200,000.00	134,400,000.00
Food		42,000,000.00	504,000,000.00
Staff	10	2,000,000.00	24,000,000.00
Marketing		3,000,000.00	36,000,000.00
DJ	2	600,000.00	7,200,000.00
Casual lab	5	500,000.00	6,000,000.00
Security	4	800,000.00	9,600,000.00
cleaners	6	900,000.00	10,800,000.00
bar attendants	2	600,000.00	7,200,000.00

utility	1	500,000.00	6,000,000.00
Transport	1	300,000.00	3,600,000.00
Rent	0	-	-
Land rent	1	83,333.33	1,000,000.00
Insurance	1	83,333.33	999,999.96
License	1	33,333.33	400,000.00
Loan repayment		5,965,038.00	71,580,456.00
Other		208,333.33	2,500,000.00

Table 6

4.6

Cash flow projection

	year 1	YEAR 2	YEAR 3	YEAR 4	YEARS
Sales	1,200,000,000.00	1,200,000,000.00	1,320,000,000.00	1,320,000,000.00	1,452,000,000.00
Direct cost of sale	58,000,000.00	58,000,000.00	63,800,000.00	63,800,000.00	70,180,000.00
others	2,500,000.00	2,500,000.00	2,500,000.00	2,500,000.00	2,750,000.00
Total cost of sale	60,500,000.00	60,500,000.00	66,300,000.00	66,300,000.00	72,930,000.00
		-	-	-	-
Gross margin	1,139,500,000.00	1,139,500,000.00	1,253,700,000.00	1,253,700,000.00	1,379,070,000.00
Gross margin %	0.95	0.95	0.95	0.95	0.95
EXPENSES		0.00	-	-	147,840,000.00
Drinks	134,400,000.00	134,400,000.00	147,840,000.00	147,840,000.00	162,624,000.00
Food	504,000,000.00	504,000,000.00	504,000,000.00	504,000,000.00	504,000,000.00
Payroll	24,000,000.00	24,000,000.00	26,400,000.00	26,400,000.00	29,040,000.00
sales and marketing	36,000,000.00	36,000,000.00	39,600,000.00	39,600,000.00	43,560,000.00
Depreciation	40,920,000.00	40,920,000.00	40,920,000.00	40,920,000.00	40,920,000.00
leased ppty	-	-	-	-	-
utility	7,200,000.00	7,200,000.00	7,920,000.00	8,712,000.00	9,583,200.00
insurance	1,000,000.00	1,000,000.00	1,000,000.00	1,000,000.00	1,000,000.00
Land Rent	250,000.00	250,000.00	250,000.00	250,000.00	250,000.00
Payroll taxes	15,120,000.00	15,120,000.00	15,120,000.00	15,120,000.00	15,120,000.00
Entertainment	24,000,000.00	24,000,000.00	24,000,000.00	24,000,000.00	24,000,000.00
Loan repayment	71,580,456.00	71,580,456.00	71,580,456.00	71,580,456.00	71,580,456.00
license	400,000.00	400,000.00	400,000.00	400,000.00	400,000.00
other	2,500,000.00	2,500,000.00	2,500,000.00	2,500,000.00	2,500,000.00
Total op. expenses	861,370,456.00	861,370,456.00	881,530,456.00	882,322,456.00	904,577,656.00
		-	-	-	-
profit before taxes	338,629,544.00	338,629,544.00	438,469,544.00	437,677,544.00	547,422,344.00
taxes	101,588,863.20	101,588,863.20	131,540,863.20	131,303,263.20	164,226,703.20
NET PROFIT	237,040,680.80	237,040,680.80	306,928,680.80	306,374,280.80	383,195,640.80
netprofit/sales	0.20	0.20	0.23	0.23	0.26

Table 7

5.0

CHAPTER 5

5.1

Strength

1. Unique ambiance
2. All services will be provided at one stop center,
3. Some services will be free e.g. music, Dj, and audio visual with tv screens.

5.2

Possible risks for the project

Some potential risks involved in social venues in Arusha, Tanzania, include:

1. Safety Concerns:

As with any social venue, there can be safety concerns such as theft, assault, or other criminal activities. It's important to be vigilant and aware of your surroundings.

2. Health Risks:

In crowded social venues, there can be a higher risk of exposure to illnesses or diseases, especially in times of outbreaks like the COVID-19 pandemic.

3. Traffic and Transportation:

Getting to and from social venues in Arusha can involve navigating through traffic congestion or using public transportation. This can sometimes pose risks, especially for unfamiliar travelers.

4. Alcohol and Substance Abuse:

In some social venues, alcohol and other substances may be prevalent. Excessive consumption can lead to impaired judgment, risky behaviors, or health issues.

6. Natural Disasters:

Arusha, like many other places, is susceptible to natural disasters such as earthquakes and flooding. Understanding emergency protocols and being prepared is essential when visiting social venues.

5.3 Risks Mitigation

1. Security Measure:

We will employ trained security personnel to monitor the premises, conduct bag checks, and handle any potential security threats. Install surveillance cameras and alarms to deter criminal activity.

2. Emergency Preparedness:

We will develop and prominently display emergency exit routes, fire extinguishers, and first aid stations. Conduct regular drills and training sessions for staff on how to respond to emergencies.

4. Alcohol Management:

We will implement strict policies on alcohol service and consumption to prevent over-intoxication. Provide training for staff to recognize signs of intoxication and intervene when necessary.

5. Crowd Control:

Monitor the number of people inside the venue to prevent overcrowding. Have trained staff members in place to manage large crowds during peak hours or events.

6. Hygiene and Sanitation:

We will maintain high standards of cleanliness and hygiene to prevent the spread of illnesses. Provide hand sanitizing stations, clean restroom facilities, and regular sanitation of high-touch surfaces.

7. Licensing and Compliance

We will ensure that the venue complies with all local regulations and licensing requirements. Regularly review and update safety protocols to meet legal standards.

8. Communication and Signage:

We will clearly communicate safety guidelines, emergency procedures, and contact information for emergency services. Use visible signage to guide patrons and staff on best practices.

9. Staff Training:

We will provide thorough training for all employees on safety protocols, customer service standards, and emergency response procedures. Empower staff to handle challenging situations effectively.

10. Community Engagement:

We will foster positive relationships with the local community, law enforcement agencies, and emergency services to enhance overall safety and security in the area.

5.3

Employment.

The venue will employ 33 staff as follows:

sno.	Position	No. of staff
1	Venue Manager	1
2	Event planer	1
3	Technicians	2
4	Dj	1
5	Tent Technicians	2
6	Waitress	10
7	Security	4
8	Ushers	4
9	Cleaners	4
10	Gardeners	4
11	Swimming pool attendant	2
	Total	35

Table 8

5.4

Promoter

The project will be promoted by directors of Active Packaging T Ltd who are Mr Prosper Swatty, Mrs Happiness Swatty, and Jesse Swatty, and it will start operation during high season for weddings in Arusha in August 2024.

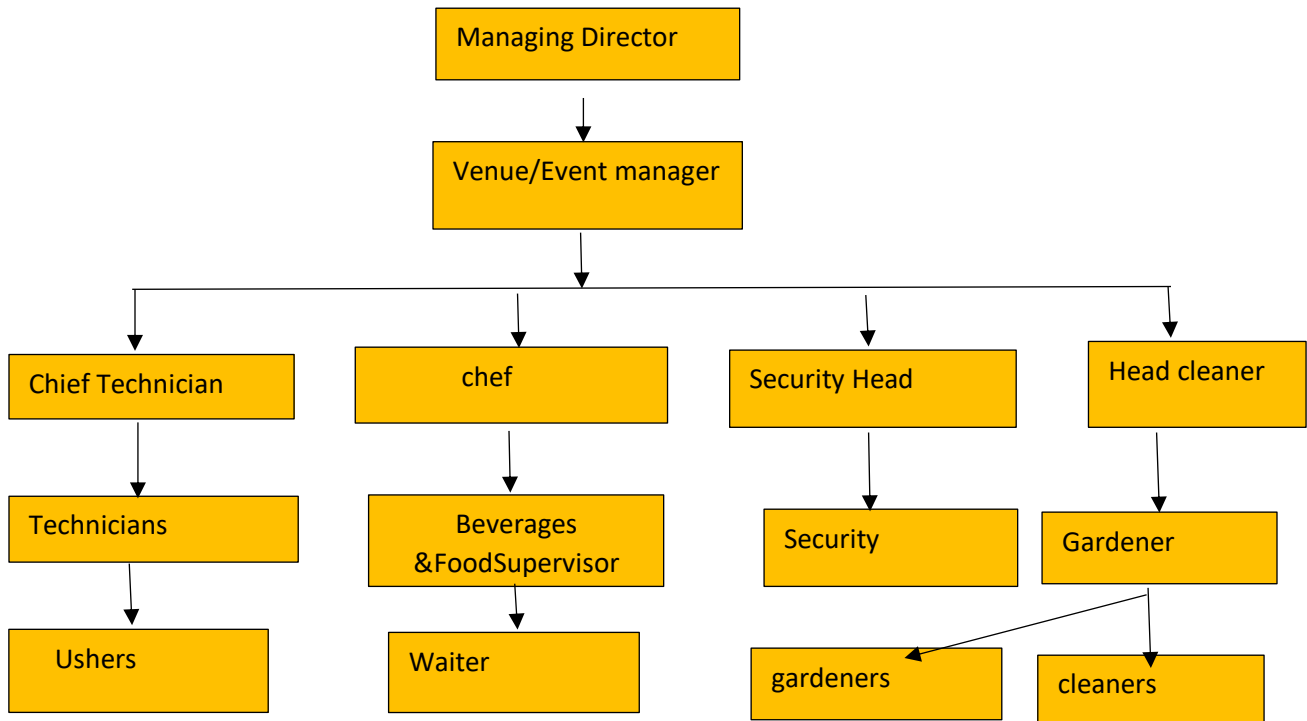
NAME	POSTION	QUALIFICATION	EXPERIENCE
Prosper Swatty F.	Managing Director	MSc. Facility management Adv. Dip Land Management and valuation	Night club owner - 10 years Packaging factory owner - 8 years
Happiness Swatty P.	Director	Sc's certificate	Night club owner - 10 years Packaging factory owner - 8 years

Jesse P. Swatty	Director	BSc. Economics and statistics	Packaging operations - 4 years

Table 9

5.5

Organization chart



5.6

Conclusion

Establishing a tented venue in Kiserian , Arusha, holds a great potential for providing a memorable and authentic experience to event organizers and event guest while contributing to the local economy and promoting sustainable community social life.









Width: 15meter

Length: 35meter

Party tent decoration







PHASE 2

ESTABLISHMENT OF ACTIVE PRO MAX NIGHT CLUB



1.0**Table of contents**

1	TABLE OF CONTENTS	1.0
2	EXECUTIVE SUMMARY	1.1
3	INTRODUCTION	1.2
4	OBJECTIVES	2.0
5	CONCEPT AND DESIGN	3.0
6	TECHNOLOGY	4.0
7	CONCEPT	5.0
8	NIGHTLIFE MEANING	5.1
9	NIGHTLIFE TOURISM Concept	5.2
10	ENTERTAINMENT PROGRAMMING	6.0
11	MARKET ANALYSIS	7.0
12	TARGETED MARKET	7.1
13	MARKETING AND PROMOTION	7.2
14	MARKETING AND SALES STRATEGY	7.3
15	FINANCIAL PLAN	8.0
16	ESTIMATED COSTS	8.1
17	COST BREAKDOWN	8.2
18	REVENUE	9.0
19	EXPENDITURE	10.0
20	PROJECTED CASH FLOW	11.0

21	SWOT ANALYSIS	12.0
22	STRENGTH	12.1
23	WEAKNESS	12.2
24	OPPORTUNITIES	12.3
25	THREATS	12.4
26	EMPLOYMENT	13.0
27	MANAGEMENT	14.0
28	ORGANISATION CHART	14.1
29	CONCLUSION	15.0

1.0 Executive summary

Arusha is a vibrant city in Tanzania known for its diverse culture and lively nightlife scene. However, there is a growing demand for a premium night club experience in of Arusha. This project proposal aims to establish a high-end night club in Kiserian to cater to the entertainment needs of the local population as well as tourists visiting the region. It is a positive towards the implementation of Night life concept which is not well developed in Arusha, besides being a hub of tourism in the Northern Tanzania. This project put a special focus on the coming Afcon tournaments which will take place in the city. This event will bring a lot of football fans from across Africa and the world at large, who will require among other things, quality and secure entertainment centers with international touch. Furthermore it is projected that tourism will grow tremendously in the near future after high profile promotion by the President of Tanzania through the Royal Tour documentary; which has already increased tourists in this year 2024. Therefore the government has called upon investor to invest in Hotels, entertainment, etc to offer quality services to meet the expected increased demand. So this project is timely, ang relevant now than ever before.

The project will be built as phase 11 having in place phase 1 which is establishing a modern tented social venue in the scenic. When completed the two projects will complement each other as the share the same plot and services offered there in.

The project will go by the name of Active Pro Max club and sit on the half of plot no Kiserian measuring 4,134 sm2 . The club will occupy 2,067 m2 while

the other half is occupied by the other proposed social venue and spacious open garden areas. The facility is easily accessible through Moshono road and Arusha by pass road.

We are targeting tourist, (domestic and international) the coming Afcon tournament, Diplomats, and local population in general. The end result is the economic boost, entertainment and increased property value.

Kiserian is located in Mngarini ward in Arusha DC. It is a walking to Moshomo ward in Arusha City. Infact most of the residents get their daily requirements including entertainments from the city. This fact adds to the strength of the club in terms of market the because the city center inhabitant and visitors can easily access the club forming part of the targeted market.

It is estimated that the project will cost Ths. 595,575,044.80 (Tsh 231,044,000.00 and Us D 138,604.96) and will generate Tsh 768,000,000/= for the first year of operation with positive cash flow

1.1 Introduction

In recent years, the vibrant city of Arusha has witnessed a significant surge in both commercial and residential developments, transforming it into a thriving hub of economic activity and social life. However, despite the town's growing popularity and dynamism, there remains a conspicuous void in its nightlife offerings. This vacuum presents a compelling opportunity for entrepreneurs to introduce a new and exciting dimension to Arusha by establishing a modern and upscale night club.

Arusha, a city pulsating with vibrancy and cultural richness, sets the stage for a remarkable venture—a new night club in the heart of Kiserian. As the sun sets beyond the horizon, a new beacon of entertainment and social gathering is about to illuminate the nightlife scene, promising an unrivaled experience for locals and travelers alike.

This report encapsulates the meticulous planning, strategic vision, and creative ingenuity that underpin the establishment of a night club in Kiserian, Arusha. With a vision to redefine nocturnal entertainment in this dynamic city, our endeavor embarks on a journey to create a coveted destination where music, ambiance, and camaraderie converge to ignite unforgettable moments.

Against the backdrop of Arusha's captivating landscapes and diverse cultural tapestry, this night club aspires to be more than just a venue—it aims to be a cultural phenomenon, a sanctuary of celebration and sophistication where memories are crafted and boundaries are transcended.

Through this comprehensive report, we delve into the strategic considerations, market analysis, operational frameworks, and creative concepts that pave the way for the successful establishment of a night club in Kiserian, Arusha. From understanding the local demographic and nightlife trends to harnessing innovative technologies and

experiential design principles, each aspect of this venture is meticulously crafted to resonate with the spirit and ethos of the city.

As we embark on this transformative journey towards reshaping the nocturnal landscape of Kiserian, Arusha, this report serves as a compass, guiding our steps towards creating a night club that stands as a testament to creativity, excellence, and the art of celebration. Join us as we unravel the blueprint for crafting an unparalleled nightlife destination in Kiserian, Arusha—a space where every night is an opportunity for enchantment, connection, and unforgettable experiences.

The introduction of a high-quality night club in Kiserian holds the promise of not only enriching the town's entertainment scene but also catering to the evolving preferences and lifestyles of its diverse populace and visitors. With careful planning, strategic positioning, and a focus on delivering exceptional experiences, the establishment of a night club in Kiserian has the potential to become a sought-after destination for nocturnal entertainment, social gatherings, and memorable experiences.

2.0 Objectives

1. Fulfilling Unmet Demand

The primary objective of establishing a night club in Kiserian is to cater to the unmet demand for vibrant nightlife and entertainment options in the region. By providing a modern and upscale venue, the night club aims to become a premier destination for residents and visitors seeking diverse and dynamic nocturnal experiences.

2. Enhancing Social and Cultural Scene

The night club seeks to contribute to the enrichment of Kiserian's social and cultural scene by offering a space where individuals can socialize, unwind, and experience music and entertainment in a lively and engaging atmosphere. It aims to foster a sense of community and provide a platform for cultural exchange and celebration.

3. Creating Employment Opportunities:

A key objective of establishing the night club is to create job opportunities for local residents. By recruiting a diverse team of staff, including bartenders, waitstaff, security personnel, DJs, and managers, the night club aims to contribute to the economic development of the community and support livelihoods.

4. Driving Tourism and Economic Growth

The night club aspires to attract tourists and visitors to Kiserian, thereby stimulating economic growth and promoting the town as a vibrant and welcoming destination. By

offering a unique entertainment experience, the night club aims to increase footfall in the area, boost local businesses, and contribute to the overall tourism industry in Arusha.

5. Promoting Safety and Responsible Entertainment

In establishing the night club, a key objective is to prioritize safety and responsible entertainment practices. By adhering to regulatory standards, implementing security measures, and promoting responsible consumption of alcohol, the night club aims to create a safe and enjoyable environment for patrons and uphold ethical business practices.

6. Building Brand Equity and Loyalty

The night club aims to build a strong brand identity and cultivate customer loyalty by delivering exceptional service, memorable experiences, and a consistent standard of quality. By focusing on customer satisfaction and engagement, the night club seeks to establish itself as a preferred venue for entertainment and social gatherings in Kiserian and beyond.

3.0 **Concept and Design**

The night club will adopt a modern and sophisticated design, featuring state-of-the-art sound and lighting systems, a spacious dance floor, comfortable seating areas, and a well-equipped bar serving a wide range of beverages. The decor will be stylish and contemporary, creating an upscale atmosphere for patrons to enjoy. It will be complete sound proof.

4.0 **Technology**

We will adopt new technology from the award winning Disco designer from Bulgaria. This technology has never been used in Tanzania before. Active Pro Max club will completely revolutionize the clubbing entertainment in Tanzania.



Fig 1. Active Pro Max Club Architectural outlook



Fig 2. Video projection walls(3 d of Active Pro Max club)

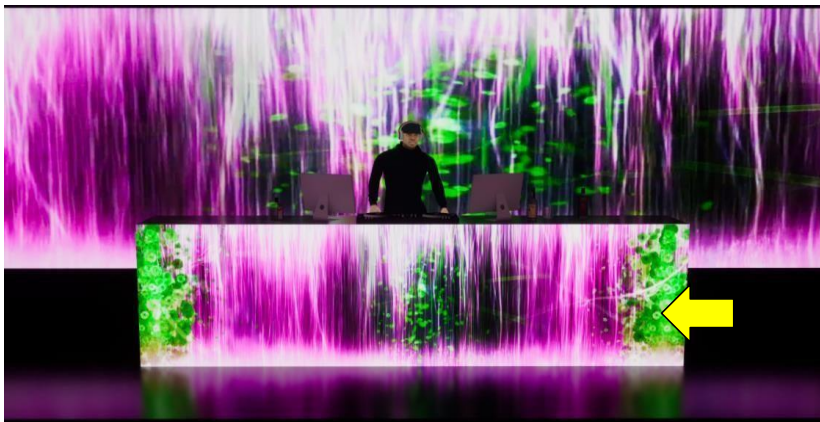


Fig 3 Video projection Dj chamber 3d

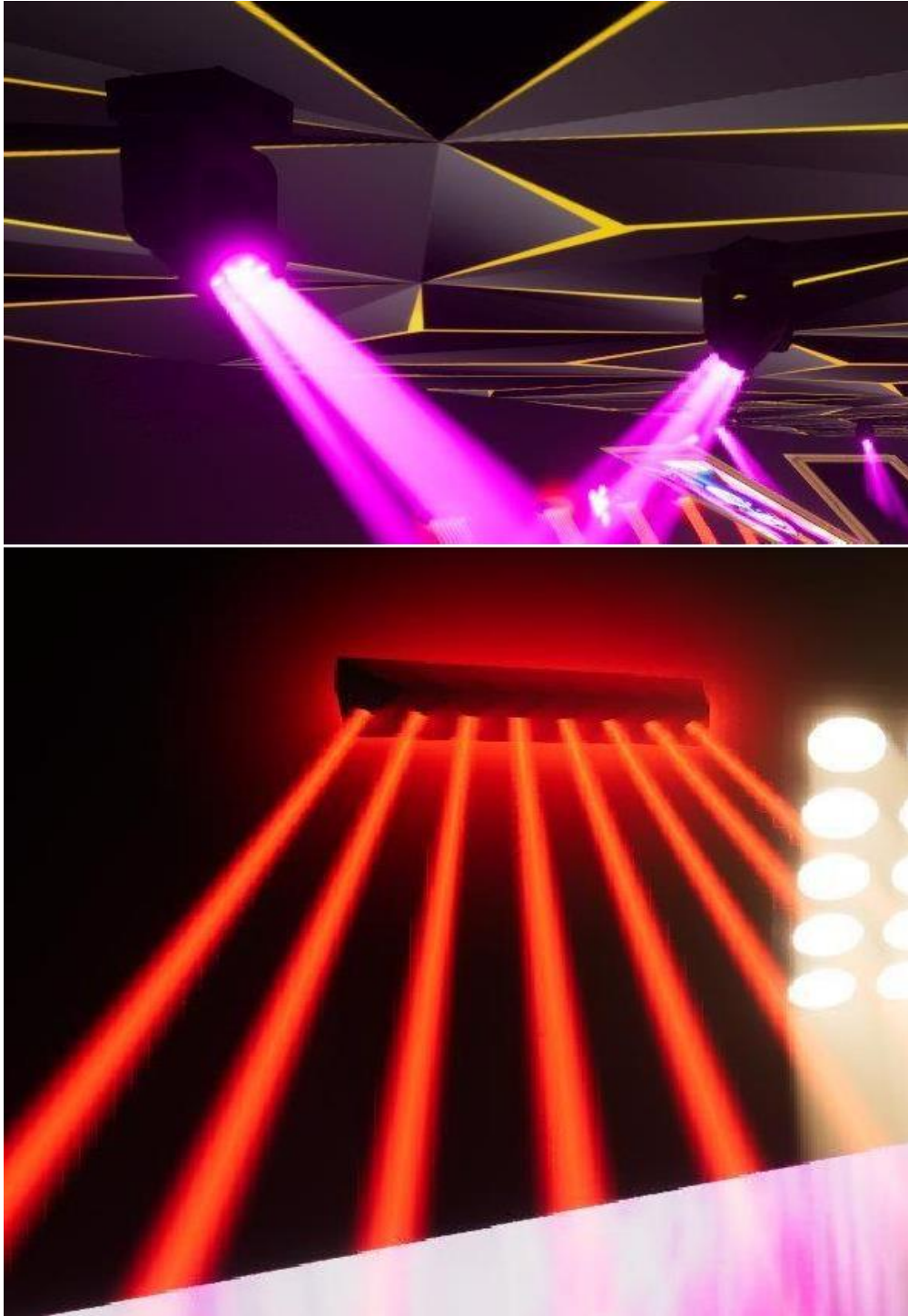
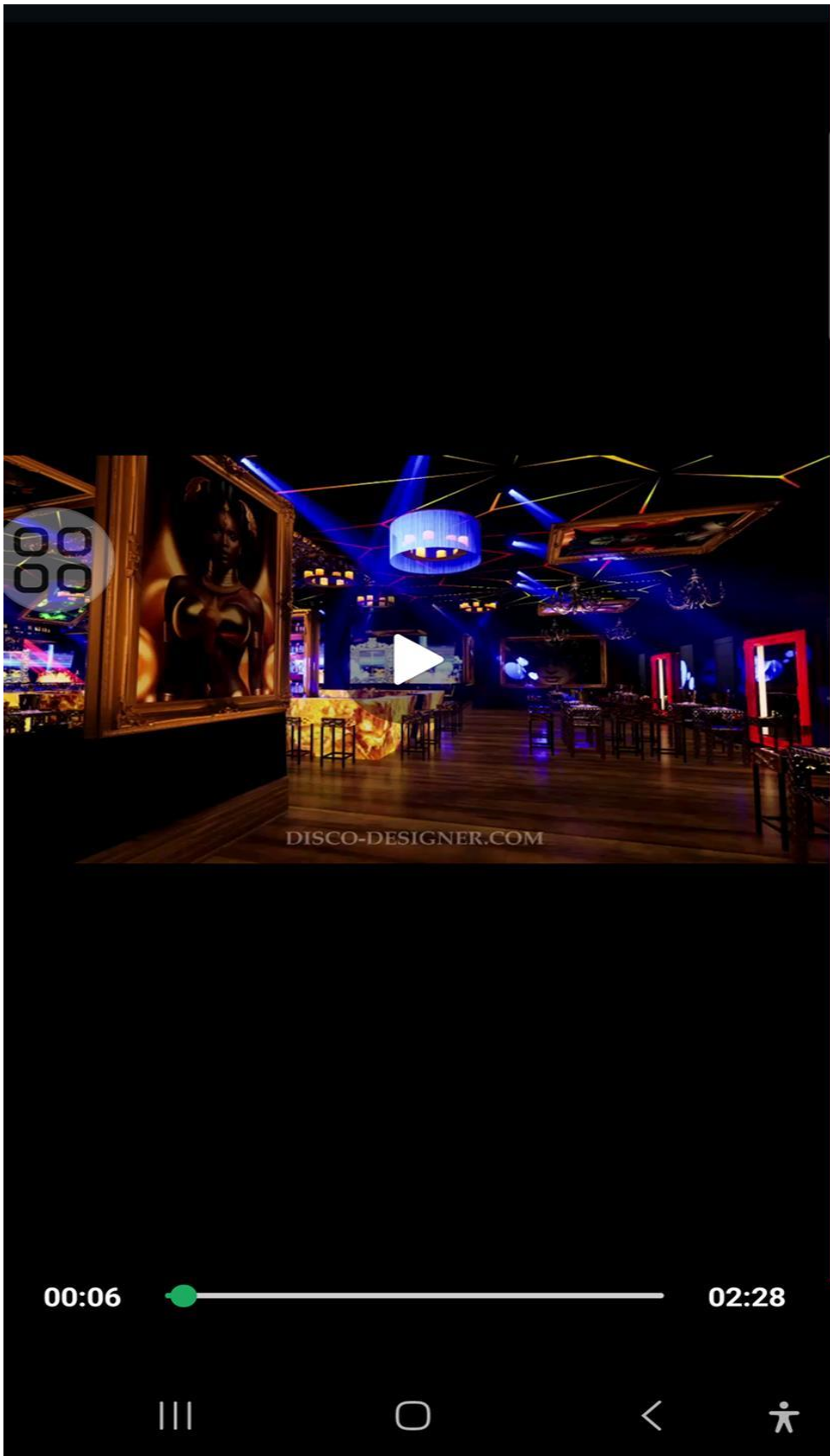
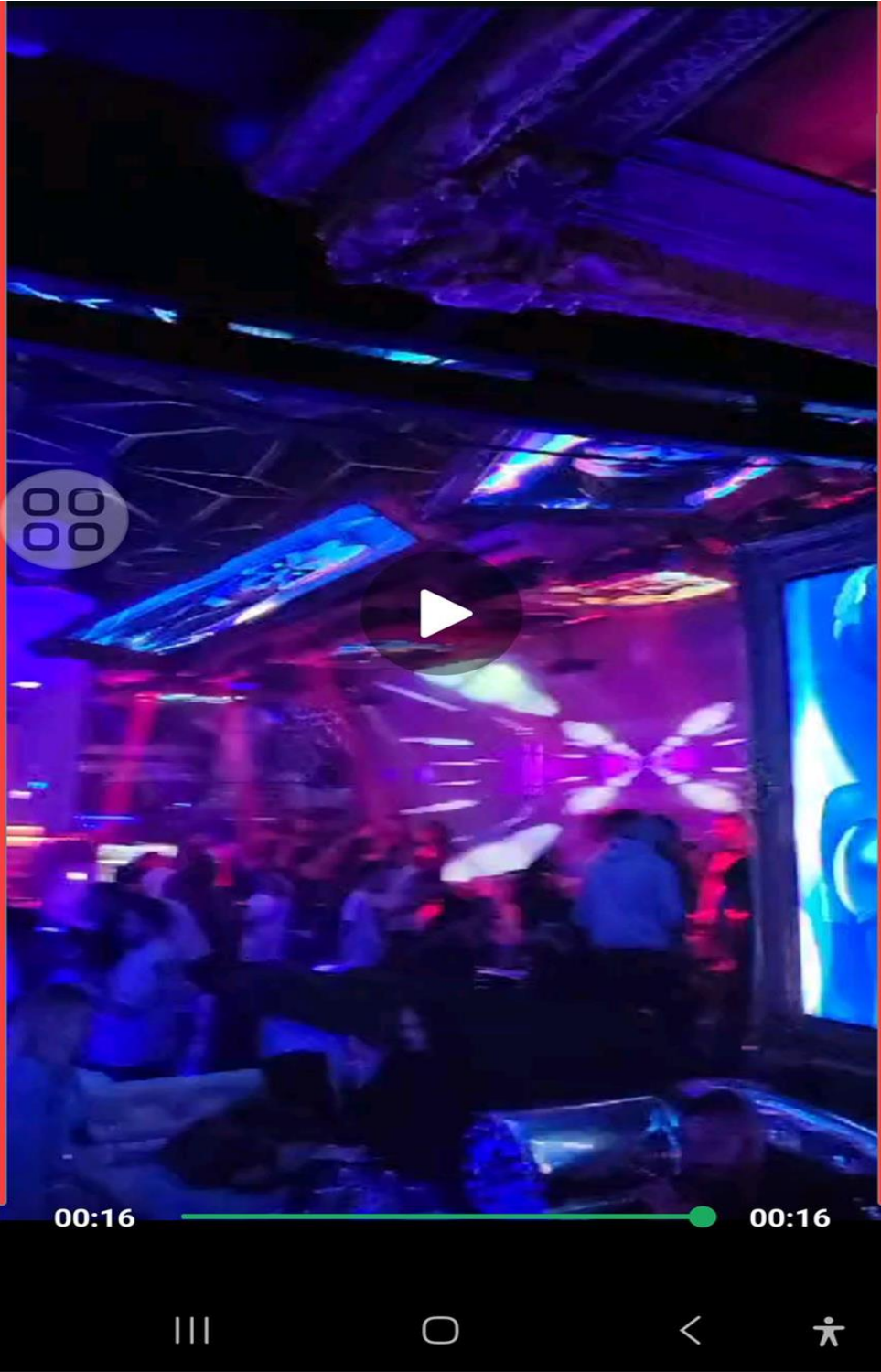


Fig. 4 Moving heads lights





club interior

Fig 6 3D of the

5.0

Concept

To really understand our business we should first define the nightlife sector, as traditionally it is not a topic that is studied, so to do this we must clearly define which activities make up the nightlife and on which we should focus. To this end, the key definition of nightlife is:

5.1

Nightlife meaning

"The set of recreational activities performed by people at night, always within the legal limits and established by law, in order to entertain," mainly weekends and holidays.

Nightlife is related to a series of activities that involve a large economic consumption, as it is linked to the consumerism of certain services and products that are offered during this time, and are linked to be carried out during this time as well"

5.2

Nightlife Tourism Concept

Nightlife is a collective term for entertainment that is available and generally more popular from the late evening into the early hours of the morning. Nightlife entertainment is often more adult oriented than day time entertainment. People who prefer to be active during night time or night hours are called owls and are the major night of the nightlife. The relationship between Nightlife and Tourism is closely related as in most of the developing countries like ours. In Arusha this is new concept, although there are numerous clubs and bars but non focuses on the tourism. This is major shortfall in Tourism industry which this project is geared to address.

6.0

Entertainment and Programming:

The night club will host a variety of entertainment events, including live DJ performances, themed parties, guest appearances by renowned artists, and special promotions. A diverse music lineup will cater to different tastes and preferences, ensuring an inclusive and engaging experience for all patrons.

7.0

Market Analysis

Market situation of night clubs in Arusha can be looked at from two angles.

(a) Number of clubs Table 1

(b) Quality of clubs(Rating) Table 1

(a) Number of clubs in Arusha city

	NAME	RATING
1	Babylone bar and night club	4.1
2	Cocoriko Annex	4
3	Elite city clb	3
4	good hope night club	3.9
5	Club D world garden	4.1
6	Tanzanite lounge	4.7
7	Fible nignt club	5
8	Sky lounge	3.7
9	club capital	2.6
10	cocoriko club and lounge	4.1
11	The Done lounge	4.3
12	Shivers	3
13	Atowners club	5
14	Club Afirico bar & lounge	4
16	Le Placer lounge	5
17	The hub	4.4
18	The shisha village	4

Table1

Given the number of the existing clubs now, the demand outweighs the supply hence a need for more night clubs in Arusha.

What actually matters in the marketability of any club is quality and not their numbers. What makes a good nightclub?

A fun nightclub would have:-

1. Atmosphere and Design: A good nightclub should have a well-thought-out interior design and atmosphere that sets the mood for a great night out. Lighting, decor, sound systems, and layout all play a crucial role in creating the right vibe.
2. Music
Quality music is essential for a nightclub. The choice of DJs or performers, the sound system, and the music genres played should cater to the target audience and keep people engaged and dancing.
3. Crowd
The crowd that frequents a nightclub can significantly impact its reputation and vibe. A good mix of people who are there to have a good time and interact positively with each other can create a lively and enjoyable atmosphere.
4. Drinks and Service:
Having a wide selection of drinks, good bartenders, and efficient service are key factors in ensuring that patrons have a good experience. Quick service and well- made drinks can keep the energy high.
5. Security and Safety.
A good nightclub should prioritize the safety and security of its patrons. This includes having well-trained security staff, safety procedures in place, and ensuring that everyone feels comfortable and secure while on the premises.

6. Consistency in providing a great experience is crucial for a nightclub's success. This includes consistent quality in music, service, atmosphere, and overall customer experience.

Accessibility:

7. The location and accessibility of the nightclub can also play a significant role in its success. Easy access, parking facilities, and proximity to public transportation can make it more convenient for people to visit.

Evaluation of the above requirements for a good night club was done and awarded maximum of 5 points. Table 1 above shows only 3 clubs out of 18 are rated 5 points. i.e. Only 16.6 % have qualities of good clubs. That is say a person looking for good night club in Arusha will be faced by a limited choice of 3 clubs only. Clubs which are rated below 4 which means they are bad or poor choice are 33%

The rating below 4 of the existing club in Arusha translates into:-

1. Poor atmosphere
2. Bad music
3. Long waiting times
4. Subpar drinks
5. Unfriendly staff
6. Lack of amenities
7. Lack of security

In the simplest form, it can be concluded that Arusha lacks adequate nightclubs to accommodate tourist and diplomats who needs nightlife entertainment. Our project will focus on those shortfalls to attract the targeted groups of patrons.

On examination of our proposed night club we found that all requirements for good night club are met so we are confident that it will first class club as show in the table 2 below:-

	Requirements	Availability
1	Atmospheres And design	- Purposely built, with modern arhtectural touch
		- enough space for 500 Pax
		-Decorated with led artificial marble, giving excellent ambiance
		- very confiscated lighting system coupled with wall video projections

2	Music quality	-modern sound systems
3	Crowd	- Crowd control measures are in place
4	Drink and services	-wide selection of local and imported drinks
		-well trained bartenders will be recruited
5	Security and Safety	- Diplomats and Tourist Unit will be deployed
		-Locally trained security guards and bouncers will be recruited
6	Consistency	- our management will ensure consistency of services offered
7	Location	- It is strategically located, and easily accessible

Table 2

7.1 Targeted Market

Tourist and diplomats visiting Arusha Domestic tourists
 Local residents of Arusha
 The coming Afcon tournaments in Arusha

7.2 Marketing and Promotion:

To attract a wide audience and build a strong brand presence, the night club will implement a comprehensive marketing strategy that includes social media promotions, local advertising, partnerships with influencers and bloggers, and collaboration with hotels and travel agencies to target tourists.

7.3. Marketing and sales strategy

We shall implement the following strategy to market the club

1. Events

In order to attract more patrons in the club we shall focus on organizing regular different events such as:-

Award ceremonies
Private events Charitable
events Product launches
Sneak previews

2. Partner Up

Brand partnerships are a reliable way to attract new nightclub guests while strengthening business relationships along the way. The best part is - many alcohol brands and sponsors love to partner with nightclubs. We will collaborate with Tanzania breweries, Serengeti breweries, Tanzania Distilleries , Bonite Bottlers , and SBC -Pepsi to achieve this.

3. Influencing Fun

We shall use Influencer marketing. When it comes to elevating the nightclub experience from being just any old Saturday to being a night to remember forever, sometimes all it takes is inviting the right people. By partnering with influencers to host events, celebrate special occasions, and promote drink specials, nightclub we can offer a rare opportunity to attendees – the opportunity to party with fame. It can be a lasting way to bring certain demographics into our club, associating our space with unexpected celebs and VIPs.

4. Pricing Strategy

Since we are aware of the prices which night clubs charge we will offer reasonable price not below what are charging.

We shall also use the sister project adjacent the club (Social Venue) to market the club. We shall use social media, radio stations and Televisions to raise awareness of public of existence of this high -end club in the city.

8.0

Financial Plan:

8.1 Estimated Cost of The Project

We have estimated Tsh 464,003,376.00 to be cost of investment as shown in the table below:-

8.2

Cost break down

ITEM	AMOUNT TSH	AMOUNT USD
Site preparation	10,000,000.00	
construction of club building	120,000,000.00	
Acquisition of sound system		6,000.00
Acquisition of AV system	8,000,000.00	
Acquisition of lighting and projection system		76,432.00
Acquisition Tables		2,220.00
Acquisition of chairs 150		3,000.00
Acquisition of other equipment	20,000,000.00	
		6,000.00
Sound proofing material	30,000,000.00	
Paving	7,800,000.00	-
Contingency 10%	195,800,000.00	93,652.00
Total TSH		
	195,800,000.00	
GRAND TOTAL	35,244,000.00	16,857.36
VAT 18%		18,730.40
import Duty 20%		9,365.20
	231,044,000.00	.

	Excise duty 10%		\$9,365.20
	Total Tshs &US \$	231,044,000.00	\$138,604.96
	Grand Total Tsh	595,575,044.80	

Table 3

9.0 Revenue

Assumptions

1. The club will operate 5 days a week
2. No. of patrons /day will be an average 150 pax
3. Entrance fee will be Tsh 10,000 and Us Doller 5.00 per person
4. Revenue will increase by 10 in every 2 years

Revenue per Day

Entrance fee	Drinks	Food	TOTAL
1,500,000.00	1,200,000.00	500,000.00	3,200,000.00

Table 4

Revenue per week will be Tsh 16,000,000/= ie $3,200,000 \times 5 = 16,000,000$ /= Thereover estimated revenue per month will be 64,000,000 and per annum will be 768,000,000/=

10.

Estimated Expenditure

		Total/month	Total/annum
Drinks		16,000,000.00	192,000,000.00
Food		6,000,000.00	72,000,000.00
Staff	10	2,000,000.00	24,000,000.00
Marketing		3,000,000.00	36,000,000.00
DJ	2	600,000.00	7,200,000.00
Casual lab	5	500,000.00	6,000,000.00
Security	4	800,000.00	9,600,000.00
cleaners	6	900,000.00	10,800,000.00
bar attendants	2	600,000.00	7,200,000.00
utility	1	500,000.00	6,000,000.00
Transport	1	300,000.00	3,600,000.00
Rent	0	-	-

Land rent	1	83,333.33	1,000,000.00
Insurance	1	83,333.33	999,999.96
Licenses	1	333.33	4,000.00
Loan repayment		31,367,000.00	376,403,999.96

Table 5

11.

Projected Cash Flow

	year 1	YEAR 2	YEAR 3	YEAR 4	YEAR5
SALES	768,000,000.00	768,000,000.00	844,800,000.00	844,800,000.00	929,280,000.00
Direct cost of sale	54,000,000.00	54,000,000.00	59,400,000.00	59,400,000.00	65,340,000.00
Others	5,000,000.00	5,000,000.00	5,000,000.00	5,000,000.00	5,500,000.00
Total cost of sale	59,000,000.00	59,000,000.00	64,400,000.00	64,400,000.00	70,840,000.00
		-	-	-	-
Gross margin	709,000,000.00	709,000,000.00	780,400,000.00	780,400,000.00	858,440,000.00
Gross margin %	0.92	0.92	0.92	0.92	0.92
EXPENSES		0.00	-	-	-
Drinks	192,000,000.00	192,000,000.00	211,200,000.00	211,200,000.00	232,320,000.00
Food	72,000,000.00	72,000,000.00	79,200,000.00	79,200,000.00	87,120,000.00
Payroll	24,000,000.00	24,000,000.00	26,400,000.00	26,400,000.00	29,040,000.00
sales and marketing	3,000,000.00	3,000,000.00	3,300,000.00	3,300,000.00	3,630,000.00
Depreciation	40,920,000.00	40,920,000.00	40,920,000.00	40,920,000.00	40,920,000.00
leased ppty	-	-	-	-	-
Utility	7,200,000.00	7,200,000.00	7,920,000.00	8,712,000.00	9,583,200.00
Insurance	1,000,000.00	1,000,000.00	1,000,000.00	1,000,000.00	1,000,000.00
Land Rent	250,000.00	1,567,860.00	1,724,646.00	1,567,860.00	1,724,646.00
Payroll taxes	2,160,000.00	1,120,000.00	1,232,000.00	1,254,400.00	1,379,840.00
Entertainment	36,000,000.00	36,000,000.00	36,000,000.00	36,000,000.00	36,000,000.00
other	2,500,000.00	2,500,000.00	2,500,000.00	2,500,000.00	2,500,000.00
Total op. expenses	381,030,000.00	381,307,860.00	411,396,646.00	412,054,260.00	445,217,686.00
		-	-	-	-
profit before taxes	768,000,000.00	386,692,140.00	433,403,354.00	432,745,740.00	484,062,314.00
taxes	234,615,720.00	234,615.00	258,076.50	258,076.50	283,884.15
NET PROFIT	533,384,280.00	386,457,525.00	433,145,277.50	432,487,663.50	483,778,429.85
net profit/sales	0.69	0.50	0.51	0.51	0.52

Table 6

12. Swot analysis

Strength

1. Unique and entertainment-focused offering:

The club will provide a unique and much-needed entertainment venue in the area.

2. Growing population and tourist influx:

Kiserian Arusha is seeing a growing population and an increase in tourism, which would provide a potential customer base for the night club

.

3. Limited competition:

There are limited competition in terms of night clubs in Kiserian Arusha, allowing for a relatively untapped market.

4. Availability of space:

The suitable space available for the night club, can be customized to cater to the specific needs and preferences of the target audience.

5. Proximity to the Arusha City center.

Guests and residents of city center can access the facility at ease.

6. Purposely built

The club is a purpose built which consider all parameters of a good night club.

12.1 Weaknesses :

1. Limited target audience:

The night club may primarily cater to a younger audience, potentially limiting its customer base to a specific age group.

2. Seasonality:

Arusha experiences fluctuations in tourism throughout the year, which may impact the night club's revenue during the off-season.

4. Initial investment:

Setting up a night club requires a significant initial investment in terms of premises, equipment, staff, licenses, and marketing

12.2 Opportunities:

1. Differentiated offerings: The night club can differentiate itself by offering unique themes, high-quality entertainment, or special events to attract customers.

2. Collaborations with local businesses: Partnering with local businesses like hotels, restaurants, or tourist companies can create synergies and attract a larger customer base.

3. Tourism growth potential: As Arusha continues to attract tourists, the night club can capitalize on this trend by providing entertainment options for visitors seeking nightlife experiences.

4. Diversification of revenue streams: Besides regular club nights, the establishment could also explore hosting private events, concerts, or partnering with artists and DJs to generate additional revenue.

12.3 Threats:

1. Economic downturns: Economic recessions or fluctuations can impact discretionary spending on entertainment, leading to a decline in customer footfall.

2. Competition from existing venues: If there are other established night clubs or entertainment venues in Kiserian Arusha, it might be challenging to attract customers away from these establishments.

3. Changing preferences and trends: Nightlife trends and preferences can change rapidly, and the establishment must constantly adapt to remain relevant.

4. Regulatory restrictions: Any changes in local regulations or licensing requirements can impact the operation and profitability of the night club.

13.0 Employment

The club will employ 43 no's of people as shown below:-

sno.	Position	No.
1	Club manager	1
2	supervisor	1
3	chef	2
4	Driver	1
1	Musicians 12	12
2	Djs	2
3	Bartenders	2
4	Waiters	10
5	Cleaners	4
6	Technicians	2
7	Bouncers	2
8	Security guards	4
Total		43

Table. 7

14.0**Management.**

The club will be managed by well experienced person as follows :-

NAME	POSTION	QUALIFICATION	EXPERIENCE
Prosper F. Swatty	Managing Director	MSc. Facility management Adv. Dip Land Management and valuation	Night club owner 10 years Packaging factory owner 8 years
Happiness P. Swatty	Director	SC's certificate	Night club owner - 10 years Packaging factory owner - 8 years
Jesse P. Swatty	Director	BSc. Economics and statistics	Packaging operations 4 years

Table 7

14.1

Organization chart

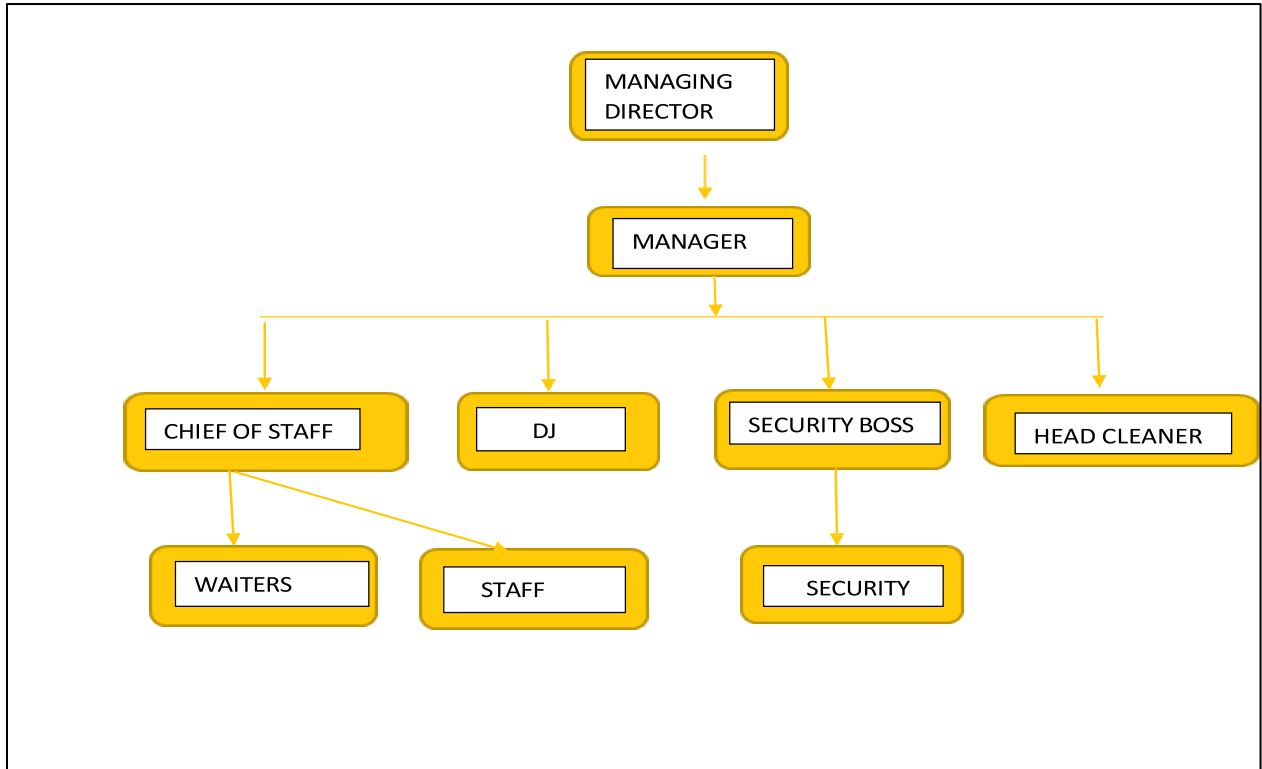


Fig 7

15.0 Conclusion:

Establishing a night club in Kiserian, Arusha presents a promising opportunity to meet the growing demand for premium nightlife experiences in the region. By providing a safe, upscale, and entertaining environment, the night club will contribute to the cultural and economic development of the local community while offering residents and visitors a memorable nightlife experience.

