

BUSINESS PLAN

ZARA INTERNATIONAL TRAVEL AGENCY LTD



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ZARA INTERNATIONAL TRAVEL AGENCY LTD

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ZARA INTERNATIONAL TRAVEL AGENCY LTD

EXECUTIVE SUMMARY

Zara International Travel Agency Ltd.'s vision is to showcase Tanzania's rich cultural heritage and natural beauty while creating sustainable opportunities for local communities.

Our unique travel choice is characterized by expertise and conscious exploration. Rooted in the inspiring journey of Mama Zara, our legacy-driven company offers unbeaten expertise through expert tour guides fluent in multiple languages. Their commitment extends beyond tours to social corporate responsibility, exemplified by the Zara Charity's impactful projects. Our dedication to environmental stewardship makes sustainable adventure for our clients and our tailor-made expeditions offer unforgettable memories. Choosing Zara International Travel Agency Limited isn't just booking a trip, it's supporting a legacy, taking part in social good, and making a positive impact, all while discovering Tanzania's natural wonders and cultural riches.

The need to unlock the potential of Tanzania's rich cultural heritage and natural beauty of Tanzania is what motivated our engagement in the promotion of tourism. Despite being a world-famous landmark, the tourism potential of Tanzania's rich wildlife, cultural heritage, historical sites, and the famous Mount Kilimanjaro remains underutilized in international and local contexts. Tourism is one of the pillars of economic development in Tanzania, the government has put more emphasis on the transformation of the tourism industry and calls for more private companies and institutions to engage in revolutionizing the industry.

International travelers often dominate tourism revenue, leaving limited benefits for the local communities residing around the mountain. Consequently, the untapped potential of tourism and its subsequent economic, social, and cultural contributions to the region have yet to be fully realized.

We aim to promote international and local tourism in Tanzania, focusing on the unique travel experience and expeditions, fostering a sense of pride among Tanzanians, and highlighting the significance of the majestic natural wonder as a national treasure. Promoting local tourism is also our priority; climbing the world's highest peak of the iconic Mount Kilimanjaro. As a leading travel agency in the region, we recognize the immense potential of Mount Kilimanjaro as a tourist attraction.

With our expansion projects, we plan to apply for the TIC tax exemption on importation of hotel and lodges construction materials and equipment to mitigate the financial risk of currency fluctuations.

We recognize the importance of robust forecasting and planning to drive strategic decision-making, achieve operational excellence, and maximize long-term value for our stakeholders. Our business forecasting and planning statement outlines our commitment to setting ambitious yet achievable milestones that guide our growth trajectory and ensure the successful execution of our business plan.

Zainab Ansell

CEO & Founder

ZARA INTERNATIONAL TRAVEL AGENCY LTD

COMPANY OVERVIEW

Background Information

Zara International Travel Agency Ltd is a leading tour operator in Tanzania, operating in more than seven countries in Africa. It was founded by Zainab Ansell in 1987 and registered under the Companies Act of the Law of the United Republic of Tanzania with a certificate of incorporation number 64146 and a Tax Identification Number 107-259-201. Its head office is at Moshi, Kilimanjaro.

Zara International Travel Agency Ltd specializes in providing high-quality travel and tour services to local and international clients. The company offers a wide range of travel services, including, hotel accommodations, holiday villas and rental services, wildlife safaris, cultural tours, beach holidays, mountain trekking, and expeditions to various tourist destinations in Tanzania. The company has a team of experienced professionals who are qualified and well-skilled. It offers travel experiences in Tanzania and other African countries.

The business is highly committed to sustainable tourism practices for the benefit of the local communities through the use of locally owned lodges and camps to accommodate tourists, employment of local guides and porters, and environment conservation initiatives in the surrounding communities of Kilimanjaro region.

Generally, the business aims to expose the natural and cultural wonders of Tanzania to international tourists and travelers, giving them exceptional experience while practicing sustainable tourism that benefits the local communities and environment.

The value of Zara International Travel Agency Ltd is determined by the milestones that have been achieved so far. It has built a strong brand in the tourism sector. The company has been awarded the following certificates of recognition;

- Best Tour of the Year Company in Tanzania 2023 & 2021, awarded by Tanzania Women Chamber of Commerce
- 'Malkia wa Nguvu' award 2023 for employment creation awarded by cloud media.
- Overall winner – Leading Tour Operator in Tanzania and the African Continent 2022, awarded by World Travel Awards (WTA)
- Best Tour Operator overall winner second prize, Mountain Climbing first prize, 2020 awarded by TANAPA
- Best Tour Operator overall winner first prize 2019, awarded by TANAPA.
- The Most Influential Woman in Business and Government in East Africa's Tourism and Leisure Sector 2018, awarded by CEO Global Pan African Awards.
- Top 100 African Travel Winners 2017
- The Best Tour Company 2014, Annual Awards by TANAPA
- Canadian Certificate of Excellence in Commerce -2013
- Sustainable Tourism Award 2011, awarded by Tanzania

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Company Profile

Business Address and Location

P. o. Box 1990 Pasua Street, Moshi, Kilimanjaro, Tanzania.

Contacts Information

Zara International Travel Agency Ltd

P. o. Box 1990 Moshi, Kilimanjaro, Tanzania.

Email: zainab@zaratours.com

Mobile Phone: +255 754 451 000

Website: www.zaratours.com

Social media: www.instagram.com/zaratanzaniaadventures
www.facebook.com/zaratanzaniaadventures

Vision Statement

To become the best tour operator in Africa, providing highly-quality secured services for exceptional customer experience.

Mission Statement

We aspire to promote sustainable tourism through the facilitation of safe wildlife safaris, cultural tours, mountain climbing, and beach holidays for local and international tourists while supporting the global movement of sustainable tourism to minimize the negative impact of climatic change and foster economic development by creating employment for local communities.

Value Proposition

- Commitment to responsible tourism practices to ensure the preservation of the environment and cultural heritage.
- Guaranteed incredible adventure with spectacular sights and scenery and unforgettable experiences.

Unique Selling Point (USP)

Providing high-quality travel and tour services with a blend of adventure, culture, and nature. Well-established presence in the Moshi region is the reason for in-depth knowledge of the local terrain, and commitment to sustainable tourism is what makes a difference.

Business Objectives

- Promote international and local tourism in Tanzania
- Foster national pride and unity among tourists and the Tanzania local community.
- Contribute to economic development through the creation of employment opportunities for local people and sustainable tourism practices in the region.
- Align with the national vision of promoting sustainable and responsive tourism in Tanzania as set forth by our President.
- Promote the sustainable development goals (SDG) no. 1 and 8 for poverty reduction and decent work and economic growth respectively.
- Maintain a return on investment of 40% and a Profit Margin of 35%

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PROBLEM STATEMENT

- There is a high need to unlock the potential of the rich cultural heritage and natural beauty of Tanzania through the promotion of tourism. Despite being a world-famous landmark, Mount Kilimanjaro's tourism potential remains underutilized in international and local contexts. Tourism is one of the pillars of economic development in Tanzania, the government has put more emphasis on the transformation of the tourism industry and calls for more private companies and institutions to engage in revolutionizing the industry.
- International travelers often dominate tourism revenue, leaving limited benefits for the local communities residing around the mountain. Consequently, the untapped potential of local tourism and its subsequent economic, social, and cultural contributions to the region have yet to be fully realized.

SOLUTION

Zara International Travel Agency Ltd is committed to revolutionizing the tourism industry in Tanzania by offering innovative solutions.

Services Offered

1. **Wildlife Safaris** Providing Tanzania Safari and African Safari Tours with exceptional wildlife experience to the best destinations. Offering the best wildlife viewing and safari experience to our clients to discover the best of Tanzanian culture.
2. **Trekking / Mountain Climbing**
Organizing trekking tours in Tanzania with a diverse range of destinations and experiences. Offering safe mountain climbing and hikes to Mount Kilimanjaro, Mount Meru, and the Oldoinyo Lengai Volcano Mountain, the best-kept secret for a memorable experience, and exciting adventures while enjoying comfortable meals and accommodation.
3. **Short Tour Day Trip**
Offering exciting short-day trips to experience adventures starting from Marangu Gate to Mandara Hut to get out of stress. Sightseeing the Marangu Waterfall, Maasai Boma, Materuni Waterfalls, and Arusha National Park and having a forest tour walk.
4. **Cultural Tours**
Visiting local communities to experience Tanzania's local customs and traditions including the Maasai, Hadzabe, and Chagga tribes.
5. **Beach Holidays**
Offering special packages for beach holidays to Zanzibar and other coastal regions. Exploring snorkeling, swimming, and scuba diving.
6. **Facilitate Hotel Accommodation and Rental Services**
Arranging bookings depending on customer needs, interests, and budget. The accommodation types range from 5-star to 3-star hotels, boutique hotels, holiday resorts, Spa and Thermal Hotels
7. **Community Engagement and Social Responsibility**
Beyond profitability, we are deeply committed to making a positive difference in the communities where we operate. Through initiatives such as job creation, skills development, and cultural exchange programs. Empowering residents by involving them in the tourism value chain, and environment conservation programs.

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OPERATING PLAN

1. Organizational Structure:

- The company team operates under a hierarchical organizational structure comprising executive management, departmental heads, and operational staff.
- Roles and responsibilities are clearly defined to ensure efficient decision-making, communication, and accountability.

2. Legal and Regulatory Compliance:

- Complying with all relevant laws, regulations, and licensing requirements governing the tourism industry and investment in Tanzania.

3. Financial Management:

- With the support of our accountants and finance officer, a robust financial management system has been implemented to track expenses, monitor cash flow, and optimize budget allocations.
- Financial forecasts, including income projections, expenditure budgets, and return on investment analysis, are regularly reviewed to inform strategic decision-making.

4. Construction and Project Management:

- Construction activities will be overseen by experienced project managers who will ensure adherence to quality standards, timelines, and budgetary constraints. The project manager will collaborate with building contractors and the project consultants.
- Regular site inspections, progress reports, and quality control measures will be implemented to mitigate construction risks and maintain project integrity.

5. Sales and Marketing Strategy:

- A comprehensive sales and marketing strategy is devised by the Chief Marketing Officer with the assistance of salespersons to promote the company's offers and special packages and attract prospective clients.
- Multi-channel marketing campaigns, including online advertising, social media engagement, and targeted promotions on online Channels, TV, and Radio, will be employed to generate new leads.

6. Property Management and Client Relations:

- A dedicated property management team under the supervision of the estate manager will be responsible for the day-to-day operation, maintenance, and client care and relations.
- Proactive maintenance schedules, responsive customer service, and transparent communication channels are established to ensure clients' satisfaction and experience.

7. Technology Integration and Innovation:

- The Chief Technology Officer will leverage cutting-edge technologies and innovative solutions to enhance operational efficiency, sustainability, and customer experience.
- Smart building systems, energy-efficient designs, digital platforms, the e-commerce website and social media accounts, and Generative AI marketing content will be deployed to stay ahead of industry trends.

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8. Community Engagement and Corporate Social Responsibility (CSR):

- Engaging with local communities, business partners, government institutions and other stakeholders will be a core focus of the company's CSR initiatives.
- Pursuing community development projects, skills training programs, and environmental conservation efforts to promote social inclusion and sustainable development.
- Charity activities through Zara Charity NGO

9. Risk Management and Contingency Planning:

- Comprehensive risk assessments will be conducted by the risk manager to identify, assess, and mitigate potential risks and uncertainties associated with market fluctuations, regulatory changes, and operational challenges.
- Contingency plans and mitigation strategies will be developed to ensure business continuity and resilience in the face of unforeseen events.

By implementing this operating plan, Zara International Travel Agency Limited aims to establish itself as a leading player in the Tanzanian tourism industry, delivering value to clients, investors, and communities alike while upholding the highest standards of professionalism, integrity, and social responsibility.

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BUSINESS OPERATIONS

Zara International Travel Agency Ltd operates by offering special packages for its clients. There are Tanzania safari packages, Mountain Trekking packages, Day trip packages, Zanzibar Holiday Beach Packages, and other special packages. Tanzania is home to 16 national parks, 29 game reserves, and 40 protected historical sites, Zara International Travel Agency Limited offers the true African Safari Experience.

Tanzania Safari Packages

5 Days / 4 Nights Elephant Safari Experience for \$2370 per person.

7 Days / 6 Nights Tanzania Safari to Manyara, Serengeti, Olduvai Gorge, and Ngorongoro Crater for \$1850 per person.

6 Days / 5 Nights Wildebeest Migration Safari for \$2457 per person

5 Days / 4 Nights Big Five Group Joining Safari for \$1850 per person

4 Days / 3 Nights Best Ngo, Tarang ire, and Manyara National Park for \$1746 per person

7 Days / 6 Nights Rhino Ngorongoro Crater Safari for \$3448 per person.

7 Days / 6 Nights Big Five Serengeti Luxury Safari for \$1850 per person

16 Days / 15 Nights Photographic Safari Experience for \$10194 per person.

12 Days / 11 Nights Tanzania Photographic Safari for \$6689 per person.

7 Days / 6 Nights Serengeti Flying Safari for \$2115 per person.

1 Day / 0 Night Arusha National Park Safari for \$ 278 per person.

2 Day / 1 Night Ngorongoro Crater Safari for \$1665 per person.

3 Days / 2 Nights Tanzania Classic Safari for \$ 1399 per person.

7 Days / 6 Nights Serengeti Migration Safari for \$3059 per person.

6 Days / 5 Nights Amini, Amboni Cave, and Pangani Nature Day Safari for \$1136 per person.

5 Days / 4 Nights Best of Selous Game Reserve Safari for \$1500 per person.

3 Days / 2 Nights Ngorongoro Wild Camp Safari for \$1723 per person

6 Days / 5 Nights Big 5 Selous Game Drive Safari for \$1302 per person.

10 Days / 9 Nights Lake Victoria and Serengeti Safari for \$5720 per person.

Tanzania Trekking Packages

Climbing the magnificent Mount Kilimanjaro through multiple route options including the Marangu Route, Machame Route, Lemosho Route (Shilla Plateau Trail), Rongai Route (Northern Circuit Trail), Londerossi Route, and Umbwe Route.

8 Days / 7 Nights Kilimanjaro Lomosho Route for \$2451 per person.

9 Days / 8 Nights Kilimanjaro Londerossi Route for \$2598 per person

7 Days / 6 Nights Kilimanjaro Machame Route for \$2169 per person.

6 Days / 5 Nights Kilimanjaro Machame Route for \$1887 per person.

5 Days / 4 Nights Kilimanjaro Marangu Route for \$1628 per person.

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6 Days / 5 Nights Kilimanjaro Marangu Route for \$1938 per person.

6 Days / 5 Nights Kilimanjaro Rongai Route for \$1887 per person.

7 Days / 6 Nights Kilimanjaro Rongai Route for \$2169 per person.

6 Days / 5 Nights Kilimanjaro Shira Route for \$1887 per person.

6 Days / 5 Nights Kilimanjaro Umbwe Route for \$1887 per person.

9 Days / 8 Nights Kilimanjaro Northern Circuit Route for \$2598 per person.

Zanzibar Holiday Packages

2 Days / 1 Night at Zanzibar Beach for \$ 248 per person.

3 Days / 2 Nights at Zanzibar Beach for \$ 489 per person.

3 Days / 2 Nights at Zanzibar Beach for \$ 443 per person.

4 Days / 3 Nights at Zanzibar Beach for \$ 644 per person.

4 Days / 3 Nights at Zanzibar Beach for \$ 667 per person.

5 Days / 4 Nights at Zanzibar Beach for \$ 937 per person.

5 Days / 4 Nights at Zanzibar Beach for \$ 943 per person.

5 Days / 4 Nights at Zanzibar Beach for \$ 820 per person.

6 Days / 5 Nights at Zanzibar Beach for \$ 1955 per person.

6 Days / 5 Nights at Zanzibar Beach for \$ 1451 per person.

7 Days / 6 Nights at Zanzibar Beach for \$ 1972 per person.

8 Days / 7 Nights at Zanzibar Beach for \$ 2571 per person.

8 Days / 7 Nights at Zanzibar Beach for \$ 2900 per person.

Day Trip Packages

1 Day Forest Tour Walk for \$30 per person.

1 Day to Marangu waterfall for \$100 per person.

1 Day to Maasai Boma for \$121 per person.

1 Day to Materuni Waterfall for \$100 per person.

1 Day to Arusha National Park for \$312 per person.

Multi-Country Tour Packages

They include South Africa Tour Packages, Botswana Tour Packages, Uganda Tour Packages, Rwanda Tour Packages, Kenya Tour Packages, and Nepal Tour Packages.

Special Packages

7 Days / 6 Nights Big 5 Safari with Zara Charity

10 Days / 9 Nights Zara Charity with Adventure

7 Days / 6 Nights Kilimanjaro Climb with Zara Charity

7 Days / 6 Nights Kilimanjaro Base Camp for \$1930

8 Days / 7 Nights Kilimanjaro International Women's Day for \$1777

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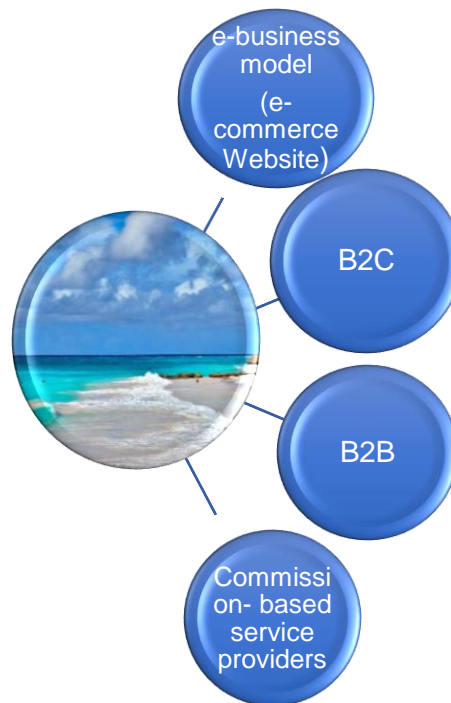
BUSINESS MODEL

Zara International Travel Agency Ltd uses B2C, B2B, and an e-business model which is internet enabled. It uses the internet as a key resource to capture new leads for value creation. The commission-based revenue traditional model is still in use, whereby it earns commissions from bookings made through service providers. When planning for a business model, the following critical things have been considered to support the creation of a sustainable tour agency company.

- Research and Development
- Writing down the business idea
- Financial Planning
- Human Resources Recruitment
- Decide the technology to be used to integrate the business
- Select the legal structure of the business, register, and get the business license
- Hire a mobile app development company to build our e-commerce website and decide on the features that are to be included in the website.
- Develop a marketing strategy
- Develop a business ecosystem with various stakeholders in the industry
- Develop Partnership relationships.

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BUSINESS MODEL



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MARKET OPPORTUNITIES

Target Customers:

Zara International Travel Agency aims to target a diverse range of international and local tourists in Tanzania including:

- International tourists
- Domestic Tourists

Market Plan:

Market Research:

- Conduct comprehensive market research to identify emerging trends, consumer preferences, and competitive landscapes in the Tanzanian tourism market.
- Utilize data analytics tools and market intelligence reports to gain insights into target audience demographics, behavior patterns, and online preferences.

Market Positioning:

- Position Zara International Travel agency as a leading provider of innovative, sustainable, and high-quality tourism solutions in Tanzania.
- Emphasize the company's commitment to technological advancements, environmental sustainability, and community impact to differentiate its brand from competitors.

Marketing Strategies

By Implementing a multi-channel marketing approach, including digital marketing, traditional advertising, public relations, and direct marketing, we expect to reach a wide audience and maximize brand exposure. We will use the following marketing strategies.

Content Marketing

- Develop engaging and visually appealing marketing collateral, including brochures, flyers, and promotional videos, to showcase the company's properties and value proposition.

Digital Marketing

- Develop a comprehensive digital marketing strategy encompassing website development, search engine optimization (SEO), social media marketing, email marketing, and online advertising.
- Utilize SEO techniques to improve the company's search engine rankings and visibility, ensuring that it appears prominently in relevant search results for real estate-related keywords.

Social Media Management

- Leverage social media platforms such as Facebook, Instagram, and LinkedIn to engage with target audiences, share updates, and foster community engagement through content marketing and influencer partnerships.

Email Marketing

- Implement targeted email marketing campaigns to nurture leads, promote new property launches, and provide personalized updates and offers to subscribers.

Media Statements

- Develop compelling media statements and press releases to announce key milestones, project developments, and corporate initiatives, showcasing the company's achievements and contributions to the community.

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- Cultivate relationships with local and international media outlets, journalists, and industry influencers to secure positive media coverage and enhance brand visibility.
- Participate in industry events, conferences, and trade shows to network with stakeholders, showcase the company's expertise, and generate media interest in its projects and achievements.
- By integrating digital marketing strategies and media statements into its overall marketing plan, Los Angeles Greenland Company Limited can leverage digital channels and media partnerships to amplify its brand message, drive customer engagement, and establish itself as a trusted leader in the Tanzanian real estate market.

Sales Plan:

- **Sales Channels:** Establishing multiple sales channels, including direct sales, real estate agents, and online platforms, to maximize market reach and customer acquisition opportunities.
- **Customer & Partner Relationship Management:** Implementing robust customer relationship management (CRM) systems and processes to manage leads, inquiries, and sales transactions efficiently and effectively. Creating an ecosystem of reliable partners having strong value propositions
- **Sales Training and Support:** Providing sales teams with comprehensive training, tools, and support to effectively communicate product features, benefits, and value propositions to prospective customers.
- **Sales Incentives:** Offering competitive pricing, incentives, and promotional offers to stimulate demand, drive sales conversions, and enhance customer satisfaction and retention.

Market Segmentation:

- **Geographic Segmentation:** Segmenting the market based on geographic factors such as urban vs. rural areas, regional demographics, and proximity to amenities and infrastructure.
- **Demographic Segmentation:** Targeting customers based on demographic variables such as age, income level, occupation, and lifestyle preferences to tailor products and marketing messages to specific needs and preferences.
- **Psychographic Segmentation:** Understanding customers' attitudes, values, and behaviors to segment the market according to psychographic variables such as lifestyle, aspirations, and purchasing motivations.
- **Behavioral Segmentation:** Segmenting the market based on customers' purchasing behaviors, usage patterns, and brand preferences to identify opportunities for cross-selling, upselling, and customer retention strategies.

By effectively targeting customers, implementing a strategic market plan, executing a robust sales strategy, and leveraging market segmentation strategies, Zara International Travel Agency Limited can capitalize on lucrative opportunities in the Tanzanian Tourism market, drive business growth, and achieve sustainable competitive advantage.

Competitor Analysis

The travel agency business in the tourism market is somehow competitive, with numerous operators offering a range of services from wild safari tours to luxury beach holidays in Zanzibar. Key competitors include Abercrombie & Kent, Intrepid Travel, G Adventure, Safari Sole Tours, Abner Safaris, Agama Tours and Safaris known for their luxury accommodations and comprehensive safari packages.

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BUSINESS ANALYSIS (SWOT ANALYSIS)

Strengths:

- **Ability to Import:** The company's capability to import materials and equipment gives it access to a diverse range of resources, facilitating efficient project execution and quality control.
- **Technical Staff:** With a skilled team of technical experts, the company possesses the expertise necessary to deliver high-quality travel agency services to local and international tourists that meet industry standards and customer expectations.
- **Utilization of Consultants:** Leveraging the expertise of consultants enhances the effectiveness and efficiency of business planning, design, and execution, ensuring optimal outcomes and mitigating risks.
- **International & Local Connections:** Being internationally and locally linked, creating a wide network of business partners, tourists, and potential investors, offering opportunities for getting more tourists, collaboration, market expansion, and knowledge exchange.
- **Peaceful Trading Environment:** Operating in a peaceful business environment in Tanzania fosters stability and confidence, encouraging more international tourists and investors to come in Tanzania, therefore facilitating business growth and development.

Weaknesses:

- **Shareholders' Limited Familiarity:** Shareholders' lack of familiarity with the business environment in Tanzania may pose challenges in understanding local regulations, market dynamics, and cultural nuances, potentially impacting decision-making and strategic planning.

Opportunities:

- **Wide Network and International Connections:** The company's international connections present opportunities for getting new clients from referrals, accessing capital, expertise, and market insights, enabling strategic partnerships, joint ventures, and expansion into new markets.
- **Growing Demand for Local Tourism:** Tanzania's growing population, urbanization, and economic development create a favorable market for tourism, offering opportunities for revenue growth and portfolio diversification.
- **Infrastructure Development:** Government initiatives to improve infrastructure, such as transportation networks and utilities, promotions through special TV channels, and royal tour movies create opportunities for tourism development in Tanzania.
- TIC Importation Tax Incentive benefit.

Threats:

- **Global Economic Recession:** Natural Hazards, Pandemic disasters, and wars between big nations may cause economic downturns and it is difficult to control them.
- **Difficulty in Surveying Areas:** Challenges in accurately surveying land parcels may lead to uncertainties in property boundaries, ownership disputes, and legal complications, posing risks to investment and project timelines.
- **Risk of Buying Unsurveyed Areas:** Purchasing unsurveyed land areas carries the risk of encountering unforeseen obstacles, such as encroachments, conflicting claims, and environmental hazards, potentially resulting in financial losses and reputational damage.
- **Land Registration Policy and Procedures:** Complexities in land registration policies and procedures, including bureaucratic processes and legal ambiguities, may delay property transactions, increase transaction costs, and hinder business operations.

By leveraging its strengths, addressing weaknesses, capitalizing on opportunities, and mitigating threats, Los Angeles Greenland Company Limited can position itself for sustainable growth, profitability, and positive impact in the Tanzanian real estate market.

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FINANCIAL PLAN

Initial Investment

The business's initial investment will be USD 9.6 million, including land and buildings, plants and equipment, motor vehicles, furniture and fittings, working capital, and other pre-expenses. The capital structure of the company is financed purely by owners' equity.

Initial Investment Breakdown

ITEM	COST (US\$)
Land and Building	1,300,000.00
Plant and Equipment	1,500,000.00
Motor Vehicles	4,000,000.00
Furniture & Fittings	2,100,000.00
Pre-expenses	100,000.00
Working Capital	500,000.00
Others	100,000.00
TOTAL	9,600,000.00

Revenue Projections:

- Based on market analysis and growth forecasts, anticipate revenue streams from tour guide charges, rental income, and other ancillary services.
- Forecast revenue generation over multiple time horizons.

Expense Budgeting:

- Develop detailed expense budgets covering land acquisition costs, construction expenses, marketing expenditures, administrative overheads, and other operating costs.
- Allocate resources judiciously to optimize cost-efficiency while maintaining quality standards and customer satisfaction.

Cash Flow Management:

- Prepare cash flow projections to monitor inflows and outflows of cash over specific periods, ensuring adequate liquidity to fund ongoing operations, investment projects, and debt servicing obligations.
- Implement cash flow forecasting tools and strategies to anticipate short-term cash needs, manage working capital efficiently, and minimize the risk of liquidity shortages.

Capital Investment and Financing Strategy

- Determine the capital requirements for land acquisition, development projects, equipment purchases, and other strategic investments.
- Evaluate financing options, including equity financing, debt financing, joint ventures, and partnerships, to raise the necessary capital while optimizing the company's capital structure and cost of capital.

Profitability Analysis

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- Conduct comprehensive profitability analysis to assess the financial viability and return on investment (ROI) of development projects, taking into account revenue projections, cost estimates, financing costs, and tax implications.
- Monitor and evaluate key profitability metrics, such as gross profit margins, net profit margins, and return on equity (ROE), to track the company's financial performance and identify opportunities for improvement.

Risk Management and Contingency Planning

- Identify potential financial risks, including market risks, operational risks, liquidity risks, and credit risks, that may impact the company's financial stability and profitability.
- Develop risk mitigation strategies, contingency plans, and alternative scenarios to address identified risks and ensure business resilience, continuity, and adaptability in uncertain economic environments.

Financial Reporting and Compliance

- Implement robust financial reporting systems and processes to accurately record and report financial transactions, maintain transparency, and comply with regulatory requirements.
- Prepare timely and accurate financial statements, including income statements, balance sheets, and cash flow statements, to provide stakeholders with clear insights into the company's financial performance and position.

BUSINESS FORECAST AND PLANNING

We recognize the importance of robust forecasting and planning to drive strategic decision-making, achieve operational excellence, and maximize long-term value for our stakeholders. Our business forecasting and planning statement outlines our commitment to setting ambitious yet achievable milestones that guide our growth trajectory and ensure the successful execution of our business plan.

Market Analysis and Growth Projections:

- Conduct comprehensive market analysis to identify growth opportunities, market trends, and competitive dynamics within the Tanzanian real estate sector.
- Utilize market data, industry insights, and economic forecasts to develop growth projections for key market segments, geographic regions, and property types.
- Establish ambitious yet realistic growth targets that align with our strategic objectives, market positioning, and competitive advantages.

Financial Forecasting and Performance Metrics:

- Develop detailed financial forecasts; revenue projections, expense budgets, cash flow statements, & profitability metrics, to guide financial planning and resource allocation.
- Implement key performance indicators (KPIs) and metrics to monitor progress against financial targets, track operational performance, and identify areas for improvement.
- Continuously review and refine financial forecasts based on actual performance data, market dynamics, and strategic shifts to ensure accuracy and relevance.

Operational Planning and Resource Allocation:

- Translate strategic objectives and financial forecasts into actionable operational plans, resource requirements, and project timelines.
- Allocate resources efficiently and effectively to support key business activities, including land acquisition, development projects, marketing initiatives, and administrative functions.
- Identify potential bottlenecks, resource constraints, and operational risks early on and implement mitigation strategies to minimize disruptions and ensure project delivery on schedule and within budget.

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Milestones and Performance Targets:

- Define clear and measurable milestones, benchmarks, and performance targets that reflect progress toward our strategic goals and business objectives.
- Establish timelines, deliverables, and accountability mechanisms to track milestone achievements, monitor project milestones, and celebrate successes.
- Regularly review and evaluate performance against milestones, identify deviations or challenges, and adjust plans and strategies to stay on course and maintain momentum toward our long-term vision.

Risk Assessment and Contingency Planning:

- Conduct thorough risk assessments to identify potential threats, vulnerabilities, and uncertainties that may impact the achievement of our business objectives.
- Develop contingency plans, alternative scenarios, and risk mitigation strategies to address identified risks and ensure business continuity, resilience, and adaptability in the face of unforeseen events or challenges.

MANAGEMENT TEAM

Chief Executive Officer (CEO)

- The CEO is responsible for providing strategic leadership, vision, and direction to the company.
- Oversees all aspects of business operations, including business development, finance, operations, and stakeholder relations.
- Drives growth, innovation, and profitability while ensuring alignment with the company's mission, values, and objectives.

Receptionists/ Airport Pickup Team

Responsibility

- Front door staff for welcoming clients
- Be smart and act professional
- Customer care and support

Qualifications and Skills

- Holder of a Diploma in Secretarial Management and Hospitality with customer service and relationships skills.
- Having more than 3 years in a receptionist or in a secretary position

Tour Guides (200)

Responsibility

- **Safari Guides and Climbing Specialists.**
- Play a critical role in driving the success and growth of the business, contributing their expertise, and experience, guiding tourists as well as managing relationships to achieve the company's goals and objectives.

Qualification and Skills

- Expertise in climbing Mount Kilimanjaro and other mountains.
- Safari guide specialists.
- Talented with evacuation and rescue skills.
- Good command in English, French, German, and Spanish.

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- More than 10 years of experience in safari guide and trekking.

Travel Consultant

Responsibility

- Travel consulting
- Tailoring safari and holiday adventure needs

Qualifications & Skills

More than 10 years of experience in the tourism industry and adventure, highly knowledgeable about tour destinations.

Accountant / Administrator

Responsibility

- The accountant is responsible for financial management, planning, and reporting, ensuring the company's fiscal health and sustainability.
- Manages financial operations, including budgeting, forecasting, accounting, and treasury functions.
- Provides strategic financial guidance and analysis to support decision-making and resource allocation.

Qualifications & Skills

Bachelor in Business Administration with more than 5 years of experience in an administrative position; having managerial and human resources management skills, good communication skills, and presentation skills.

Marketing Manager

Responsibilities

- The marketing manager leads the development and execution of the company's marketing and branding strategies.
- Oversees marketing campaigns, customer acquisition, and brand management efforts to drive sales and market penetration.
- Utilizes market research, consumer insights, and digital marketing tools to enhance brand visibility and customer engagement.

Qualifications and Skills

- Holder of a Bachelor in Marketing with more than 3 years of experience in marketing operations, having communication skills, presentation skills, management, and leadership skills.

Sales Persons (2)

Responsibility

- The Sales person will be responsible for driving sales in the company. Responsible for performing all activities related to marketing, sales promotion, and customer relationships.

Qualifications and Skills

Holder of a Diploma in Business Management with 3 years of experience in sales and marketing operations, having good communication skills.

Project Manager

- Oversee all construction activities and ensure adherence to quality standards, timelines, and budgetary constraints

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- Collaborate with the Building Contractor and Project Consultant and conduct regular site inspections.

Project Consultant

- Collaborate with the CEO and the Project Manager and conduct regular site inspections. Conduct performance reviews and prepare quarterly reports related to real estate projects.

Risk Manager

- Conduct comprehensive risk assessments to identify, assess, and mitigate potential risks and uncertainties associated with market fluctuations, regulatory changes, and operational challenges.
- Develop contingency plans, alternative scenarios, and risk mitigation strategies to address identified risks and ensure business continuity, resilience, and adaptability in the face of unforeseen events or challenges.

BUSINESS IMPACT

The business is expected to have the following impacts

- Promote international and local tourism in Tanzania.
- Raise awareness about the natural beauty of Tanzania's wildlife and rich cultural heritage.
- Promote Mount Kilimanjaro as the highest mountain in the world to attract tourists to climb it.
- Hire more than 200 employees from local communities.
- Create awareness in local communities about sustainable and responsible tourism
- Create awareness of Tanzania's culture and customs among international tourists
- Maintain a profit margin of 35% and a return on investment of 40%
- Increase investments by 50%
- Create strong partnership relationships with government and private institutions for collaboration, growth, and economic development.

RISKS AND MITIGATIONS

Market Fluctuations Risks

Risk: The tourism market in Tanzania may experience fluctuations due to economic conditions, regulatory changes, or global events, affecting demand for properties and investment returns like the COVID-19 pandemic in 2020.

- **Mitigation:** Diversify the company's portfolio across different property types, locations, and market segments to spread risk. Monitor market trends closely and adjust pricing, marketing strategies, and development plans accordingly. Maintain adequate cash reserves to withstand downturns and capitalize on opportunities during market upswings

Legal and Regulatory Risks

Risk: Changes in government policies, zoning regulations, or land tenure laws may affect property development and expansion, ownership rights, and project viability.

Mitigation: Stay informed about relevant legal and regulatory developments through regular engagement with legal advisors, industry associations, and government agencies. Ensure compliance with all applicable laws, regulations, and permitting requirements throughout the project lifecycle. Maintain transparency and integrity in all business dealings to minimize the risk of legal disputes or regulatory penalties.

Financial Risks

Risk: Funding constraints, currency fluctuations, or interest rate changes may impact the company's financial stability and ability to fund ongoing operations or investment projects.

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Mitigation: Develop robust financial management practices, including budgeting, cash flow forecasting, and risk hedging strategies. Diversify funding sources and maintain strong relationships with financial institutions, investors, and capital markets to access financing options. Monitor and mitigate currency and interest rate risks. Applying TIC Tax exemption on importation of hotel and loges items like solar heaters, tents, mattresses, bed sheet Jorah, kitchen equipment, construction materials, and hotel staff.

- **Environmental and Social Risks**

Risk: Environmental impacts, community resistance, or social conflicts related to development projects may tarnish the company's reputation and lead to project delays or cancellations

Mitigation: Conduct comprehensive environmental and social impact assessments for all development projects to identify and mitigate potential risks. Engage with local communities, stakeholders, and regulatory authorities through transparent communication, consultation, and participation processes. Implement sustainable development practices, green building standards, and corporate social responsibility initiatives to minimize negative impacts and enhance community acceptance.

By proactively identifying, assessing, and mitigating these risks through effective risk management strategies and contingency plans, Zara International Travel Agency Limited can safeguard its business operations, protect shareholder value, and ensure the successful execution of its business plan in Tanzania's tourism market.