



Concept Business Plan

GreenNest Ranche

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1. EXECUTIVE SUMMARY

Business Name: GreenNest Ranche LtD

*Management: A.W. van der Meer
I.F. Mushi*

Location: Near Arusha / Kisongo, Tanzania

Mission Statement: To leverage existing structures and natural resources on a 4-hectare plot to create a leading example of sustainable agriculture, education, and community development.

Vision: Establish a harmonious blend of sustainable farming, educational workshops, residential living, and innovation, emphasizing eco-friendly practices and community engagement.

2. *BUSINESS DESCRIPTION*

Overview

Utilizing a family house, dedicated workspace for green cooking, employee accommodations, and a versatile building for office or art purposes, GreenNest Ranche aims to create a sustainable multifunctional community hub.

Products/Services

Organic produce, green cooking workshops, art and sculpture classes, residential lodges for eco-tourism, and a startup incubator for green technologies.

3. MARKET

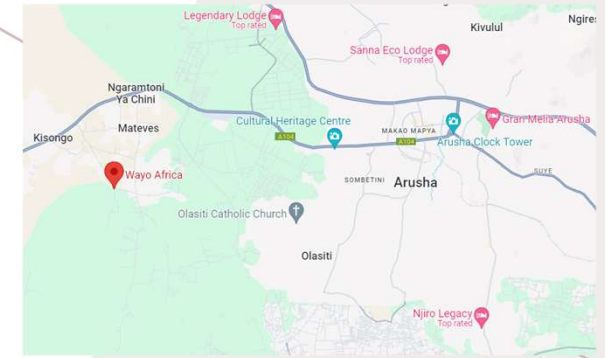
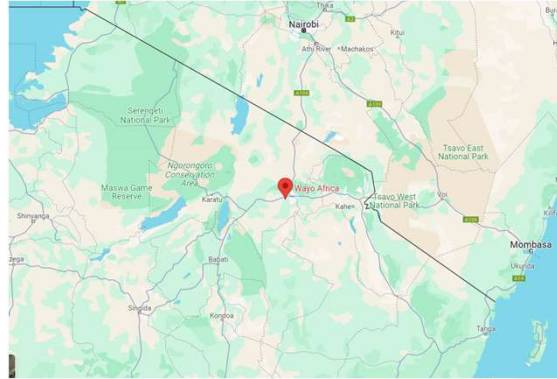
Market Analysis

Remains largely unchanged, focusing on the growing interest in sustainable living, organic farming, and eco-tourism.

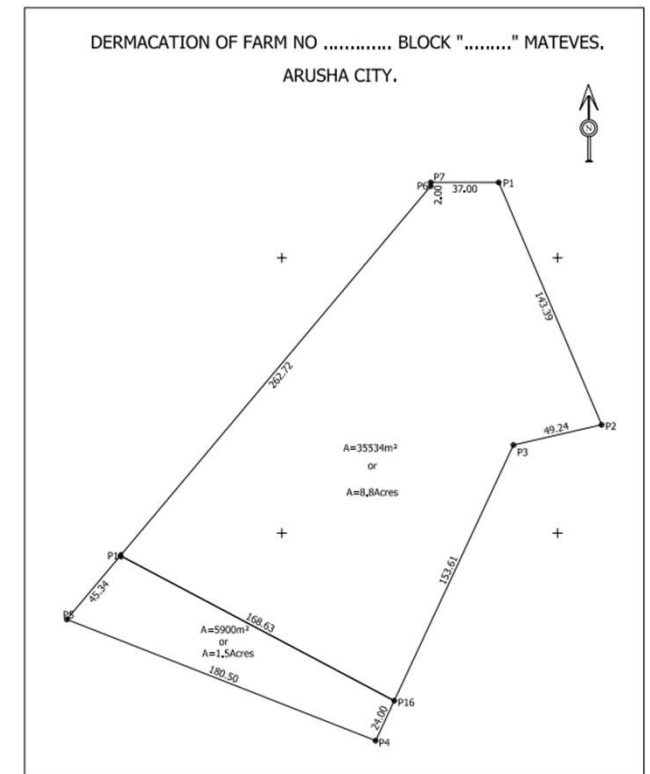
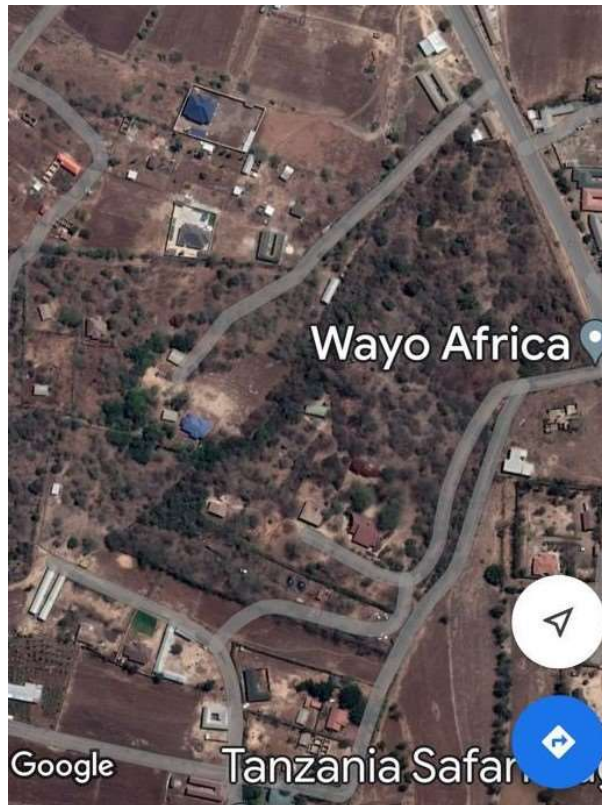
Marketing Strategy

Adjustments to highlight the unique aspects of the existing buildings and the rich natural environment of the plot, showcasing the integration of art, cooking, and sustainable farming in marketing materials.

4.1 PROPERTY

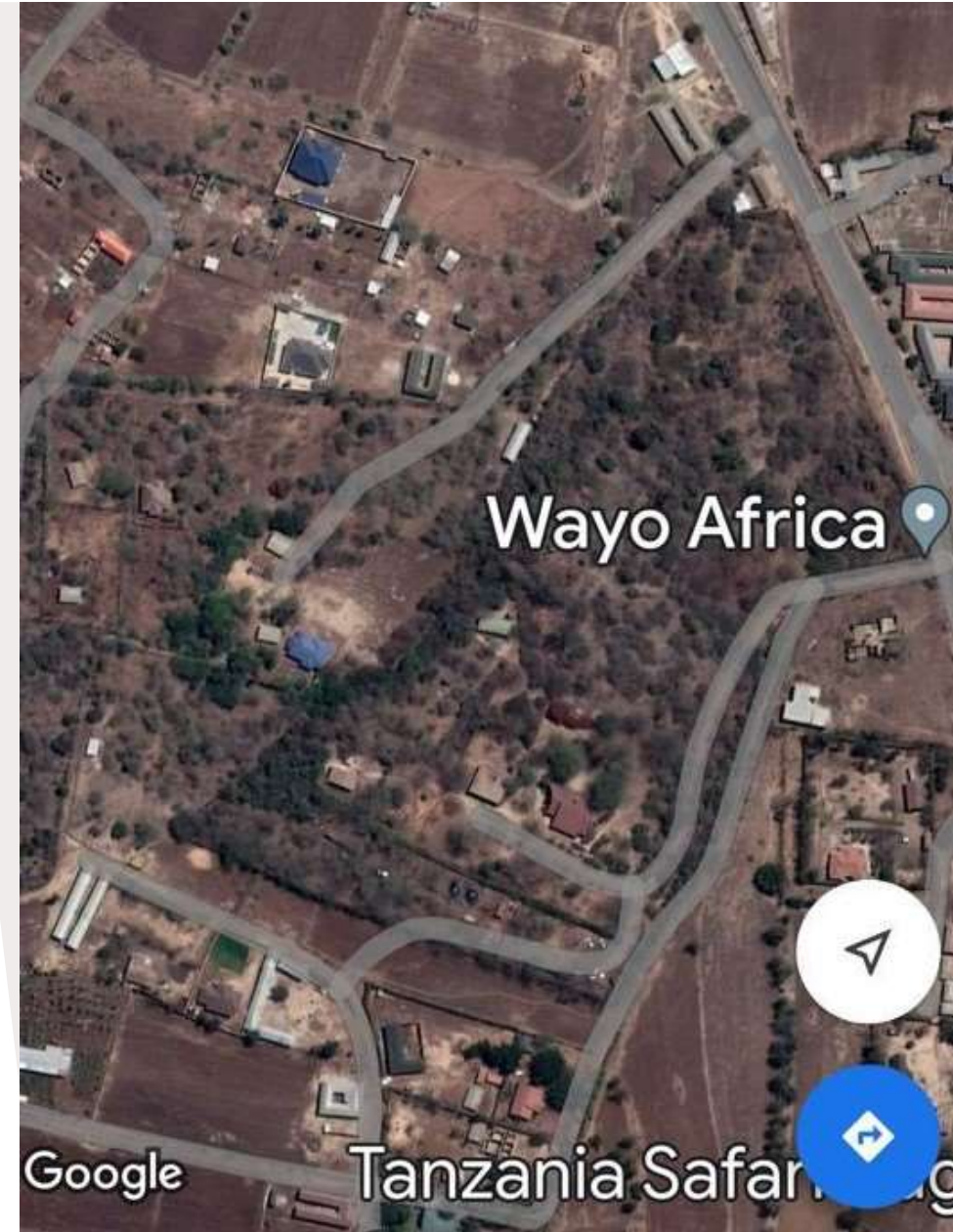


15 km West of Arusha



4.1 THE PROPERTY

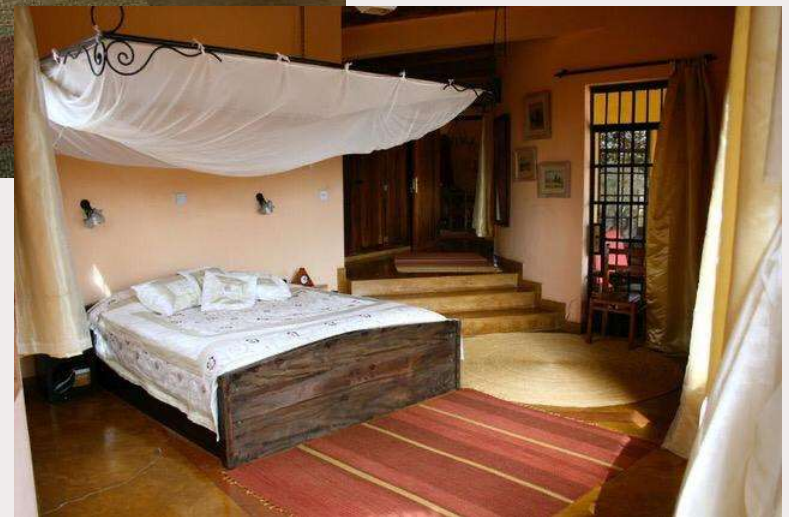
1. *FARM HOUSE*
2. *EMPLOYEE ACCOMODATION*
3. *WORKSHOP*
4. *ANIMAL SHELTER*
5. *CREATIVE AREA*



4.2 FARM HOUSE



4.2 FARM HOUSE



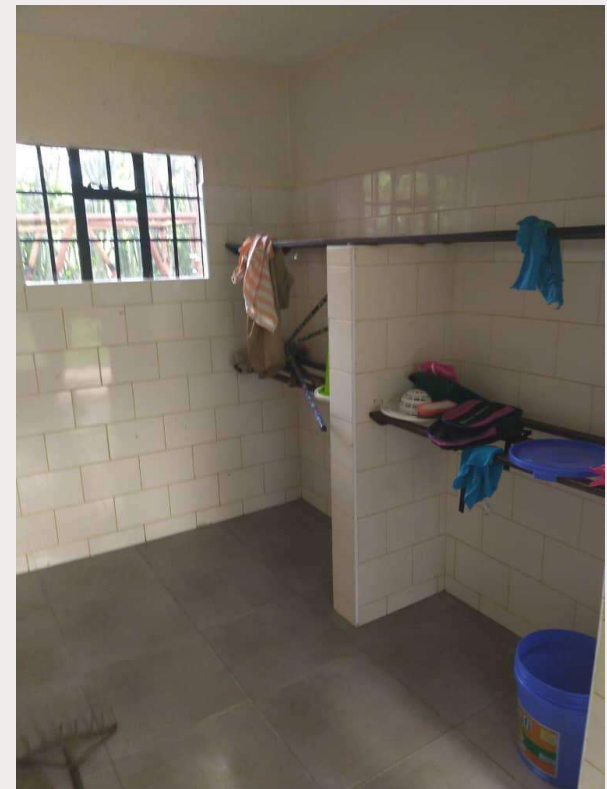
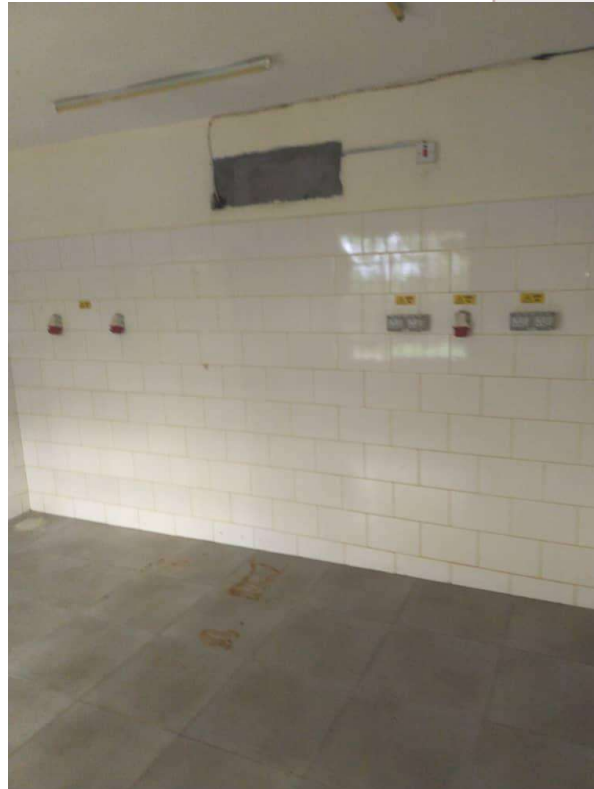
4.3 EMPLOYEE ACCOMMODATION



4.4 WORKSHOP GREEN COOKING



4.4 WORKSHOP FOR GREEN COOKING



4.5 ANIMAL SHELTER



4.6 CREATIVE AREA



4.6 CREATIVE AREA





PLAN 2024 - 2028

5. PLAN 2024 – 2028

- 1. Study / Research Centre for Green Energy / World*
- 2. Incubator Place for Innovation (Start ups)*
- 3. Residential Lodges for long stay (more than 1 week)*

5. PLAN 2024 – 2028 (1)

1. Residential Lodges for long stay (more than 1 week)

- 10 Residential Lodges*
- 80 m² inside / outside terrace 20 m²*
- Living room with kitchen*
- 1 bedroom*
- 1 bathroom / shower / toilet*

2. Lodges for short stay

- 5 Lodges*
- 35 m² inside / outside terrace 10 m²*
- 1 room*
- 1 bathroom / shower / toilet*

5. PLAN 2024 – 2028 (2)

3. Restaurant

- Restaurant for 35 people*
- Inside and Outside (when it is raining every one can sit inside)*

4. Swimming Pool

- Swimming pool length 15 meters and width 5 meters*

5. Animal Shelter

- The current animal shelter will be used for animals (cows, chicken, etc)*

5. *PLAN 2024 – 2028 (3)*

6. *Agriculture / Permaculture / Food forest*

- Agriculture based on the principles of Permaculture

7. *Incubator Place*

- Depending on which entrepreneurs / ideas develop - for the time being no building will be built for the entrepreneurs

8. *Study / Research Centre for Green Energy / World*

- Maybe in the current main building or in the Workshop

5. PLAN 2024 – 2028 (4)

9. Road

- The road will have to be widened for two-way traffic or a second exit will be added so that there is one-way traffic in the park

10. Parking

- Parking place near the Restaurant for 15 cars

5.1 PLANNING (1)

2024 Q1

- *Registration Company*
- *Landscape Plan incl. infrastructure*
- *Look & Feel Residential Lodges / Houses*

2024 Q2

- *Sales agreement*
- *Registration Loan*
- *Final: Landscape Plan incl. infrastructure*
- *Final: Look & Feel Residential Lodges / Houses*

5.1 PLANNING (2)

2024 Q3 - Starting usage the Workshop

- Starting up the Farm*
- Start with landscape / permaculture*
- Improving of Infrastructure (road / water / electric / Internet)*
- Start Building of the 5 Lodges (35 m²)*

2024 Q4 - Finishing Building of the 5 Lodges (35 m²)

2025 - Finishing and Building of 5 Residential Lodges (80 m²)

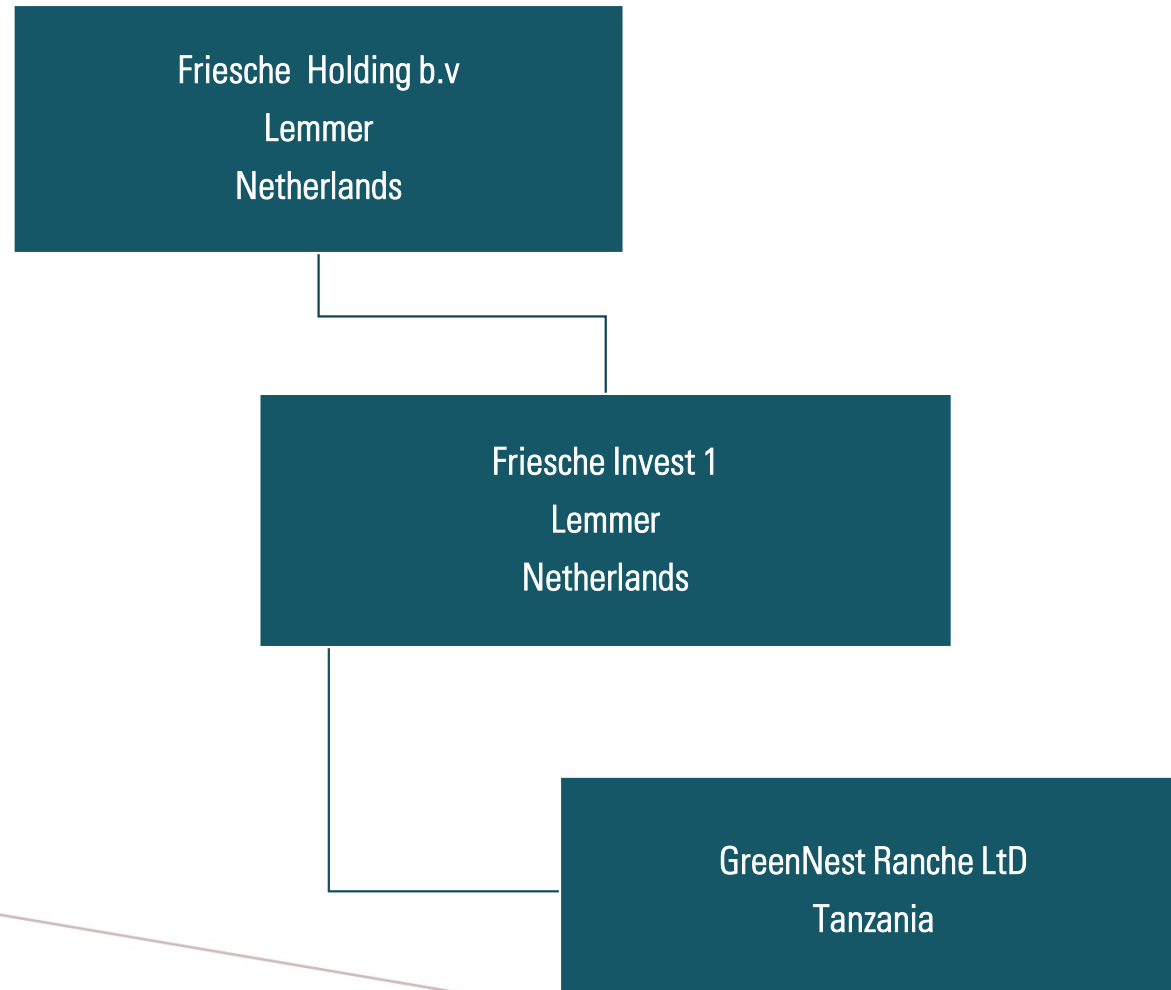
2026 - Finishing and Building of the 5 Residential Lodges (80 m²)

6. *FINANCE*

- Investment Plan
- Turnover
- Company Costs
- Profit & Loss account
- Liquidity Planning

→ See enclosed Financial Plan in PDF

7. LEGAL STRUCTURE



8. CONTACT

GreenNest Ranche LTD

Adress *Plot 1006, House no 1006*
Ward *Mateves*
Postal Code *23221*
STREET/ Road *A – Z*
City *Arusha*
Incorporation no. *172470408*

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APPENDIX 1 - TANZANIA

Tanzania is a country located in East Africa, bordered by Kenya to the north, Uganda to the northwest, Rwanda, Burundi, and the Democratic Republic of Congo to the west, Zambia to the southwest, Malawi to the south, Mozambique to the southeast, and the Indian Ocean to the east. It has a diverse culture with more than 120 ethnic groups, each with their own language and traditions.

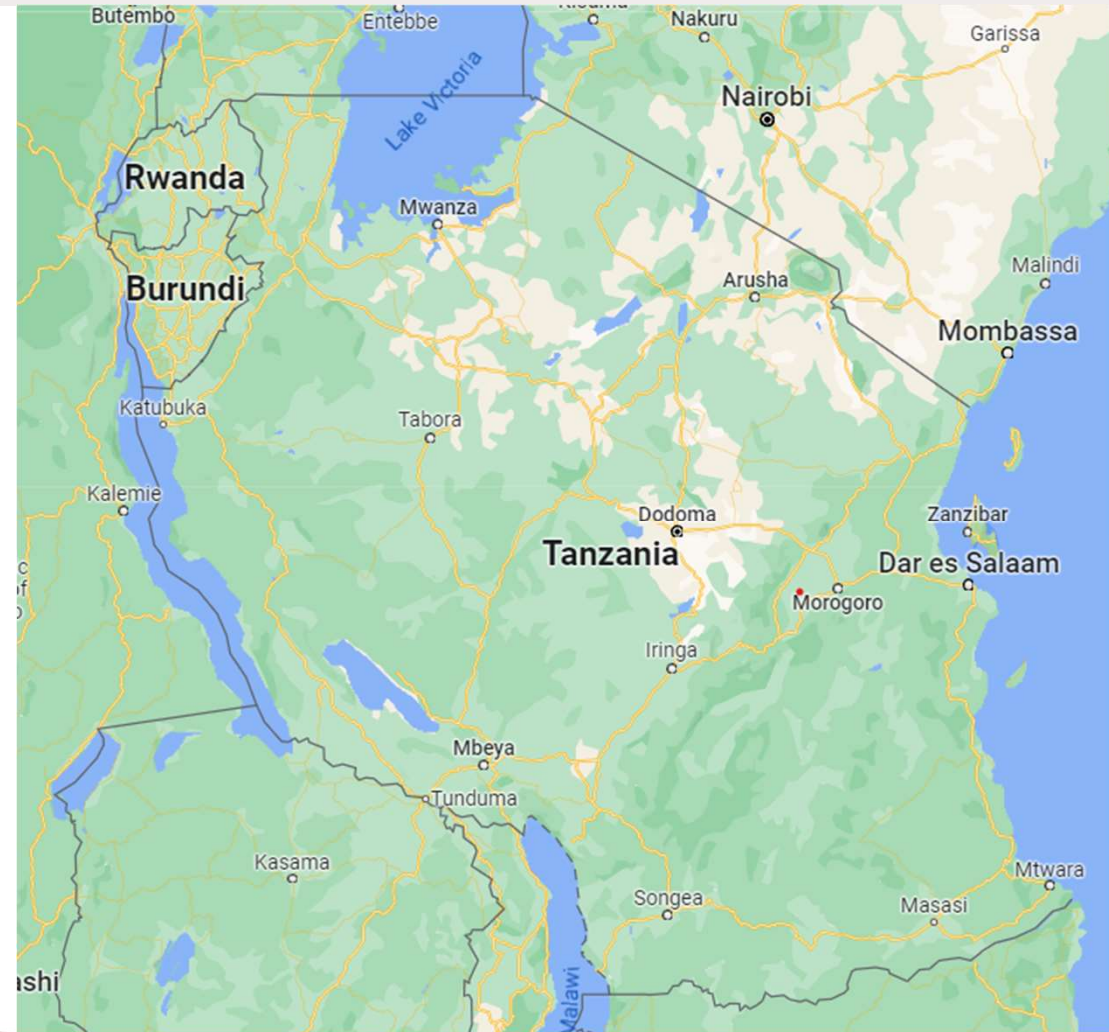
The country's economy is mainly based on agriculture, which employs more than 75% of the population. Tanzania is known for its production of coffee, cashew nuts, cotton, tobacco, and various fruits and vegetables. The country has also become an attractive destination for tourists, with attractions such as Mount Kilimanjaro, Serengeti National Park, and the beaches of Zanzibar.



APPENDIX 1 - TANZANIA

Tanzania has a rich history and cultural heritage, and its people are known for their warmth, hospitality, and resilience. Combined with its rich wealth in natural resources and tourist attractions, Tanzania has the potential to enhance her prosperity and elevate her position in the global wealth index.

Capital: Dodoma
Surface: 947.303 km²
Inhabits: 58,5 million



APPENDIX 2 - ARUSHA, SERENGETI, MOSHI

Arusha, Serengeti, and Moshi are three of the most famous tourist destinations in Tanzania, each with its own unique attractions and charm.

Arusha is known as the gateway to Tanzania's northern safari circuit and is the starting point for many tourists who come to explore the country's national parks, including Serengeti, Ngorongoro, and Lake Manyara. Arusha is also home to the Arusha National Park, which is known for its diverse wildlife, including giraffes, buffaloes, and baboons. The city itself is a bustling center of commerce and trade, with a vibrant market, shops, and restaurants offering a taste of Tanzanian culture.

Serengeti National Park is one of the most famous and iconic wildlife reserves in the world, with its vast savannah plains and diverse wildlife, including the Big Five (lions, elephants, buffaloes, rhinos, and leopards), zebras, giraffes, and wildebeests. The park is home to the Great Migration, where millions of wildebeests and zebras travel across the plains in search of food and water.

Moshi is a small town located at the base of Mount Kilimanjaro, Africa's highest peak. The town is a popular starting point for climbing expeditions, and it offers visitors the chance to experience the unique culture of the Chagga people, who live in the area. Moshi is also known for its coffee plantations, which produce some of the finest coffee in the world.

Overall, Arusha, Serengeti, and Moshi are all unique and beautiful destinations in Tanzania, each offering its own blend of adventure, culture, and natural beauty. Whether you're looking to go on a safari, climb a mountain, or experience Tanzanian culture, these three destinations have something for everyone.

APPENDIX 3 - SERENGETI AND TOURISM (1)

Tourism plays a crucial role in the economy of Tanzania, and the Serengeti National Park is one of the country's top tourist destinations. The park is famous for its incredible wildlife, including the Big Five, as well as the Great Migration, where millions of wildebeests and zebras travel across the plains in search of food and water.

Tourism in the Serengeti has helped to create jobs and support local communities, while also generating revenue for conservation efforts. The park is managed by the Tanzanian government and various non-profit organizations, who work to protect the park's wildlife and habitats, while also promoting sustainable tourism practices.

Visitors to the Serengeti can enjoy a variety of activities, including game drives, hot air balloon safaris, and cultural tours of nearby Maasai villages. The park also offers a range of accommodation options, from luxury lodges to camping sites, ensuring that visitors of all budgets can enjoy the park's natural beauty.

Overall, tourism in the Serengeti has helped to promote conservation and sustainable development in Tanzania, while also providing visitors with a once-in-a-lifetime experience of one of the most incredible wildlife reserves in the world.

APPENDIX 3 - SERENGETI AND TOURISM (2)

Tourism in the Serengeti National Park has experienced significant growth in recent years, with an increasing number of visitors from around the world coming to experience the park's incredible wildlife and natural beauty. In 2019, the park welcomed over 500,000 visitors, a significant increase from previous years.

While this growth in tourism has helped to support local communities and conservation efforts, it has also raised concerns about the potential impact on the park's fragile ecosystems and wildlife. To address these concerns, the Tanzanian government and conservation organizations have implemented measures to promote sustainable tourism practices and minimize the impact of visitors on the park.

Overall, the increasing number of visitors to the Serengeti highlights the importance of responsible tourism practices and the need to balance economic development with environmental conservation.