



11/NOVEMBER/2024

TANZANIA INVESTMENT CENTRE (TIC)  
HEAD OFFICE  
P.O. BOX 938  
GOLDEN JUBILEE TOWER  
DAR ES SALAAM

Dear Sir/Madam,

**Subject: Application for Tourism Investment Expansion for Senjaro Group Limited**

On behalf of Senjaro Group Limited, I am pleased to submit this application to the Tanzania Investment Centre (TIC) to formally register and expand our investment in Tanzania's tourism sector. We are dedicated to creating memorable experiences for visitors while contributing to the growth of the Tanzanian economy. Our current and planned initiatives underscore our commitment to positioning Tanzania as a premier tourism destination on the global stage.

### **Company Overview and Current Investments**

Senjaro Group Limited has already made a substantial investment in Tanzania's tourism through our innovative Senjaro Tourism App. This application offers a one-stop digital platform connecting local and international tourists with exceptional experiences across Tanzania, including safaris, mountain expeditions, and cultural tours. By providing streamlined booking services and customer support, we have helped promote Tanzania's attractions to a global audience while creating a seamless travel experience for users.

**SENJARO GROUP LIMITED**  
MOO6, OYSTERPEARL GALLERIA, CHOLE ROAD  
MASAKI, DAR ES SALAAM TANZANIA



[WWW.SENJAROGROUP.COM](http://WWW.SENJAROGROUP.COM)



[HELLO@SENJAROGROUP.COM](mailto:HELLO@SENJAROGROUP.COM)



+255744798828

## **Investment Proposal: Expansion of Tourism Services and Safari Fleet**

To meet increasing demand and enhance our service offerings, we plan to acquire 20 safari vehicles over the next three years. These vehicles will be vital for providing safe, high-quality, and comfortable safari tours across Tanzania's popular wildlife and conservation areas. Additionally, we are looking to expand our services to include new and innovative experiences that align with modern tourist expectations, such as:

- 1. Water Sports Activities:** Our aim is to introduce a variety of water-based experiences, especially in Zanzibar, catering to both adventure enthusiasts and those seeking relaxing aquatic experiences. This includes diving, snorkeling, jet skiing, and eco-friendly marine excursions.
- 2. Expanded Safari and Adventure Activities:** In addition to traditional safaris, we intend to offer unique options like balloon safaris, night safaris, and cultural immersion tours. This will allow visitors to engage with Tanzania's natural beauty and local culture more deeply.
- 3. Transport and Rental Services in Zanzibar:** To enhance transportation convenience and accessibility, we plan to invest in 20 additional vehicles for transfers and rentals in Zanzibar. This fleet will support seamless transfers for tourists from airports to hotels and provide reliable rental options for exploring Zanzibar's renowned beaches, historic sites, and vibrant local markets.

## **Objectives and Impact on Tanzania's Tourism Sector**

This investment plan aligns with our long-term goal of contributing to Tanzania's vision of becoming an eco-tourism leader and a top choice for tourists worldwide. By increasing our fleet and diversifying our offerings, Senjaro Group Limited aims to:

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**Boost Employment and Local Engagement:** The additional vehicles, along with new tour and activity offerings, will create jobs for drivers, guides, customer service agents, and local suppliers, thus benefiting communities and boosting the local economy.

**Support Sustainable and Eco-friendly Tourism:** Senjaro is committed to responsible tourism practices. We are prioritizing eco-friendly vehicles and promoting activities that respect Tanzania's natural and cultural heritage.

**Enhance Visitor Experience through Innovation:** With an integrated digital platform and unique activity options, we provide tourists with a convenient and personalized experience, encouraging longer stays and higher tourism spend in Tanzania.

### **Request for TIC Support and Incentives**

To realize this vision, we respectfully seek TIC's support with investment registration, access to incentives, and guidance on complying with regulatory standards. We believe that TIC's assistance will be instrumental in helping us make a meaningful impact in the tourism sector and contribute to Tanzania's economy.

We look forward to working with TIC and contributing to Tanzania's goals for tourism growth, sustainability, and economic resilience. Thank you for considering our application. Please feel free to contact us for further information or to arrange a meeting.

Yours faithfully,



Ally Jumanne Kishimba  
Founder and CEO  
Senjaro Group Limited  
Phone: +255 744798828



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