

**TAILI INVESTMENT COMPANY
LIMITED**

P.O.BOX 19167.

DAR ES SALAAM.

**BUSINESS PLAN FOR
HOTEL DEVELOPMENT.**

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1. EXECUTIVE SUMMARY.

I. Taili Investment Company Limited is a business which is about to be established here in Tanzania with its proprietors enough experience in hotel running. The enterprise is a share capital company registered with The United Republic of Tanzania government with registration of operating Hotel development with BRELA and by Tanzania Revenue Authority with Taxpayer Identification Number (TIN) **178-191-608**. With such attribute of having investing in Hotel development here in Tanzania, Taili has a wonderful motivation to develop the Hotel business in Tanzania as well the growth of economy to the large.

They are applying certificate of incentives to access land which would enable the business to launch building facilities for the business and hence to start the business of Hotel development.

2. BUSINESS ADDRESS DETAILS.

TAILI INVESTMENT COMPANY LIMITED

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3. STATEMENT OF INVESTMENT, SECTOR AND PRODUCTS:

The activities of Taili Investment Company Limited involves

a) To deal with hotel development and other accommodation b) Short term accommodation activities c) Camping grounds, recreational vehicle parks and trailer parks d) Restaurants and mobile food service activities e) Event catering f) Other food service activities g) Beverage serving activities h) Mixed farming i) Post-harvest crop activities j) Quarrying of stone, sand and clay k) Support activities for other mining and quarrying l) Construction of buildings m) Construction of roads and railways n) Other specialized construction activities o) Other reservation service and related activities p) Other passenger land transport q) Freight transport by road r) Real estate activities with own or leased property s) Real estate activities on a fee or contract basis t) Support activities for crop production u) Raising of cattle and buffaloes v) Hunting, trapping and related service activities w) Raising of swine/pigs x) Raising of poultry y) Raising of sheep and goats z) Raising of other animals.

The Company shall have powers to increase its capital and to divide the shares in its capital for the time being into several classes of stock or shares and to attach thereto respectively such

preferential, deferred or special rights, privileges, or conditions as may be determined by or in accordance with the Articles of Association of the Company.

A. MISSION.

Our mission is to provide high quality hotel development and other related accommodation in safe and respectful with inclusive of better environment that builds better life experience.

We aim to provide a safe and suitable hotel services with a welcoming atmosphere which creates a sense of belonging amongst our customers in Tanzania. We will maintain an inclusive environment which acknowledges and respects customers from variety areas.

Our Hotel services will provides a safe, developmentally appropriate, nurturing environment that provides social, emotional, cognitive and physical growth, as well as positive self-image and love of learning.

Our goal is to provide better Hotel development services that will ensure better customer experiences.

B. VISSION.

Our vision is better hotel development services for every customer to meet their service demand. We also have a desired influence of having wonderful adventures in recreation basis as its one among our aims.

We aim to offer a safe, happy place where everyone is known and valued different needs are acknowledged and met.

We aim to build a conducive environment for our staffs to acquire and provide their outmost skills towards service provision.

We also foster to an enthusiastic, creative community of the staffs to continue their intellectual, emotional, and physical development.

Our statement “**DREAM, BELIEVE, ACHIEVE** “reflects our understanding and beliefs. We aim to ensure that Customers at our company are provided with high-quality services based upon meeting with company standards.

4. OUR CORPORATE VALUES.

We commit to these values to guide our actions and behaviours. Our values, basic and fundamental shall remain light in our dealings internally and externally. These will be the uncompromising foundations upon which we build our Mission.

a) Open minded: we are open minded to our staffs where open debate and the best ideas win.

- b) Respect: we value our workforce as a valuable asset and we treat everyone with dignity.
- c) Empowerment: we empower people to make the best decisions focused on our mission and vision.
- d) Teamwork: we achieve the best results as a team.
- e) Technology driven: technology drives our future to deliver the highest quality products.

I. OBJECTIVES.

THE mission of the business is to provide hotel development services around Tegeta area in Dar es Salaam and from all over Tanzania.

The following are objectives for the coming accounting period is:

- i. To start business with expectation to have revenue for at least 3% of the capital in the coming period financed by the share capital from investors.
- ii. To improve more effectively as the business grow to meet all other obligation required.
- iii. To meet service quality as prescribed in company vision and mission.
- iv. To perform more efficiently and be able to increase net margin for at least 0.3%
- v. To launch a major building program for the Hotel and its environment.

5. JOB CREATION AND MANAGEMENT PLAN.

The business will be coordinated by operational director but the day to day activities will be under General Manager. The director has enough accumulated experience in the running of Hotel together with His assistance have been working for such long time and have accumulated much experience in the business. THE Company expects to recruit at least 25 employees to the start up with 5 cleaners, therefore 31 will be recruited staffs. The owner of the business normally provides general guidelines and guidance to his employees as he is more experienced than the others.

The employees generally will acquire enough training on different skills through on the job training. However direct employment and indirect employment will both be used such as foreign men and women as well local men and women to be employed.

6. SOURCE OF SUPPLY OF INPUTS.

The source of supply of inputs expected to be through direct buying from internal markets but also importing some other materials needed which is limited from within country in order to smoothening this project.

Therefore the project expect to involve direct purchasing from abroad and also from within Tanzania.

7. MARKETING PLAN.

The Hotel will build a name through variety method such as socio networks, advertisements, and brochure as well through promotion and newspapers.

The marketing target for this business is citizens, organization for mobile and catering services, investors in hotel set up from which the company will be operating.

However due to rapid increasing of new Hotel investment with the same business industry (nature), Taili Investment Company Limited will employs different marketing techniques to manage the completion and for growth by capturing more market share.

Another technique is through the use of the large sign board at the side of the main road and company cars and buses which they will be written at side areas and front of the vehicle with large readable fonts.

8. FINANCIAL PROJECTION

Basic Financial Assumptions.

Revenues are estimated to increase by 10% on investment of the starting business in the duration of the first 5 years and expected to be steadily growing thereafter.

Our sales forecasts have taken into consideration in fees collection according to experience through the year.

The figures for income tax in the projected cash flow are obtained from the income earnings. Almost all of the payments will be made through cash basis and bank basis or through mobile point (electronically). The business financial year starts from 1st January and end on 31st December each year.

Here is how the project is being financed such as equity, loans etc.

	Amount	Source country
Local Equity		
Local loans		

Foreign Equity	280.000	
Foreign Loans	220.000	
Total Investment	500.000	

9. INVESTMENT FUNDS EXPENDITURE BREAKDOWN AND FINANCIAL PROJECTION.

The company capital investment is 500.000 USD. The capital is shared by each investor contributed equally, the amount 250.000 USD for the business to be launched.

	Foreign (Tsh)						Local (USD)	Total (USD)
		1 year	2year	3year	4year	5year		
Land	67,889.64	10%	2%	-	-	-		67,889.64
Buildings	150.000	15%	15%	10%	-	-		150.000
Vehicle	45.000	7%	3%	5%	-	-		45.000
Salary (3 months)	50.000	33%	33%	40%	70%	77%		50.000
Emergency funds	20.000	1%	1%	2%	3%	4%		50.000
Pre operational expenses.	50.000	2%	-	-	-	-		100.000
Furniture	27.110.36	2%	3%	2%	-	-		27.110.36
Working capital	80.000	10%	10%	15%	17%	17%		
Insurance cover	10.000	7%	7%	7%	7%	7%		10.000
Grand Total	500.000	87%	74%	81%	97%	105%		500.000

10. CAPACITY OF THE PROJECT.

The project expected to have a capacity of using a land of 1123 square meter. With such capacity it also expects to involve various economic activities like the need for accommodation as well staff meals. Therefore the capacity is per half is huge.

11. IMPLEMENTATION SCHEDULE.

The project expected to be started with one block as administration block and 3 kitchen areas, 35 sleeping rooms, 1 hall with playing area and 2 swimming pool for the starting of the project. This will be expected to be executed within 12 months from the project implementation after acquiring of land.

However the execution also depends with some other elements that could speed up or lowering the project like climatic condition, approval of building permits among others.