

Business Plan

**WANHE TIANYI REAL ESTATE
INVESTMENT COMPANY LIMITED**

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1. Executive Summary

WANHE TIANYI REAL ESTATE INVESTMENT COMPANY LIMITED plans to develop a 6-story hotel on Plot No. 10 in the NCC LINK area of Dodoma. The project will feature approximately 60 rooms to cater to tourists and business travelers. The total built-up area will be about 3,000 square meters, with the plot area measuring 1,356 square meters. The investment for this project amounts to USD 3 million, to be funded entirely from internal sources.

2. Investment Objectives

The primary objective of the project is to construct and operate a 6-story hotel that provides luxurious accommodations for business travelers and expatriates. The property will offer high-end services, including room service, 24-hour security, concierge services, and amenities such as a gym and swimming pool. This investment will contribute to the growing hotel industry in Dodoma, generating sustainable income and capital appreciation.

3. Industry and Product

- **Industry:** Real estate development and hospitality
- **Product:** A hotel offering 60 fully-equipped luxury hotel rooms
 - Standard Rooms: Approximately 50 rooms
 - Suites: Approximately 10 suites

4. Investment Costs and Funding Sources

- **Total Investment:** USD 3 million
- **Funding Source:** The project will be entirely self-financed using personal and company reserves. No external debt will be incurred for this project.

5. Employment Opportunities

The project will create job opportunities during both the construction and operational phases:

- **Construction Phase:** Approximately 100 jobs, including engineers, architects, workers, and contractors.
- **Operational Phase:** Approximately 30 permanent jobs, such as hotel management, room service, maintenance staff, front desk employees, and security personnel.

6. Investment Fund Breakdown

- **Land Acquisition:** USD 0.5 million
- **Construction Costs:** USD 1.9 million

- Civil Works (Foundation, Structure): USD 1 million
- Finishes (Plumbing, Electrical, Fixtures, etc.): USD 800,000
- External Works (Parking, Landscaping, etc.): USD 100,000
- **Permits and Licenses:** USD 50,000
- **Consulting Fees (Architects, Engineers, etc.):** USD 100,000
- **Furniture and Fixtures:** USD 200,000
- **Marketing:** USD 50,000
- **Contingency Fund:** USD 200,000

7. Inputs and Supply Sources

- **Construction Materials:** Cement, steel, glass, tiles, and fittings will be sourced locally to ensure cost-effectiveness and compliance with Tanzanian building standards. High-end finishes and fixtures (such as lighting, kitchen equipment, and furniture) will be imported to maintain international standards.
- **Labor:** Local construction workers and skilled labor will be employed. Specialized consultants and architects will be brought in as needed.
- **Services:** Building materials, furniture, and amenities will be procured from trusted local and international suppliers to ensure quality.

8. Marketing Plan

The marketing strategy will focus on attracting both short-term and long-term residents through digital and traditional marketing channels:

- **Online Presence:** Website, Google Ads, and listing on international hotel booking platforms (e.g., Booking.com, Airbnb) to attract tourists and business travelers.
- **Social Media:** Utilizing platforms like Instagram, Facebook, and LinkedIn to promote the apartments to potential tenants.
- **Real Estate Agents:** Partnering with local real estate agents and property management companies to promote long-term leasing.
- **Corporate Partnerships:** Building relationships with multinational companies and embassies to accommodate expatriates and corporate executives.
- **Public Relations:** Hosting open-day events to introduce serviced apartments to local businesses, diplomats, and high-net-worth individuals.
- **Promotions:** Offering discounts on long-term rentals and early bookings during the first year of operation.

9. Implementation Plan

- **Land Acquisition and Permits:** Months 1-2
- **Final Design and Approval:** Months 2-4
- **Construction Start:** Month 5
- **Mid-Term Review (50% Construction Completed):** Month 12
- **Construction Completion:** Month 18
- **Interior Design and Finishing:** Months 18-20

- **Marketing and Pre-Renting:** Starting in Month 18
- **Final Inspection and Occupancy:** Month 21
- **Full Operations:** Month 22

10. Financial Forecast (Six Years)

Revenue Forecast:

- **Average Room Rate:** USD 78,000 per month (Standard Room: USD 1,200/month, Suite: USD 1,800/month).
- **First-Year Occupancy Rate:** 65% (increasing to 90% by the fifth year).

Year	Profit	Operating Costs	Net Profit
Year 1	\$608400	\$200,000	\$408400
Year 2	\$655200	\$210000	\$445200
Year 3	\$702000	\$220000	\$482000
Year 4	\$748800	\$220000	\$528800
Year 5	\$795600	\$220000	\$575600
Year 6	\$842400	\$220000	\$622400

Investment Return: It is expected to break even by the end of the sixth year.

11. Project Capacity

The hotel covers an area of 1,356 square meters, with six floors, offering approximately 60 rooms. The hotel will cater to both short-term and long-term residents, with room configurations being flexible based on market demand. It will also feature additional services, such as a business center, gym, and restaurant, enhancing its appeal to both business and leisure guests.

12. Conclusion

WANHE TIANYI REAL ESTATE INVESTMENT COMPANY LIMITED has the capacity to capitalize on the growing demand for high-quality serviced hotels in Dodoma. With a clear financial plan, a robust marketing strategy, and a well-defined project timeline, the company is expected to generate significant returns while contributing to the local economy through job creation and expanding real estate options. This investment will establish a strong foothold in the hotel industry and serve as a model for future development in Tanzania.