

**TANZANIA INVESTMENT CENTRE  
DAR ES SALAAM**

**PROGRESS REPORT**

1. Planned Activities for the period

Looking ahead, we are eager to build on our successes and continue to innovate in the following key areas:

- **Chinese market:** Fortunately, we have already passed the Post COVID era and everything has returned to normal. These past few months, China has been investing in several projects in Tanzania. This motivates us to bring our services to the Asian continent. We believe that by presenting our products to them they will be interested in investing in the tourism market.
- **New routes and trips:** Our idea, after making all these improvements in the company, with the help of our expert historians, anthropologists and biologists, is to develop new, more specific routes with different content to offer.
- **Increase the Spanish market:** With these routes we hope to be able to target different travelers with different motivations and thus increase our Spanish market.
- **Schools and NGO's:** Part of our trips are focused on schools and NGOs. We believe that for a good development of children it is vital to have interaction between different cultures. So we try to reach all children through schools and NGO's, so that all children have the same opportunities.
- **Fundraising for development projects:** Another of our goals is to be able to collaborate with NGO's and create our own non-profit foundation in order to help local people. Developing projects and providing material from the donations received from our travelers.

2. Achievements made on the project implementation todate:

During this past year, our team has carried out several noteworthy projects that have contributed to the growth and success of our company. Some of the major achievements are:

- **Kananga Special Tented Camp:** We have opened two camps located in the heart of the Serengeti, near Seronera. In this way we can offer our clients a personalized service, following our structure of truck trips. Furthermore, we offer accommodation in Serengeti for worldwide tour operators, but also to local agencies and DMC's. Thus,

providing with a Tented Camp in a beautiful location for travelers wishing to visit the park.

- **Overland Trucks:** After several years of hard work and effort we are proud to announce that we have 23 overland trucks available for trips throughout Tanzania. All of them are adapted and modified to the needs of the travelers during the safari. This innovative way of safari offers travelers a very attractive way to experience Tanzania. They have a capacity for 22 people. In each truck we offer the service of a Tour Leader, who is in charge of all the necessary explanations about the culture and animal life of Tanzania. In these trips, the clients are always accompanied by a driver, a cook and two assistants, in this way we ensure that the trip to Tanzania becomes a unique experience.
- **Jeeps 4X4:** Naturally, we also have 4 safari jeeps, which we offer private trips for our clients who are not interested in a group trip.
- **Rentals:** Observing the success we have had as a company in developing this new way of traveling, we have thought that we can also offer it to other tour operator companies, both local and foreign, and thus invest in their development as a company as well. So we rent our trucks, camping and cooking equipment to different companies so that we can also offer other types of products.
- **Jobs:** All these improvements and developments have enabled us to offer more than 200 jobs to locals, which helps to improve and develop the Tanzanian economy.

These achievements would not have been possible without the dedication and hard work of our team. Their commitment and dedication has been instrumental in propelling Rumangabo International Limited to new heights. And that is why we have decided to continue our work and set ourselves new challenges.

3. Provide updated information on the following aspects:

S/No.	Information	Description	Current Project Status
1	Shareholder's Information	Current Shareholders names, nationality and percentage of ownership	Robert Jan Francu 99% Linda M. Cole 1%
2	Company communication Information	Email address Mobile Number Land Line Telephone Number Physical Address (Plot No. Block No. Street, District and Region)	<a href="mailto:aida@kananga.com">aida@kananga.com</a> +255 686 374 545 +255 739 979 478 New Airport Rd. Plot 6, Mateves, Arusha

3	Contact Person	Name Position Communication details (Email, Mobile and telephone	Aida Tomas Carpeno Managing Director <a href="mailto:aida@kananga.com">aida@kananga.com</a> +255 686 374 545
4	Incorporation	Certificate of Incorporation Number	45061
5	TIN Information	TIN Certificate No.	101- 969-576
6	Project Objective	Project Core Activity	Tour Operator Tented Camps
7	Capacity	Project Capacity per year	TZS 3 Billion
8	Direct Employment	Foreign Men Foreign women Local Men Local women	0 1 11 5

#### 4. Project Financing Expenditure to date (USD)

	Foreign (USD)	Local (USD)	Total (USD)
Land and Buildings	75,000		
Plant and machinery	65,000		
Vehicles/Aircrafts	1,325,000		
Furniture	275,000		
Office equipment	30,000		
Insurance cover			
Pre-operational expenses			
Working sub – total capital			
<b>Grand Total</b>	<b>1,770,000</b>		

## 5. Project Financing

Explain how the project is being financed e.g., equity, loans, sources of loans, conditions, etc. see table below: -

	Amount (USD)	Source Country
Local equity	NO	NO
Local loans	NO	NO
Foreign equity	NO	NO
Foreign Loans	NO	NO
<b>Total Investment</b>	NO	NO

## 6. Problems and Solution

A safari company, like any other business, can face a number of challenges. Here are some of the problems we face along with possible solutions:

- **Problem: Ecological and environmental issues**

- Issue: Balancing Tanzania's tourism with the country's conservation and sustainability efforts can be a challenge. How to ensure that your activities do not negatively affect the local flora, fauna and ethnic groups.

- Solution: Implement and adhere to sustainable and eco-friendly practices. Educate staff and visitors about the importance of conservation.

- **Problem: Regulatory compliance**

- Issue: Navigating and adhering to complex and changing regulations, both local and international, is a major challenge we have encountered once.

- Solution: Stay informed about regulations, work closely with local authorities, and invest in legal counsel to ensure compliance.

- **Problem: Seasonal variability:**

- Issue: Tanzania, Kenya and Uganda all experience seasonal fluctuations in demand. Managing the economic flow during low seasons is a financial challenge we encounter every year.

- Solution: Diversify services to attract visitors during off-peak seasons. Offer special promotions or packages to encourage travel during slower times.

- **Problem: Infrastructure and accessibility**

- Issue: In some of the routes we operate, we find that the infrastructure is not very suitable for overland trucks, which forces us to be very cautious when designing the route and limits the diversity of the itineraries.

- Solution: In addition to conducting survey trips to inspect roads, it is very important to work with local authorities to improve infrastructure. Consider alternative transportation options and clearly communicate any problems to customers.

- **Problem: Safety and security:**

- Issue: As a travel company we must prioritize the safety of our clients, guides and staff. This includes protecting against wildlife encounters, ensuring the safety of vehicles and addressing any security issues in the region.

- Solution: Implement rigorous safety protocols, provide thorough training for guides, and stay updated on security conditions in the region. Collaborate with local authorities for support.

- **Problem: Community relations:**

-Issue: Establishing positive relationships with local communities is crucial as we introduce tourists to the area. Therefore, we practice responsible tourism, respecting the rights and traditions of the local population.

- Solution: Engage in community development projects, hire locally, and involve the community in tourism planning. Ensure that the company's presence benefits local economies.

### **Problem: Marketing and competition**

- Issue: Effectively marketing a route is essential to attract customers. The safari sector is very competitive and is growing every day.

- Solution: Invest in a strong online presence, leverage social media, and use content marketing to showcase the unique offerings of the safari experience. Collaborate with travel agencies and tour operators for wider reach.

- **Problem: Technology integration**

- Issue: Keeping up with technology, such as online reservation systems, can be a challenge.

- Solution: Invest in user-friendly booking platforms, leverage digital marketing tools and use technology to improve the overall customer experience.

- **Problem: Impact of climate change**

- Issue: Climate changes can affect wildlife patterns, affecting the overall safari experience.

- Solution: Stay informed about weather patterns, adjust tourism itineraries accordingly and contribute to climate change awareness. Implement sustainable practices to minimize the company's carbon footprint.

- **Problem: Wildlife Conservation and Poaching**

- Issue: Poaching and illegal activities are one of the problems that several countries in Africa are struggling with, as they can threaten wildlife conservation efforts.

- Solution: Collaborate with wildlife conservation organizations, support anti-poaching initiatives, and educate visitors about the importance of protecting wildlife.

- **Problem: Customer Expectations**

- Issue: Meeting diverse customer expectations and delivering a memorable experience can be challenging.

- Solution: Survey customers to understand their expectations, continually improve services based on their feedback, and focus on creating personalized and unique safari experiences.

- **Problem: Global health crises**

- Issue: Events such as pandemics can disrupt international travel and tourism, as we have already experienced with COVID recently.

- Solution: Develop and regularly update contingency plans for unforeseen events. Offer flexible booking and cancellation policies to accommodate changing travel conditions.

Meeting these challenges requires a proactive and holistic approach, combining responsible tourism practices, community engagement and adaptability to industry trends. Regularly evaluating and adjusting strategies based on feedback and changing circumstances is key to our success.

## **7-Future Plans**

In addition to the points mentioned in section 1, these are our plans for the next coming six months.

- **Technological Innovation:**

Plan: Creating a dedicated website and installing ERP software will help us to improve the safari experience and streamline the operations and management of the company.

- **Sustainable Practices:**

Plan: Strengthen commitment to sustainability by adopting green technologies, reducing the company's carbon footprint, and promoting responsible tourism.

- **Community Engagement:**

Plan: With the foundation we will create will help us deepen relationships with local communities by investing in education, healthcare and infrastructure, ensuring a positive impact in the regions where the company operates.

- **Diversification of the offer and expansion into the Chinese market:**

Plan: Introduce new and unique safari experiences that cater to a wider range of interests and demographic groups.

- **Data-driven decision making:**

Plan: With the new ERP in place, it's invested in data analytics to understand customer preferences, optimize tour itineraries and improve marketing strategies.

- **Adaptability and crisis preparedness:**

Plan: Develop robust contingency plans to deal with unforeseen events, such as health crises and geopolitical changes, ensuring business continuity.

- **Improving the customer experience:**

Plan: continuously improve the customer experience by gathering customer feedback, personalizing services, and leveraging technology to improve communication and engagement.

- **Education and awareness:**

Plan: Actively contribute to wildlife conservation and environmental education by creating awareness campaigns and integrating educational components into safari experiences.

- **Employee development:**

Plan: Invest in ongoing training and development programs for staff to enhance their skills, knowledge and commitment to company values.

We believe that by addressing today's challenges, implementing effective solutions and planning for the future, our company can not only overcome obstacles, but also thrive in a sustainable and responsible manner.

## **8-Recommendations and any other comments**

- **Diversify Safari Offerings:**

Recommendation: Introduce new and diverse safari experiences to cater to a broader range of interests and demographics. This can include specialized tours, unique itineraries, or themed experiences.

- **Community Engagement and Collaboration:**

Recommendation: Strengthen relationships with local communities by actively involving them in tourism planning, supporting local initiatives, and ensuring that the company's presence contributes positively to the community.

- **Customer Education:**

Recommendation: Educate clients about the importance of responsible tourism, wildlife conservation, and environmental protection. Provide information about local customs and traditions to enhance cultural understanding.

- **Robust Safety Protocols:**

Recommendation: Prioritize safety by continually updating and reinforcing safety protocols for both clients and staff. Regularly train guides on emergency procedures and collaborate with local authorities to stay informed about security conditions.

- **Marketing Strategies:**

Recommendation: Invest in targeted marketing strategies to reach a wider audience. Utilize social media, content marketing, and collaborations with influencers to showcase the unique experiences offered by the safari company.

### **Continuous Training for Staff:**

Recommendation: Implement ongoing training programs for staff, including guides and support personnel. This can cover customer service, safety procedures, and updates on conservation efforts.

### **Data-Driven Decision-Making:**

Recommendation: Utilize data analytics to understand customer preferences, track booking trends, and optimize marketing strategies. This can help in making informed business decisions and tailoring services to customer expectations.

**Customer Feedback Loop:**

Recommendation: Establish a robust system for collecting and analysing customer feedback. Actively seek reviews, conduct surveys, and use this information to continuously improve services and address any issues that arise.

**Invest in Employee Well-being:**

Recommendation: Prioritize the well-being of employees by offering competitive salaries, benefits, and opportunities for professional development. Happy and motivated staff contribute positively to the customer experience.

The implementation of these recommendations will contribute to the overall improvement and success of the safari company, fostering positive relationships with customers, communities and the environment. That is why we have proposed many of them in our future plans.