

BUSINESS PLAN
CONSERVE SAFARI ASSET MANAGEMENT LIMITED

Contents

I.	EXECUTIVE SUMMARY	3
2.	DESCRIPTIONS OF THE BUSINESS	3
2.1	Vision	3
2.2	Mission.....	3
2.3	Employees.....	4
2.3.I	The employee's structure will be as follows	4
2.3.2	EMPLOYEES DEVELOPMENT PLAN	4
2.3.3	PROSPECTIVE EMPLOYMENT OPPORTUNITIES	4
3.	MARKETING SEGMENT	5
3.1	Market analysis	5
3.I.I	Customer	5
3.I.2	Competitive analysis	5
3.I.3	SWOT analysis.....	6
3.1.3.1	Strength.....	6
3.1.3.2	Weaknesses	6
3.1.3.3	Opportunity.....	7
3.1.3.4	Threat.....	7
3.2	Marketing strategy	7
3.2.1	Process.....	7
3.2.2	Promotion.....	7
3.2.3	Product.....	7
3.2.4	People.....	7
3.2.5	Pricing	8

3.2.6	Distribution Channels.....	8
4	OPERATIONAL SEGMENT	8
5	FINANCIAL PLAN.....	9
5.1	SOURCE AND USES OF FUND.....	9
5.1.1	Source.....	9
5.1.2	Application of funds	10
5.2	FINANCIAL PROJECTIONS.....	11
5.2.1	Cash Flow Projection	11
5.2.2	Projected Income statement	12
6	CRITICAL RISKS.....	13
6.1	Civic Unrest	13
6.2	Natural disaster- Wildfires.....	13
6.3	Staff Loyalty and Turnover.....	13

1. EXECUTIVE SUMMARY

The proposed business is to build luxurious tented safari camp in the Serengeti national park and the main office to take place in Arusha region. The camp shall be fully operational and the surrounding community will be fully involved in all the stages of planning and implementation this is because they are the main stakeholders of the business. The business will address the issue of environmental sustainability and promote the economic improvement of the Arusha communities by creating employment opportunities.

2. DESCRIPTIONS OF THE BUSINESS

The business name is Conserve Safari Asset Management Limited, a private liability company limited by shares, registered under the Laws of the United Republic of Tanzania with certificate of incorporation no. I763568I2 dated 16th day of July, 2024. The company has obtained a certificate of registration for tax identification number I73-356-8I2 on 17th day of July, 2024, carrying a business of Accommodation facility. The business is owned by its co-founders, Simon Elifuraha Mossi, Einars Garoza and Janis Aleksandrs Kukainis, each having an experience with tourism industry and accommodation facility.

2.1 Vision

Conserve Safari Asset Management Limited vision is to ensure that, significantly high-quality performance than any of its competitors in the industry. The power of high-quality services is what the project offers at. In this project there are experienced professionals collaborating to provide the top-quality services and management. To aid in the protection and promotion of African wildlife and culture and to inspire future generations to do the same.

The Company can make sure that services of the most luxurious tented camps can be provided throughout the year.

2.2 Mission

The Conserve Safari Asset Management Limited can make sure that it provides a luxurious camping experience in the Tarangire National Park, Serengeti and many more to come, with upgraded amenities, and high-end service, delivered to meet or exceed client expectations so they become our best ambassadors.

2.3 Employees

2.3.1 The employee's structure will be as follows

Title	Key Responsibilities
Operation Manager	Oversee all the activities/programming at camp
Supply Manager	Acquisition and negotiating for camp supplies
Staff Manager	Manages all staff, stays on site year-round
Chef/Assistant Chef	Responsible for all meals
Camp Security	Protection from external threats from the camp
Accountant	Manages the books for day-to-day operations
Staff	Handling day-to-day activities of the camp
Drivers	Handling and managing all company cars and trips
Sales and Marketing executives	Focus on short-term and long-term sales growth
HR Personnel	Recruiting and retaining employees, employee relations, performance management, compliance, training and development, and compensation and benefits

2.3.2 EMPLOYEES DEVELOPMENT PLAN

The company is very much conscious regarding the employee's development and affairs. The company will focus on the ways to improve employee's performances and their skills. As an employee shall continue to work with Conserve Safari Asset Management Limited, he/she will be trained and prepared to have the capability to handle whatever future higher job positions in the company. Working in conjunction with the experts, will boost the skills and capability of the local employees to hold the same positions in the future.

2.3.3 PROSPECTIVE EMPLOYMENT OPPORTUNITIES

Conserve Safari Asset Management Limited is operated by the principle of going concern, as a result, we expect that our business operations will bear positive fruits to the surrounding communities, either directly or indirectly.

As the business will keep on running, we plan to expand the scale of operation by adding more luxurious

tented camps to enable many people to get employment opportunities. Also, the company can enjoy the benefit of expanding the scale of operations.

2.4 Tourism Sector Growth

The pushing factor of this project is not only passion but it is also lead by the growth of tourism sector post covid-19. It is evident that, soon after covid-19 the government on its own accord decided to fully enter into boosting the tourism sector in Tanzania. It is true that Tanzania is one among the leading country in the world for tourism. Despite that, the country was still not doing its best in making sure that it gets its proceeds from tourism and this is because the government was not into it fully. We are very grateful since soon after the out-break of covid-19 even though the situation was shaky towards the world but in the very same situation our beloved government with a great help of our President her excellency Hon. Dr. Samia Suluhu Hassan became creative and innovated the Royal Tour which brought a very big impact in tourism sector as it is vivid that since 2021 to date our country has been receiving a lot of tourists estimated to be over 1.4 million tourists compared to some years back where 2021 our country received only about 922,692 in 2021 and 616,491 in 2020.

It is the goal of our country that in 2025 the country should be able to accommodate at least 6 million tourists per year. (www.tanzaniainvest.com).

Also in The Citizen written on September 19, 2023 it was reported that tourist arrival has hit 3.8 million in 2023 from 1.4 million in 2022. All these are the results of the efforts done by the government which were championed by the president of the United Republic of Tanzania Hon. Dr. Samia Suluhu Hassan.

In support of the governments efforts its then the reason to come up with this idea of building luxurious tented camps which will make sure that all tourists who will reach in Tanzania will be well accommodated at an affordable price since the accommodations facilities currently available are not enough to comfortably accommodate the vision of the government in tourism sector.

3. MARKETING SEGMENT

According to the Experience and market research it shows that there is a high demand of the luxurious tented camps in the region and country at large. High demand is attributed by the Royal Tour that her Excellency Samia Suluhu Hassaan (president) has vigorously conducted and promoted. So the establishment of the Best Luxurious Tented Camp within the Tarangire National Park and many other parks as the project grows may bring the solution of inadequate availability of luxurious tented camping in the said regions.

3.I Market analysis

3.I.I Customer

Intends to provide a service to a wide group of people. By looking at the market analysis, has defined the following groups as targeted segments:

- After year 1, the customer base with consist of 60% from other safari tour operators, and 40% direct bookings from our website.
- High-Income guests who want to be involved in the preservation and protection of natural environment.
- Guests who would like to give back to the local community, helping to benefit the locals and provide resources for development.

3.I.2 Marketing Strategy

Market Research:

Our Company has conducted thorough market research to identify target demographics, their preferences, and competitors in the tented camps sector so that we make sure we come up with an appropriate market strategy which will bear positive fruits towards the project. In the research we have come up with the following strategies;

I. Unique Selling Proposition (USP):

Our Company will stand to provide a very unique and luxurious camps which will offer every necessary and luxurious demands towards the tourists. The camps will be very quality with nice rooms, restaurants of quality

and many types of food in line with the tourist's demand.

Despite the provision mentioned above, the camps will have twenty-four hours electricity as the company will insert a very powerful solar system in the camp, unlike many camps which use generators and make the electricity available for sometimes which is also not environmentally friendly as it causes nuisance.

Further, the company will build camps with a very exclusive location of the camp, eco-friendly practices, and immersive cultural interactions.

Despite the fact that, our camp will be the most quality and luxurious but all the provision will be provided at a very affordable price which will attract many tourists for both Tanzanians and non-citizens.

2. Brand Identity:

Our company also makes sure the market is well obtained it will make sure it develops a strong brand identity that reflects the essence of our tented camps. This includes a compelling logo, tagline, and visual elements.

3. Online Presence:

Conserve Safari Asset Management Limited will also create an engaging website with high-quality images, detailed camp descriptions, and easy booking functionality. Leverage social media platforms to showcase the beauty of our tented camps and engage with potential customers, also by making content marketing which will implementing a content marketing strategy, including blog posts, articles, and videos highlighting the unique experiences and natural beauty surrounding our tented camps.

Further the use of SEO and SEM to optimize our website for search engines (SEO) to increase visibility and implementing Search Engine Marketing (SEM) campaigns to drive targeted traffic to our site.

Further, the use of Mobile Optimization will be used to ensure our website is mobile-friendly, as many travelers use mobile devices for trip planning and bookings.

4. Partnerships:

Conserve Safari Asset Management Limited will also collaborate with travel influencers and bloggers to create content and reviews about our tented camps also establish partnerships with travel agencies and tour operators to expand our reach, this will surely work as it is open that, as for tourism now in Tanzania has expanded compared to some years back due to the fact that the government has decided to enter both of its feet so as to make sure that the tourism sector is well utilized and the same is working.

This is well seen since after the ROYAL TOUR which was done by her Excellency Dr. Samia Suluhu Hassan the President of the United Republic of Tanzania the trend of tourists coming to Tanzania has grown compared to some years back, as it is reported by the National Bureau of Statistics on their report of 19th May 2022 showing the trend of tourist in 4 months post covid see below;

The number of tourists arrivals for the month of April 2022 increased to 78,784 from 43,966 tourists recorded in April 2021. The number of tourists increased by 34,818 tourists which is equivalent to 79.2 percent. The increase in the number of tourists was attributed to the lifting of the travel ban following a decrease in the prevalence of COVID-19 in many countries around the world and the Government's continued efforts to promote tourism attractions within and outside the country.

Table I: Number of Tourists Arrivals for a period of January to April 2022

	2021	2022	Addition	Change (%)
January	79,116	94,128	15,012	19.0
February	79,730	100,936	21,206	26.6
March	72,285	93,784	21,499	29.7
April	43,966	78,784	34,818	79.2
Total	275,097	367,632	92,535	33.6

Source: Immigration Department, 2022

Number of tourist Arrivals Pre and Post-COVID-19

In 2019, a total of 1,510,151 tourists visited Tanzania with the largest number of 160,296 tourists entering the country in December 2019. After the world was hit by COVID-19, many countries imposed travel restrictions that caused the number of tourists to decline to 620,867 in 2020, with the smallest number of tourists counted at 7,105 tourists as of April 2020. In 2021, the number of tourist arrivals increased to 922,692, equivalent to an increase of 48.6 percent.

Expectations of the Number of Tourist Arrivals

The number of tourists arrivals is expected to increase more than the number of tourists recorded before COVID-19 due to the Government's efforts to promote tourist attractions such as national parks, beaches, Mount Kilimanjaro, and game reserves. In addition, the launch of Tanzania, *the Royal Tour* film by the President of the United Republic of Tanzania, Her Excellency Samia Suluhu Hassan has “brought the world to Tanzania”. The increase in growth rates of economic activities related to the tourism sector involving Arts and entertainment (11.7 percent) and Accommodation and food services (11.3 percent) are among indicators showing improving tourism sector performance in the country.

The fruits of the government's effort are seen as per the above report and table which proves that there is a

high demand for accommodation facilities for tourism as many tourist companies lack a place within which their tourist will be accommodated for the days spent. In that case, our company will work in line with other traveling agencies and tour operators and make sure the tourists get nice quality and luxurious places to stay and enjoy all the time of their stay.

5. Email Marketing:

Our Company will also build an email list to keep potential customers informed about our special offers, new camp locations, and upcoming events and the same will be done by designing visually appealing newsletters with valuable content.

6. Events and Experiences:

Conserve Safari Asset Management Limited will do its best and make sure that it hosts events at our tented camps, such as nature walks, cultural evenings, or stargazing sessions, to create memorable experiences for guests. Sponsor or participate in relevant travel tourist exhibitions. It is known that, as far as tourism is concerned, worldwide there are many exhibitions conducted in different countries at different dates so as to promote the tourism sector as per the host country. Conserve Safari Asset Management Limited is seen as a very important organ which will stand to help it win a lot of tourists. The said exhibitions are held in different countries and in Tanzania is famously known as KILI FAIR whereby is used as a wide marketing strategy which Conserve Safari Asset Management Limited will not be left out. The exhibitions will be used effectively as per the calendar of the year and Conserve Safari Asset Management Limited will attend as many exhibitions as possible something which ensures the winning of more tourists. *(the calendar of the year for the exhibition is hereby attached for ease of reference).*

3.1.3 Competitive analysis

Market Research shows that the existing tented camps that engage the same business are unable or they do not provide the level of care offered at our camp.

The project success can depend too much on the advantage of other existing business and its uniqueness in terms of quality service and the way they set their customer services. Also the project success can depend much on different tour operators that operates in Tarangire, of the Conserve Safari Asset Management Limited stakeholders is determined to provide better services compared to other tented camps, by engaging more technology and luxurious settings within the tents.

3.1.4 Competition Strategy

The company will make sure that it uses advanced competitive strategies to make sure that, it wins or defeats its competitors in the market, in so doing the company will employ the below-mentioned strategies;

1. Unique Value Proposition (UVP): the company will clearly define and communicate its unique value proposition. The unique value propositions include the exclusive location of the camp and the beautiful structured environment it would carry, it will be the most luxurious and classy camp since it has sustainable practices which will enable the tourist to create an unforgettable experience during their stay in Serengeti, also personalized services such as 24 hours electricity availability as the company plans to insert a quality and big solar system which will result into electricity availability which will enable the tourist to be sure of their communication status, their assured cleanness and be curbed in all electricity needs full time. This is considered a unique service because many tourist camps lack 24-hour electricity availability as they 100% depend on generators which is not environmentally friendly compared to solar systems, also the provision of immersive cultural experiences as the tourist will give tourists time to learn and know a bit of Tanzanian culture.
2. Customer Segmentation: Identify and target specific customer segments that align with Conserve Safari Asset Management Limited's strengths and offerings. This includes adventure seekers, nature enthusiasts, luxury travelers, and eco-conscious tourists.
3. Product Differentiation: the company will differentiate its tented camps offerings by introducing unique features, such as specialized guided tours, wildlife conservation initiatives, or themed experiences. Also, it will make sure that the tents are very quality at reasonable and affordable prices for all tourists. The company will not only provide accommodation but will also be safari packages to the tourists with brand new luxurious cars which have refrigerators in them to make sure tourists enjoy the cold drinks needed, also switches to make sure that they do not run out of communication all this is to make sure the tourists can create a remarkable memory with Conserve Safari Asset Management Limited.
4. Innovative Marketing Campaigns: our company will develop creative and captivating marketing

campaigns that showcase the beauty of our tented camps, highlight exclusive experiences, and convey the essence of the Conserve Safari Asset Management Limited brand.

5. **Digital Presence:** We will enhance the online presence with a user-friendly website, high-quality visuals, and engaging content. Leverage social media platforms to connect with potential customers and share real-time updates.
6. **Customer Reviews and Testimonials:** We will encourage satisfied customers to leave positive reviews on various platforms. Highlight these testimonials in marketing materials to build trust and credibility.
4. **Competitive Pricing:** We will Conduct a thorough analysis of competitor pricing to ensure that Conserve Safari Asset Management Limited offerings are competitive. Consider value-added services to justify premium pricing. This will include the company providing fair prices which will be managed by many of the tourists.
5. **Partnerships and Collaborations:** Our company will also form strategic partnerships with travel agencies, online travel platforms, and influencers to expand the reach and visibility of Conserve Safari Asset Management Limited's tented camps.
6. **Customer Engagement:** Foster a sense of community among customers through loyalty programs, newsletters, and exclusive access to events. Engage with customers before, during, and after their stay to build lasting relationships.
7. **Quality Service and Staff Training:** Conserve Safari Asset Management Limited will invest in staff training programs to ensure high-quality service. A positive customer experience can lead to repeat business and positive word-of-mouth.
8. **Crisis Management Plan:** Conserve Safari Asset Management Limited will also develop a robust crisis management plan to address unforeseen challenges, ensuring minimal impact on operations and customer satisfaction. By combining these elements into a cohesive strategy, Conserve Safari Asset Management Limited can position itself as a leader in the tented camps segment, offering unique and unforgettable experiences that set it apart from the competition.

8.1.3 SWOT analysis

The S.W.O.T analysis provides an opportunity to examine the internal strengths and weaknesses Conserve Safari Asset Management Limited must address. It also allows examining the opportunities presented to Conserve Safari Asset Management Limited as potential threats.

8.1.3.1 Strength

3.1.4.0 Knowledgeable and friendly staff.

The proposed owners will go to great lengths at Conserve Safari Asset Management Limited to find people with a passion for work. The current and future staff will be knowledgeable and eager to please. The company intends to hire and work with friendly and mature locals in the community who want stable employment in an easy-going and comfortable workplace.

3.1.4.1 Recruitment strategies

Conserve Safari Asset Management Limited in making sure they get the qualified and friendly staff will do the following;

a. Define Recruitment Needs:

Identify specific roles and positions required for various functions within the tented camps, such as hospitality, guides, maintenance, and administrative staff.

b. Employer Branding:

Develop a compelling employer brand that highlights the unique work environment, commitment to sustainability, and opportunities for personal and professional growth.

c. Job Descriptions:

Create detailed and attractive job descriptions that clearly outline roles, responsibilities, and qualifications for each position.

d. Company Website Careers Section:

Enhance the careers section of your company website, providing a seamless and user-friendly interface for applicants to explore job opportunities and submit applications.

e. Social Media Recruitment:

Leverage social media platforms to share job openings, company culture, and employee testimonials. Engage with potential candidates through these channels.

f. Campus Recruitment:

Collaborate with educational institutions offering relevant courses in hospitality, tourism, and related fields to recruit fresh talent. Attend career fairs and networking events.

g. Internship Programs:

Create internship programs to attract students or recent graduates, providing them with hands-on experience

and potential for full-time employment.

h. Partnerships with Tourism Schools:

Form partnerships with tourism and hospitality schools to access a pool of qualified candidates and offer educational support or training programs.

i. Recruitment Agencies:

Collaborate with recruitment agencies specializing in hospitality and tourism to streamline the hiring process and access a broader talent pool.

j. Competitive Compensation and Benefits:

Ensure that our compensation packages are competitive within the industry and region. Highlight unique perks, such as opportunities for staff to experience the tented camps.

k. Training and Development:

Emphasize ongoing training and development opportunities for employees to enhance their skills and grow within the organization.

l. Diversity and Inclusion:

Promote a diverse and inclusive workplace by actively seeking candidates from different backgrounds and cultures.

m. Interview and Selection Process:

Design a comprehensive and fair interview process, incorporating practical assessments for relevant positions to evaluate skills effectively.

n. Legal Compliance:

Ensure all recruitment practices comply with local labor laws and regulations.

3.I.4.2 Clear vision of the market needs

Owners has years of experience running Tourism Industries and knows how make the company run like a well-oiled machine. They know what it takes to build profits for an organization by taking advantage of revenue channels available in addition to be creative about generating new streams.

3.I.4.2 Weaknesses

3.I.4.2.1 Access to additional operating capital.

3.I.4.2.2 Challenges of the seasonality of the business.

3.I.4.3 Opportunity

3.I.4.3.I Increased demand for Luxurious camps due to change of Lodging in the tourism sector

3.I.4.3.2 Inadequate luxurious tented camps in the Country.

3.I.4.4 Threat

3.I.4.4.I Absence of materials and few local manufacturers of luxurious tents in the country, as the company has to import from other Countries or wait for orders from very few local manufacturers.

3.2 Marketing strategy

3.2.4.0 Process

Conserve Safari Asset Management Limited intends to provide its customers with fast service without delays whenever necessary, hence will make customers reliable towards the facility.

3.2.5.0 Promotion

Normally, Conserve Safari Asset Management Limited uses promotion as a key marketing decision in communicating and reaching the targeted audiences, whereby involves temporary setting of prices so as to attract the targeted customers, especially during strive competition in the market.

3.2.6.0 Product

The actual products aimed to be offered to customers are Luxurious tented camps of different sizes.

3.2.7.0 People

In Conserve Safari Asset Management Limited people are categorized as marketing managers, decision-makers, and operational managers. On the market, officers are used to changing a plan for products, customers, and geographic markets and managing the transition to the people portfolio required to execute the new strategy.

The decision-makers are used to make decisions on different approaches that are linked to business needs, then there are operational managers that used to supervise daily activities, and there is a staff used to perform daily activities through selling the products to customers as well as customer care.

3.2.8.0 Pricing

Fair prices will be maintained to attract more customers to the Company. The price would be set according to the rules and regulations that are provided by the Government; the company cannot set the price with the aim of getting higher profit rather than providing the proposed services. Every care will be observed to make the tented camps service unique. Also, the Price will be determined with reference to the average existing prices in the local markets.

3.2.9.0 Distribution Channels

Significant effort will be made to advertise the products to the customers and the rest of the stakeholders. The organization will use all major means of communication, which are found in the Arusha and Mara region to make many people aware of the provided services. Another means shall be used to advertise by making sure that the customers are given services at the maximum quality.

4 OPERATIONAL SEGMENT

Have engaged professional tour and camping experts, who shall fully participate in the installation process to make a follow-up as the product undergoes different stages of construction.

For quality control of the services provided and security as well, the company has installed security cameras to monitor all activities that are undertaken. The working environment for workers will be conducive to ensuring they provide quality service.

Activities are expected to be conducted at minimum costs and maximum supervision which will also include checking of the tents when installed; to make sure quality is maintained.

NATURAL AFRICAN WILDLIFE AND
CULTURE CAMP LIMITED.

ORGANISATION HIERARCHY

Board of directors



Managers/ supervisors



Employees

5 FINANCIAL PLAN

5.1 SOURCE AND USES OF FUND

5.1.1 Source

The aggregate investment expenditure amounts to USD 750,000, which is equivalent to Tshs. 1,987,500,000 at the current exchange rate which is (2650) whereby the owners contribution is per the above-stated figure.

CAPITAL	AMOUNT
CASH	1,800,000,000.00
DEBT	NIL
TOTAL	1,800,000,000.00

5.1.2 Application of funds

S/N	ITEM	Amount in USD
1	Government and site fees and preparation	\$ 28,000
2	Land cruiser vehicle	\$50,000
3	Large trucks for supplies of goods	\$60,000
4	Tent -materials and labour	\$200,000
5	Tent-Platforms	\$150,000
6	interior fittings & furnitures	\$100,000
7	Land Cruiser D/Cabin	\$65,000
8	Solar system – materials, set up and install	\$97,000
	TOTAL	\$750,000

6.1 FINANCIAL PROJECTIONS

6.1.1 Cash Flow Projection

CASH FLOW PROJECTIONS FOR 3 YEARS					
YEAR	2023	2024	2025	2026	2027

Cash at beginning of the year	-	447,692,327.56	386,212,193.02	366,934,016	448451013.4
<u>CASH INFLOWS</u>					
<i>Equity</i>	1,820,647,500				
<i>Loan</i>	-				
cash sales	0.00	1,091,624,565.46	942,840,523.00	1,004,200,487	798,851,248
trade receivables	-	18,633,000.00	58,798,000.00	17,859,000.00	38,560,170.59
TOTAL CASH INFLOWS	1,820,647,500.00	1,557,949,893.02	1,387,850,716.02	1,388,993,503.42	1,285,862,432.42
<u>CASH OUTFLOWS</u>					
purchase of Solar system	304,841,972.44	267,000,000	287,090,000.00	253,670,000.00	213670000
tent expenses	582,607,200.00	487,560,000	336,589,000.00	299,800,790.00	209800790
Others	267,028,300.00	198,700,000	178,760,000.00	168,594,000.00	108594000
Finance costs	218,477,700	218,477,700	218,477,700	218,477,700	218477700
TOTAL CASH OUTFLOWS	1,372,955,172.44	1,171,737,700.00	1,020,916,700.00	940,542,490.00	750,542,490.00
Net Cash at the end	447,692,327.56	386,212,193.02	366,934,016.02	448,451,013.42	535,319,942.42

6.1.2 Projected Income Statement

NATURAL AFRICAN WILDLIFE AND CULTURE CAMP LIMITED					
PROJECTED STATEMENT OF COMPREHENSIVE INCOME FOR 5YRS					
	Year 1	Year 2	Year 3	Year 5	Year 6
	2023	2024	2025	2026	2027
	Tshs	Tshs	Tshs	Tshs	Tshs
Income	2,079,907,704.00	2,926,729,820.00	4,445,414,312.50	5,720,616,805.00	6,553,673,921.00
Less: Cost of Sales	537,398,993.23	790,241,439.07	1,236,191,080.47	2,252,286,609.30	2,858,649,617.88
Gross Profit	1,542,508,710.77	2,136,488,380.93	3,209,223,232.03	3,468,330,195.70	3,695,024,303.12
Less: Operating expenses					
camps expenses	297,762,577.62	567,297,676.19	981,698,846.41	941,228,877.18	932,613,904.09
Depreciation charges	539,878,048.77	747,770,933.33	1,123,228,131.21	1,213,915,568.50	1,293,258,506.09
Operating Profit	704,868,084.38	821,419,771.42	1,104,296,254.41	1,313,185,750.02	1,469,151,892.94
less: Finance Cost	257,175,756.81	435,207,578.40	737,362,237.50	864,734,736.60	933,831,950.52
Net operating profit for the year	447,692,327.56	386,212,193.02	366,934,016.91	448,451,013.42	535,319,942.42

7. RISK ASSESSMENT AND CONTINGENCY PLAN

7.1 Civic Unrest

Violent civilian action is uncommon in Tanzania and is confined mostly to its borders with neighboring, less stable countries. The small risk of unrest is mitigated by building in the national park, a low likelihood target area and surrounded by armed rangers for the protection of wildlife in the park.

7.2 Natural Disaster-wildfires

Although rare in the Serengeti due to the protective effect of abundant grazers, wildfire is still a risk. All camps are surrounded by firebreak and the Serengeti conservation does controlled burns to avoid catastrophic disasters

7.3 Staff Loyalty and turnover

Has been an issue in many other safari camps. The company shall pay extra bonuses monthly than other camps as well as offer an employee give back program where the company shall financially support community efforts in their home village

5. CONCLUSION

In conclusion, the establishment of tented camps presents a lucrative business opportunity that aligns with the growing demand for sustainable and experiential tourism. Our comprehensive business plan outlines a strategic approach, emphasizing eco-friendly practices, unique guest experiences, and strong community partnerships. With a focus on delivering unparalleled comfort amidst nature, we are poised to capitalize on the flourishing outdoor hospitality market. This venture not only promises significant returns but also contributes to environmental conservation and local economic development.