



BECH TANZANIA LIMITED

BUSINESS PLAN

HOSPITALITY AND TOURISM

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BECH TANZANIA LIMITED BUSINESS PLAN

SECTOR: HOSPITALITY AND TOURISM (*TOUR OPERATOR AND HOTEL*)

Business Plan: Tourist Operator and Hotel Business

PROJECT OBJECTIVE:

- To establish and operate a premium tourist operator and hotel business in Tanzania.
- To provide high-quality services to both local and international tourists.
- To foster sustainable tourism practices and contribute to the local economy.

INVESTORS PROFILE:

The investors are citizens of the United Republic of Tanzania, namely

- 1. Mr Charles Akwiline Saronga**
- 2. Mrs Benadeta Daniel Paresso**
- 3. Kelvin Charles Makoi**

The investors have more than 15 years in the tourism and hospitality industries. With hotels and other investments that are situated in prominent areas that serve quite a number of customers on a day-to-day basis. They are committed in initiating, administering and developing a sustainable tour operation and hotels services.

Foreign Exchange Generation:

Through this project it is expected that our target market shall be international tourists who shall contribute significantly to foreign exchange generation. This shall go in hand with fostering partnerships with international travel agencies to attract a diverse clientele but also explore opportunities for foreign investment and collaboration.

ABILITY TO EMPLOY:

With the induction of the capital the project shall create impact on ability to employ both direct and indirect employment from diverse sectors. Just to mention a few architects, masons, interior decorators, lawyers, accountants, chefs, drivers, cleaners and many more. Moreover, we expect to create partnerships with local service providers. Which is crucial in strengthening the nation's economy through prioritising local hiring and skill development to enhance employment opportunities in the region.

Business Linkage Benefit and Transfer of Technology:

Through the project we expect to Develop partnerships with local businesses for the supply of goods and services required by the project.

But also, through Implementing training programs to transfer hospitality and tourism management skills to local employees. We expect a transformation on operation that may provide new ways of addressing challenges and create impact to the society.

Investment Cost Analysis

Appendix 1			
CAPITAL			
S/N	ITEM	QUANTITY	COST
1	LAND	500	60,000
2	BULDINGS		180,000
3	FURNITURES AND FITTING		72,000
4	COMPUTERS	10	1,600
5	GENERATORS	3	24,000
6	VEHICLES	7	336,000
7	MACHINES & UTENSILS		9,600
8	CASH		116,800
	TOTAL		800,000

PROJECT FINANCING:

1. Investor Financing: [55%]
2. Debt Financing: [15%]
3. Equity Financing: [30%]

FINANCIAL AND ECONOMIC ANALYSIS:

Overview of the Tourism Industry in Tanzania:

Tanzania, known for its rich wildlife and cultural diversity that attracts a significant number of tourists annually. Manyara, Arusha, Pangani and Moshi are prominent destinations offering diverse attractions, including wildlife safaris, Mountain Kilimanjaro Climbing, Hikes , Beaches and cultural experiences.

Target Market:

1. International Tourists: Primarily from Europe, North America, and Asia, seeking adventure, wildlife experiences, and cultural immersion.
2. Domestic Tourists: Increasing interest in local tourism, providing a year-round customer base.

Competitor Analysis:

In the picturesque landscapes of Manyara, Tanga, Arusha, and Moshi Tanzania, the tourism industry thrives with a plethora of existing tour operators and hotels catering to the diverse needs of travellers. These establishments are instrumental in providing a gateway to the region's captivating wildlife, cultural experiences, and natural wonders.

Tour Operators:

Existing tour operators in the region are well-established entities that curate immersive experiences for visitors. They specialize in crafting safari packages that showcase the mesmerizing beauty of Serengeti's wildlife and the cultural richness of Arusha and Moshi. These operators often offer guided tours, combining adventure with a deep understanding of the local culture and ecosystems. Noteworthy strengths of these operators include seasoned guides, well-maintained vehicles for safari excursions, and a reputation for delivering memorable experiences.

Hotels and Accommodations:

The hospitality sector boasts a variety of hotels and accommodations ranging from luxurious resorts to cozy lodges, each providing a unique atmosphere to enhance the visitor's stay. These establishments are strategically located to offer convenient access to popular tourist destinations, ensuring guests can unwind in comfort after a day of exploration. Many hotels emphasize eco-friendly practices, contributing to the region's commitment to sustainable tourism.

Challenges and Opportunities:

While the existing tour operators and hotels have successfully attracted a steady stream of tourists, they also face challenges such as competition for prime locations and maintaining a balance between conservation and tourism development. Opportunities lie in collaborative efforts to promote the region collectively, tapping into emerging markets, and continuously enhancing the quality of services to meet the evolving expectations of travellers.

In this dynamic landscape, our entrance into the tourism and hospitality sector has the chance to contribute to the vibrancy of Arusha, Manyara Pangani and Moshi Mount Kilimanjaro. By identifying unique offerings, embracing sustainability, and creating enriching experiences, newcomers can complement the existing establishments and collectively elevate the region's standing as a premier destination for travellers seeking both adventure and tranquillity.

Project Capacity and Potential Market Share:

Hotel Locations:

The project envisions the establishment of three distinct hotels in strategic locations:

1. Manyara: Nestled in the heart of Manyara's captivating landscapes and close proximity to Manyara, Ngorongoro and Tarangire National Parks.
2. Moshi: Positioned to offer proximity to the majestic Mount Kilimanjaro and showcase the Culture of the Chagga people
3. Tanga Pangani: Set along the serene beaches of Tanga, Pangani.

Hotel Capacities:

Each hotel is designed to offer a unique experience, accommodating varying numbers of guests:

1. Manyara Hotel 25 rooms and suites, catering to the diverse needs of visitors exploring Manyara's natural wonders.
2. Moshi Hotel: 15 rooms, providing a comfortable haven for travellers seeking adventure around Mount Kilimanjaro.
3. Tanga Pangani Hotel: 30 beachfront rooms, designed for relaxation and enjoyment of Tanga Pangani's coastal beauty.

Potential market share:

Conducted market research indicates a growing demand for premium accommodations in each of the three locations. The project aims to capture a substantial market share through strategic positioning and unique offerings tailored to each destination. We anticipate a competitive edge through distinctive services, such as guided tours, cultural experiences, and eco-friendly practices.

DIFFERENTIATING FACTORS:

Each hotel will be positioned to capitalize on the specific attractions of its location.

1. Manyara Hotel: Emphasize wildlife safaris, nature walks, and cultural encounters.
2. Moshi Hotel: Specialize in adventure tourism, focusing on Mount Kilimanjaro trekking and cultural activities.
3. Tanga Pangani Hotel: Highlight beachfront relaxation, water activities, and cultural excursions.

COLLABORATIONS AND PARTNERSHIPS:

The aim is to Forge partnerships with local tour operators, travel agencies, and businesses to enhance the overall guest experience and collaborate with community initiatives to contribute positively to the local economy and environment.

MARKETING STRATEGY:

1. The project shall Implement a robust marketing strategy emphasizing the unique selling points of each hotel.
2. Leveraging digital marketing, social media, and partnerships to increase visibility and attract a diverse clientele.
3. Seasonal Considerations: The plan entails to recognize and capitalize on the seasonal variations in tourism across the three locations. Where needed it shall adjust marketing and promotional efforts to align with peak seasons and maximize occupancy.
4. Sustainability Practices: The need to integrate sustainable and eco-friendly practices in the operation of each hotel and Communicate these initiatives to appeal to environmentally conscious travellers.

CONTINUOUS IMPROVEMENT:

- Regularly the project shall be assessed and adapt services based on customer feedback and changing market dynamics.
- Invest in staff training to ensure high levels of service quality and guest satisfaction.

By strategically establishing hotels in Manyara, Moshi, and Pangani, the project aims to not only meet but exceed the expectations of diverse travellers, capturing a significant market share in each location. The differentiation of services and a commitment to sustainability will be pivotal in establishing a strong brand presence in the competitive hospitality industry.

Projected Revenue and Expenses:

Revenue Streams:

1. Accommodation: Room rates, packages, and additional services.
2. Tour Services: Guided safaris, cultural tours, and adventure activities.
3. Restaurant and mini market

SUMMARY					
PROJECTED INCOME (USD)					
ITEM / YEARS	2025	2026	2027	2028	2029
ACCOMODATION (ROOMS)	81,600	97,920	117,504	141,005	169,206
TOUR PACKAGES	254,500	305,400	366,480	439,776	527,731
RESTAURANT & MINI MARKET	10,650	11,700	12,870	14,157	15,573
TOTAL	346,750	415,020	496,854	594,938	712,510

Expenses:

EXPENSES	USD		
ITEM	COSTS	2024/ 2025	2026
ACCOMODATION (ROOMS)	DIRECT EXPENSES	12,000	12,000
	OPERATIONAL COSTS	23,256	27,907
	ADMINISTRATIVE COST	16,206.40	17,903.68
	TOTAL	51,462	57,811
TOUR PACKAGES	DIRECT EXPENSES	10,180	12,216
	OPERATIONAL COSTS	134,249	161,099
	ADMINISTRATIVE COST	32,188.00	37,481.60
	TOTAL	176,617	210,796
RESTAURANT & MINI MARKET	DIRECT EXPENSES	2,663	2,925
	OPERATIONAL COSTS	2,636	2,311
	ADMINISTRATIVE COST	1,927.60	2,036.80
	TOTAL	7,226	7,273
GRAND TOTAL		235,305	275,880

EXPENSES	USD			
ITEM	COSTS	2027	2028	2029
ACCOMODATION (ROOMS)	DIRECT EXPENSES	12,000	12,000	12,000
	OPERATIONAL COSTS	28,140	30,954	34,049
	ADMINISTRATIVE COST	17,989	19,015	18,071
TOTAL		58,128	61,969	64,121
TOUR PACKAGES	DIRECT EXPENSES	7,268	7,994	7,268
	OPERATIONAL COSTS	95,843	105,427	95,843
	ADMINISTRATIVE COST	24,616	26,506	24,616
TOTAL		127,727	139,927	127,727
RESTAURANT & MINI MARKET	DIRECT EXPENSES	3,073	3,380	3,073
	OPERATIONAL COSTS	2,428	2,671	2,428
	ADMINISTRATIVE COST	2,098	2,226	2,098
TOTAL		7,599	8,277	7,599
GRAND TOTAL		193,454	210,174	199,446

Profitability Projections:

INCOME STATEMENT (USD)					
INCOME	2025	2026	2027	2028	2029
ACCOMODATION (ROOMS)	81,600	97,920	117,504	141,005	169,206
TOUR PACKAGES	254,500	339,000	424,656	533,088	667,907
RESTAURANT & MINI MARKET	10,650	11,700	12,870	14,157	15,573
TOTAL	348,775	450,646	557,057	690,278	854,714
LESS					
DIRECT EXPENSES					
ACCOMODATION (ROOMS)	12,000	12,000	12,000	12,000	12,000
TOUR PACKAGES	10,180	13,560	16,986	21,324	16,986
RESTAURANT & MINI MARKET	2,663	2,925	3,218	3,539	3,218
TOTAL	24,843	28,485	32,204	36,863	32,204
GROSS PROFIT	323,933	422,161	524,853	653,415	822,510
OPERATIONAL EXPENSES					
ACCOMODATION (ROOMS)	16,728	20,074	24,088	28,906	34,687
TOUR PACKAGES	108,799	144,923	181,540	227,895	181,540
RESTAURANT & MINI MARKET	2,636	2,311	2,542	2,796	2,542
ADMINISTRATIVE EXPENSES					
ACCOMODATION (ROOMS)	16,206.40	17,903.68	19,940.42	22,384.50	20,147.22
TOUR PACKAGES	32,188.00	40,976.00	49,884.22	61,161.15	49,884.22
RESTAURANT & MINI MARKET	1,927.60	2,036.80	2,158.48	2,292.33	2,158.48
TOTAL EXPENSES	178,484	228,223	280,154	345,435	290,959
NET PROFIT	<u>145,448</u>	<u>193,938</u>	<u>244,700</u>	<u>307,980</u>	<u>531,551</u>

RISKS AND MITIGATIONS:

Economic Downturn:

Risk: Economic instability or recession could lead to reduced consumer spending on travel and tourism.

Mitigation: Diversify revenue streams by targeting both domestic and international markets. Implement cost-saving measures to maintain profitability during economic downturns.

Political Instability:

Risk: Political unrest or changes in government policies may disrupt tourism operations and deter tourists.

Mitigation: Stay informed about political developments and maintain flexible business strategies. Diversify target markets to reduce reliance on regions prone to political instability.

Natural Disasters:

Risk: Natural disasters such as earthquakes, floods, or wildfires could damage infrastructure and disrupt travel plans.

Mitigation: Implement robust disaster preparedness plans and invest in infrastructure resilience. Provide transparent communication and flexible booking policies for affected guests.

Seasonal Fluctuations:

Risk: Seasonal variations in tourist arrivals may lead to revenue fluctuations, particularly during low seasons.

Mitigation: Offer attractive promotions and packages during off-peak seasons to stimulate demand. Explore opportunities to diversify services or target niche markets during slow periods.

Competition:

Risk: Intense competition from existing and new entrants in the market may erode market share and profitability.

Mitigation: Differentiate offerings through unique experiences, personalized services, and sustainability initiatives. Continuously monitor competitor strategies and adapt marketing tactics accordingly.

Regulatory Compliance:

Risk: Failure to comply with local regulations, licensing requirements, or environmental standards could result in fines or operational disruptions.

Mitigation: Stay updated on regulatory changes and ensure full compliance with all legal requirements. Invest in training programs to educate staff on regulatory obligations and ethical business practices.

Reputation Management:

Risk: Negative reviews or incidents affecting guest satisfaction could tarnish the business's reputation and deter future bookings.

Mitigation: Implement rigorous quality control measures to maintain high standards of service and guest satisfaction. Proactively address guest concerns and feedback to prevent escalation.

Currency Exchange Rate Fluctuations:

Risk: Volatility in currency exchange rates may impact revenue and expenses, particularly for international transactions.

Mitigation: Utilize financial hedging instruments to mitigate currency risk exposure. Offer flexible payment options to guests to accommodate currency fluctuations.

Environmental Sustainability Concerns:

Risk: Increasing awareness of environmental sustainability may lead to consumer preference for eco-friendly businesses.

Mitigation: Implement environmentally sustainable practices such as waste reduction, energy efficiency, and community conservation initiatives. Promote eco-friendly initiatives to attract environmentally conscious travellers.

Technological Disruption:

Risk: Rapid advancements in technology may disrupt traditional business models and customer expectations.

Mitigation: Embrace technology innovations to enhance guest experiences, streamline operations, and improve marketing effectiveness. Invest in staff training to adapt to technological changes effectively.

By proactively identifying and addressing these risks, the tour operator and hotel business has potential disruptions and strengthen resilience, ensuring long-term success and sustainability in the dynamic tourism industry

Environmental Protection Statement:

At BECH TANZANIA LIMITED, we are committed to protecting and preserving the natural environment of Manyara, Arusha, Moshi and Pangani Tanzania, while providing exceptional experiences for our guests.

Our environmental protection efforts are guided by the following principles:

- a. Waste Reduction: We strive to minimize waste generation by implementing comprehensive recycling programs, reducing single-use plastics, and promoting responsible consumption practices among guests and staff.
- b. Energy Efficiency: We are dedicated to conserving energy by adopting energy-efficient technologies, optimizing building designs for natural ventilation and lighting, and regularly monitoring and optimizing energy consumption across our facilities.

- c. Conservation Initiatives: We actively support local conservation efforts aimed at preserving wildlife habitats, protecting biodiversity, and promoting sustainable land management practices. We collaborate with conservation organizations, local communities, and government agencies to contribute to the long-term conservation of the region's natural resources.
- d. Adherence to Regulations: We strictly adhere to all local environmental regulations and seek to exceed compliance standards wherever possible. We regularly assess our operations to ensure full compliance with environmental laws and regulations, and we engage in ongoing dialogue with regulatory authorities to stay informed of any changes or updates.
- e. Guest Education and Engagement: We believe in the power of education and awareness to inspire positive environmental action. Through guest education programs, interpretive signage, and interactive experiences, we strive to raise awareness about environmental issues and empower guests to make sustainable choices during their stay with us.
- f. Continuous Improvement: We are committed to continuous improvement in our environmental performance. We regularly monitor and evaluate our environmental impact, set measurable goals for improvement, and implement innovative solutions to address emerging challenges and opportunities.

At BECH TANZANIA LIMITED, environmental protection is not just a commitment—it is a core value that guides every aspect of our operations. We recognize our responsibility to safeguard the natural beauty and ecological integrity of Serengeti, Arusha, and Moshi for future generations, and we are dedicated to leading by example in sustainable tourism practices.

PROPOSED PROJECT IMPLEMENTATION SCHEDULE:

Pre-Construction Phase (Months 1-3):

Finalize project plans,

- i. Includes architectural designs and permits acquisition.
- ii. Securing financing arrangements and contracts with suppliers and contractors.
- iii. Conduct environmental impact assessments and ensure compliance with regulations.

Construction Phase (Months 4-18):

Commence construction of hotel facilities in Manyara, Moshi, and Tanga (Pangani).

- i. Develop infrastructure, including accommodation units, amenities, and landscaping.
- ii. Implement sustainability measures, such as energy-efficient systems and waste management infrastructure.
- iii. Monitor construction progress and address any unforeseen challenges promptly.

Staff Recruitment and Training (Months 12-20):

- i. Recruit and onboard key personnel, including management staff, chefs, guides, and hospitality professionals.
- ii. Develop comprehensive training programs covering customer service, safety protocols, and environmental sustainability practices.
- iii. Conduct hands-on training sessions and workshops to ensure staff readiness for opening.

Pre-Opening Phase (Months 18-24):

1. Finalizing interior furnishing, decor, and branding elements for each hotel location.
2. Conduct pre-opening inspections and quality assurance checks to ensure facilities meet operational standards.
3. Develop marketing materials, including website content, brochures, and promotional campaigns.
4. Coordinate with local tourism authorities and travel agencies to generate initial bookings and publicity.

Grand Opening (Month 24):

1. Officially launch each hotel with grand opening ceremonies and special events.
2. Welcome inaugural guests and media representatives to showcase the unique features and offerings of each property.
3. Implement guest feedback mechanisms to gather insights for continuous improvement.

Post-Opening Operations (Months 25-72):

1. Establish day-to-day operations, including guest services, housekeeping, and tour activities.
 2. Monitor guest feedback and satisfaction levels to identify areas for enhancement.
 3. Implement ongoing staff training and development programs to maintain service excellence.
 4. Execute targeted marketing initiatives to attract new guests and retain loyal clientele.
 5. Evaluate financial performance and adjust strategies as needed to achieve revenue and profitability targets.
- A. Sustainability and Community Engagement (Ongoing):
1. Continue to uphold environmental protection practices and seek opportunities for conservation initiatives.
 2. Engage with local communities through collaborative projects, cultural exchanges, and economic empowerment initiatives.
 3. Regularly assess and report on the social and environmental impact of operations to stakeholders and regulatory authorities.

This project implementation schedule outlines a comprehensive timeline for the development and operation of the tour operator and hotel business in Manyara, Moshi, and Tanga Pangani. By adhering to this timeline and executing each phase with diligence and attention to detail, the project aims to achieve its goals of delivering exceptional guest experiences, fostering sustainability, and contributing positively to the local communities and economy.

Conclusion:

In conclusion, the Hotel Development Project, intertwined with our Tour Operator venture, presents a transformative opportunity to elevate Tanzania's tourism sector while fostering economic prosperity and social advancement. By strategically establishing upscale accommodations in Manyara, Moshi, and Tanga (Pangani) and concurrently operating immersive tour experiences throughout Tanzania, we aim to cater to diverse travel preferences while enriching local communities.

Throughout this business plan, we have articulated our vision to become a leading provider of unique and sustainable hospitality and tour experiences in Tanzania. Our unwavering commitment to delivering exceptional service, promoting cultural authenticity, and implementing eco-conscious practices underscores our dedication to creating positive impacts on both the environment and society.

Moreover, the Hotel Project, coupled with our Tour Operator venture, is poised to generate a myriad of economic benefits, including job creation, revenue growth, and increased tourism spending. By forging partnerships with local suppliers, engaging in community-driven initiatives, and advocating for responsible tourism, we aspire to contribute meaningfully to the socio-economic fabric of the regions we operate in.

In essence, the Hotel Project and Tour Operator venture epitomize more than just business endeavors; they symbolize bridges between cultures, guardianship of natural resources, and empowerment of communities. We are resolute in our commitment to ensure that our projects yield enduring economic and social dividends while preserving Tanzania's breathtaking landscapes for generations to come.