

Kiromo Wildlife Kingdom

**A BUSINESS PLAN FOR KIROMO WILDLIFE
KINGDOM**

SUBMITTED TO

**DIRECTOR GENERAL
TANZANIA WILDLIFE MANAGEMENT AUTHORITY (TAWA)
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Kiromo Wildlife Kingdom

Contents

KIROMO WILDLIFE KINGDOM	ii
SUMMARY	ii
CHAPTER ONE	1
INTRODUCTION.....	1
1.1 History and Background.....	1
1.2 Our mission	1
1.3 Our vision	1
1.4 Objectives.....	1
1.4.1 Main Objective.....	1
1.4.2 Specific Objectives	2
1.5 Company Ownership.....	2
CHAPTER TWO	3
ABOUT THE BUSINESS.....	3
2.1 Description of the business site	3
2.2 Description of Business concept.....	3
2.3 Review and improvement.....	4
SERVICES AND PRODUCTS	4
2.3.1 Services	4
2.3.2 Challenges	5
CHAPTER THREE	6
PRODUCT, MARKET AND FINANCIAL ANALYSIS.....	6
3.1 Current Project Proposal.....	6
3.2 Wild Animals Requested by Kiromo Wildlife Kingdom.....	7
3.3 Ecology and Social Behavior of some of requested Wild Animals.....	8
3.4 Startup costs	13
3.5 Products and Market	13
3.4 Financial Analysis.....	13
CHAPTER FOUR	14
CONCLUSION AND RECOMMENDATION	14
4.1 Conclusion and Recommendation	14

KIROMO WILDLIFE KINGDOM

SUMMARY

The Kiromo Wildlife Kingdom is located in Kiromo Ward, Bagamoyo District in Pwani region. It covers an area of 150,567 square meters which is approximately to 15 hectares. The area is unsuitable for cultivation and this forces the management of Kiromo Wildlife Kingdom to decide to use the area as a wildlife zoo to increase more use of the area, hence making it compete with other land uses. Apart from the area which has been dedicated for hotel buildings, the remaining area is covered by a bush which provides microhabitats for varieties of wildlife species and other natural vegetation of the area. In short, the area falls in a marginal area where agriculture and livestock activities cannot take place. The area has been protected since it is fenced making it safe against poaching, illegal tree felling and charcoal production, burning and overgrazing with a prone idea of conserving the area for the future use and make an area to graduate as a wildlife zoo. This makes the area to be suitable for wildlife conservation with a status of wildlife zoo which will mostly consist of herbivores, reptiles and birds at the initial stage. The area needs to be upgraded and re-stocked with game to increase its attractiveness and appeal and diversity in the area since most of the tourists who will stay in our hotel have perceived anticipated demand for some wildlife species in the remaining area so that they can watch and take the photographs during their leisurely walks. Moreover, there some wildlife species which are difficult to be observed while going to the protected areas and by visiting our hotel zoo it will be a timely opportunity to see them at a close distance.

This project represents a unique investment in Bagamoyo and it will be the first of its kind and stimulate other investors who wants to participate in the sustainable management of wild animals. The Kiromo Wildlife Kingdom will make a significant contribution on *ex situ conservation* in eastern part of Tanzania while at the same time provide room for wildlife refuge in the country. The project will link with many communities in the area and will help to promote public awareness on the importance of conserving wild animals in our farms, gardens and zoos. This will assist them to understand wildlife ecology and behavior around our area.

CHAPTER ONE

INTRODUCTION

1.1 History and Background

Wildlife farms, -gardens, sanctuaries, breeding sites and zoos can play a major role *ex situ* conservation of biodiversity in the world. They help to make sure the survival of species which are in extinction. It allows close monitoring of wild animal outside their natural habitats. Wildlife farms, zoos and gardens could assist man to achieve a proper relationship with the natural world as well as to prevent further unnecessary extinction of species. This can allow a certain species to be re-introduced to the wild after a long period and this comes as a successful establishment outside their natural areas or the place of its origin. In recent years in Tanzania, wildlife farms, zoos and gardens have been of great importance by facilitating domestic tourism hence enabling the conservation of genetic resources outside their normal environment.

Wildlife Zoos pursue a variety of aims, including conservation of wildlife species as mentioned earlier, education, research and the provision of recreation and they have to operate within financial and other resource constraints. Zoos are also generally committed to high standards of welfare. There are times when a balance has to be struck between what is best in terms of conservation, education, disease control or other goals and what is best for the interests, particularly the welfare, of individual animals or group of animals found in a particular zoo.

1.2 Our mission

Conservation of wild animals and save them from extinction.

1.3 Our vision

Making our zoo as a wildlife refuge hence connecting people with nature.

1.4 Objectives

1.4.1 Main Objective

Kiromo Wildlife Kingdom aims at facilitating the conservation of wildlife and connecting urban people with the nature hence facilitate domestic tourism development.

Kiromo Wildlife Kingdom

1.4.2 Specific Objectives

- To provide game viewing and photographic to the people for education and recreation purpose.
- To operate a sustainable zoo which will focus on sustainability and environmental conservation.
- Providing horse riding service in the area for urban people and surrounding communities.
- To generate income and provide the maximum satisfaction to all the people who will visit the hotel zoo.

1.5 Company Ownership

Kiromo Wildlife Kingdom is owned by three Tanzanians namely Jocelyne Jonathan Tibenda, Emily Tigdes Katunzi and Leopold Baitwa Kabendera who are a partnership entity (see the attachment). They are dedicated Tanzanians who live in Dar es Salaam and Arusha regions who have decided to start up this business without the second hand from outside the country. This tends to encourage other Tanzanians who wants to start up this business for the purpose of creating employment as well as practicing the sustainable conservation of wildlife in the country. Further, to create a chance for employing people who have qualifications in wildlife management. Kiromo Wildlife Kingdom will be the first private entity to be able to secure vacancies to all wildlife management professional who complete their studies in different Universities and Colleges which will tend to reduce burden for them waiting to be employed by the public sector.

CHAPTER TWO

ABOUT THE BUSINESS

2.1 Description of the business site

The Kiromo Wildlife Kingdom in Pwani region, Tanzania and its style are unique and intends to harbour wild herbivores, reptiles, amphibians and birds. Located in Bagamoyo district, the zoo retains many of its original architectural features, blended with natural vegetation with some microhabitats for both wild flora and fauna, making it both an interesting place to visit. The area originally covers 150,567 square meters with same native birds, few reptiles and insects which contribute to the national biodiversity. The area is beautiful for wild animal zoo since it is found more than 70 km away from Saadani National Park.

The land is privately owned and falls under title deeds No.79620 and No. 79621 provided by the Ministry of Land of United Republic of Tanzania (see the attachment). The area is surrounded by permanent water which ensures the survival of the animals in this zoo. There is a river flowing in this area which attracts a large number of birds and some small mammals. However, in this era of climate change this project will construct a dam which will ensure the presence of water even during the harsh condition. The constructed dam will also provide a habitat for terrapins, turtles and monitor lizards which will attract more people to our zoo. The construction of a dam will not only help the animal species in a zoo but will tend to attract a large number of birds including the migratory species within the area hence add more value to tourism activities.

In the past, the area was known to be surrounded by bush and it believed that some wild animals used to occupy the area hence by establishing a zoo it will provide a good chance for wild animals to re-establish themselves in the area. The area is covered with varieties of vegetation and is mostly dominated by forest trees which gives this zoo to have varieties of microhabitats and a nice shelter for wild animals.

2.2 Description of Business concept

Kiromo Wildlife Kingdom is the first of its kind which is located in Bagamoyo district. This zoo has been set aside for recreation and education purposes. The established zoo can be accessed by

Kiromo Wildlife Kingdom

road which starts from Dar es Salam to Bagamoyo District. The specific area where the animals will be domesticated has a size of about 150,567 square meters. The site offers a variety of microhabitats which provide life for different species and natural vegetation. The nature of the zoo can allow the following animals to flourish in the area. These animals are; Impala, Zebra, Reedbuck, , bushbuck, giraffe, eland, hartebeest, greater kudu, lesser kudu, oryx, sable antelope, warthog, waterbuck, wildebeest, ostrich, kori bustards, ducks and geese, helmeted guinea fowls, sand grouse, parrots and lovebirds, tortoise, terrapins, turtles, chameleons, monitor lizard, frogs and toads. These will be domesticated and allowed to reproduce naturally. These animals will have time to breed in a zoo and if their number increases beyond the carrying capacity the Director of Tanzania Wildlife Management Authority (TAWA) will be informed so that the management of zoo can sell them in game meat selling facilities or take them to other wildlife captive facilities (zoos, breeding sites, farms and ranches). Carrying capacity of a biological species in an environment is the maximum population size of species that the environment can sustain and indefinitely given the food, water, habitat and other necessities available in the environment. This zoo will operate based on providing education and recreation to the people especially students, pupils, tourists and surrounding communities at the minimum costs.

2.3 Review and improvement

The business plan will be reviewed annually. The review will allow changing external factors, such as business climate, opportunities and risks, to be taken into account. It will also enable the management of Kiromo Wildlife Kingdom to continually build on progress during the previous year and, if necessary, adapt its approach. The review of the business plan will take place annually in five years period thereafter it will be revised after five years.

SERVICES AND PRODUCTS

2.3.1 Services

The proposed investment will primarily offer service to its customers under the following categories within the wildlife farm:

- a) Game viewing and film/photographic safari, walking safaris, bird watching and others.
- b) Organizing education tours.
- c) Horse riding inside the area as we are having a playground for this activity.

Kiromo Wildlife Kingdom

- d) Selling wild animals especially the herbivores to people who are owning the game meat selling facility after acquiring a trophy dealer's license.

2.3.2 Challenges

In the world, it's expensive to establish wildlife captive facilities. The management of Kiromo Wildlife Kingdom will operate in different ways but starting with small investment provided that the Director-General of Tanzania Wildlife Management Authority (TAWA) will issue a certificate for this project to start. But it is easy to undervalue based purely on "bottom line" terms and have limited cost recovery options when managed properly.

Kiromo Wildlife Kingdom

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CHAPTER THREE

PRODUCT, MARKET AND FINANCIAL ANALYSIS

3.1 Current Project Proposal

The Kiromo Wildlife Kingdom needs to stock wild animals in its area and manage them while facilitates the domestic tourism and contributing in making sure that the assigned stock will flourish in the area and when exceed the limit or carrying capacity they will be sold to the game meat selling facility and make profit to the zoo. The project will focus on a certain species of wild animals (mostly herbivores, reptiles, amphibians and birds) which will tend to ensure the management of the zoo its strength. To start with zoo management plans to have the following wild animals around its area; Impala, Zebra, Reedbuck, bushbuck, giraffe, eland, hartebeest, greater kudu, lesser kudu, Oryx, sable antelope, warthog, waterbuck, wildebeest, ostrich, kori bustards, ducks and geese, helmeted guinea fowls, sand grouse, parrots and lovebirds, tortoise, terrapins, turtles, chameleons, monitor lizard, frogs and toads

This is the reason why the Kiromo Wildlife Kingdom in its first time is applying for a zoo permit to be able to fulfil its mandate on contributing towards the conservation of wildlife in the eastern part of Tanzania. Kiromo Wildlife Kingdom would like to become a unique and showcase for sustainable conservation which will entail showing that wildlife conservation and tourism can compete with other forms of land use like agriculture sector, mining sector to mention but a few.. The area will be involved in the breeding of a number of species which are of conservation value. The aim is to re-introduce animals back into appropriate wildness area as well as sell them to game meat selling facilities. Kiromo Wildlife Kingdom will be involved with conserving biodiversity and promoting conservation of wildlife outside core protected areas while at the same time developing a new activity in Bagamoyo district where there is a strong need for new investments.

Kiromo Wildlife Kingdom

3.2 Wild Animals Requested by Kiromo Wildlife Kingdom

LIST OF WILDLIFE TO BEGIN WITH

Herbivorous

S/No.	Name	Number
1	Bushbuck	10
2	Eland	5
3	Giraffe	4
4	Hartebeest	5
5	Impala	20
7	Lesser-Kudu	10
6	Greater-Kudu	10
7	Oryx	6
8	Sable Antelope	6
9	Topi	5
10	Warthog	15
11	Waterbuck	10
12	Wildebeest	10
13	Reedbuck	8
14	Zebra	8

Birds

1	Ostrich	6
2	Kori Bustards	4
3	Ducks and Geese	12
4	Guinea Fowls	20
5	Sand Grouse	10
6	Secretary Bird	8
7	Parrots and Lovebirds	10

Reptiles

1	Monitor Lizard	6
2	Chameleons	10
3	Tortoise	12
4	Terrapins	10
5	Turtles	15

Amphibians

1	Frogs	20
2	Toads	20

3.3 Ecology and Social Behavior of some of requested Wild Animals

1. Zebra

Zebra is commonly found in open and lightly wooded savanna and open shrubland which is closer to the permanent water (Foley *et al.*, 2014). They are social animals that live in small, stable harems of one male and 1–8 adult females and their offspring. Home range sizes in the wild vary widely from 50 to over 600 km². Zebras commonly associate with other species and they can forage with other species without competition, they can associate with Wildebeests, Hartebeests, Topi, gazelles and Elands (Foley *et al.*, 2014). They are almost exclusively grazers and their hindgut fermentation system allow them to feed on tougher, less nutritious grasses than other ungulates (Foley *et al.*, 2014). They can graze on part of grasses which are hardly utilized by other ungulates which makes them survive even during the harsh conditions. This species will tend to nourish our zoo and make it attractive for the visitors.

2. Impala

Impalas prefer open woodland and bushland and generally avoid open grasslands and floodplains. In Tanzania, they are widely distributed in both Acacia–Commiphora woodland and miombo woodland, although they are seldom found more than a few kilometres from water (Foley *et al.*, 2014). They are mainly diurnal and feed on a wide range of both kinds of grass and browse, with the proportion of either varying by season and location. *Acacia tortilis* seedpods are frequently eaten. This species will also do well in our zoo.

3. Tortoise (Leopard tortoise)

A large tortoise with a black and yellow domed shell, and no hinge. They are found in semi-desert, dry and moist savanna, from sea level to about 1,500 m. The northern half of Tanzania, eastern Kenya, sporadic in northern Kenya, extreme eastern Uganda. They are mostly diurnal, shelters during midday and they are active in the rainy season. Males fight in the breeding season and are equally rough with females. Up to 30 eggs, about 5cm diameter, are laid, possibly several clutches in a season. They eat plants which provide a chance for them to nourish in zoo without a problem. As part of recreation, the leopard tortoise will be a good representative for educating the pupils

Kiromo Wildlife Kingdom

and other visitors on these creatures which are difficult to be seen while visiting our protected areas (National Parks, Game Reserves and Forest Reserves).

4. Reedbuck

A medium-sized antelope that is uniform reddish-yellow or straw-yellow above and white below. The front legs often have a black stripe running down the front. There is a patch of bare skin below the ears, although this is not always visible. Only the males have horns that are short (21 cm long) and curve backwards and then sharply forwards, forming a distinct hook at the tip. Associated with floodplains and riverine grasslands in close proximity to water. They are usually found in small groups of two to five individuals.

5. Wildebeest

Wildebeests inhabit short grassland and open bushland, seldom far from water (Foley *et al.*, 2014). They are mainly diurnal and strictly grazers, preferring short grasses (10 –15 cm high). The wildlife zoo has such features suitable for the survival of wildebeest, predominantly on grass, supplemented with occasional browse.

6. Hartebeest (*Kongoni*)

This is among the large antelopes with a sloping back and an elongated face. The body is yellow-brown, with a red 'saddle' that extends from the shoulders to the base of the tail, and the hindquarters are white. This species often rubs its face on its upper shoulder and sides, leaving a dark stain caused by the sticky black liquid from its pre-orbital glands. Black stripes are extending down the front legs. Horns (38–64 cm | 15–25" long) are present in both sexes and bend inwards towards each other in a half-circle before curving sharply backwards at the tip (Foley *et al.*, 2014). The species will cope with our environment since they associated with acacia woodland habitat, favouring drainage-line grasslands on the edge of the woodland. They are mostly diurnal and feed predominantly on grasses, although will occasionally browse (Foley *et al.*, 2014).

7. Lesser Kudu

A large antelope. Males are slate-grey, becoming darker with age, and females are grey-brown. Both sexes have 11–13 white stripes running from the back down to the belly, two white patches under the neck and an incomplete chevron on the forehead. The tail is the same colour as the body on the upper side, white on the underside, and tipped black (Foley *et al.*, 2014).

Kiromo Wildlife Kingdom

Lesser Kudus are found principally in dense thicket and bushland, usually in areas with less than 650 mm (26") of annual rainfall. This makes Kiromo Wildlife Kingdom be the appropriate area for them because the area is dominated by open acacia woodland with dense thickets. They are active throughout the day and night, feeding mainly on leaves, shoots, fruits and seedpods, and occasionally grass. They live singly or in small, often single-sex, groups of 3–6 animals. Adult males are generally solitary. Female groups can be highly stable over time and are usually only joined by males for breeding. The unique thing about this species they have small home ranges of 0.5–5.0 km². This will tend to give the tourists enough time to observe them because they are not easily seen in our protected areas.

8. Greater Kudu

A very large, long-legged antelope. Females and young males have a tawny-brown body, becoming grey-brown or grey in older males. Both sexes have a grey neck. There is a distinct hump on the shoulders and a mane that runs from the back of the head to the base of the shoulders (Foley *et al.*, 2014). Greater Kudus feed mainly on browse, seldom eating grasses, and can be largely water-independent which provide them with a greater opportunity to multiply in the area. They are both diurnal and nocturnal, becoming more nocturnal in areas where there is human disturbance (Foley *et al.*, 2014).

9. Waterbuck

A large antelope with a shaggy coat, varying in colour from dark grey to grey-brown or reddish-brown. Waterbucks can be found in floodplains, grasslands and open woodlands, but always near (less than 2 km or 1.25 mi) to water. They are mainly grazers, although sometimes feed on leaves and herbs, and occasionally fruit (Foley *et al.*, 2014). This species will tend to flourish at Kiromo Wildlife Kingdom and provide a nice observation to the tourists and other visitors. Waterbucks are sociable animals, forming herds of 5–25 individuals. Larger herds occur during the wet season when food is more abundant (Foley *et al.*, 2014). These species are found almost in all protected areas in Tanzania (National Parks and Game Reserves). This provides a room for Kiromo Wildlife Kingdom to make this species to flourish in the area with a great number after the introduction of the parent stock.

10. Eland

The largest of all antelope, the Eland is a huge animal comparable in size to oxen, with the largest males exceeding 900 kg / 2,000 lbs. in weight. This huge mass hinders the animal when fleeing from danger and they tend to run with a steady trot rather than a dash. Common Elands are found in a wide variety of habitats including grasslands, miombo woodland, agricultural land and montane highlands. They tend to avoid thick forests. Common Elands are highly migratory and this gives them a chance to cover large distances in search of forage, with home range sizes varying from 50–400 km² (Foley *et al.*, 2014). They are active both day and night and feed only on grasses. This is among the key species for Kiromo Wildlife Kingdom because after the introduction of the parent stock the management of the farm will make some effort as a first species to be sold in-game meat selling facilities.

11. Ostrich

This is the largest bird in the world, lays the largest and heaviest eggs, and is the only flightless bird of mainland Africa. Although it is the only bird in the world with two toes on each foot, the Ostrich is capable of sprints over 60 kph, making it the fastest running of all birds. Kiromo Wildlife Kingdom will offer a good habitat for the Ostrich to nourish itself while making sure that these species can multiply in the area after 5 years and provide a good chance for the management of the farm to sell them to game meat selling facilities.

12. Grant's Gazelle

A large gazelle with a light tan back and a white underbelly. Younger animals and females typically have a horizontal black or brown band running along the flank, although this feature is absent in adult males. There are two prominent white stripes running down the face from above the eye to the nose, and a black ridge above the nose. The white colouring on the rump extends both below and above the tail and is often bordered by black stripes. The tail is white with a black tassel at the tip. Grant's Gazelles are found in open savanna grassland, open bushland and woodland, and semi-desert scrub. They feed on both browse and grasses and are largely water independent. Meaning that they can survive in a harsh environment for a long period of time without water. They typically move in herds of about ten females and fawns controlled by a dominant male, or in larger mixed-sex herds of 40+ animals (Foley *et al.*, 2014). These species are concentrated in the north of the country with the exception of one small, isolated population

along the Ruaha River in Ruaha National Park. This species will flourish well at Kiromo Wildlife Kingdom.

13. Warthog

A medium-sized pig with a grey body that is sparsely covered with long bristle hairs. There is a long mane of erectile hairs running from the top of the forehead to the base of the tail. The tail is mostly naked with a small black tuft at the tip. The muzzle is long and flattened with prominent 'warts' made of thickened skin. Males have two pairs of warts: a very large pair (up to 15 cm long) below the eyes and a smaller pair on the side of the cheeks; females have only one pair of warts, below the eyes (Foley *et al.*, 2014).

Warthogs are found in open savanna grasslands, flood plains, bushland and open woodland, avoiding areas of forest and dense bush. They are principally grazers, feeding on grasses, grass rhizomes and roots, often adopting a characteristic bent-knee position when digging for food. They will also feed on fruits and tree bark, and less commonly on carrion. Females live in small groups composed of one or more related adult females and their young. Males are either solitary or associate in small bachelor groups of 2–4 males. Warthogs will flourish well in this wildlife zoo.

14. Oryx

A large, thick-necked antelope with magnificent straight, pointed horns. Horn length is similar in both sexes (71–86 cm). The coat is a light tan-brown, separated from the white belly by a black side-stripe. The face has black and white markings running longitudinally from the forehead to the muzzle and the ears have black tufts at the tip. There are black stripes on the forelegs, down the front of the neck and on the rump. The tail is tan-coloured at the base and has a long black tassel at the tip. This is the most magnificent antelope species which will tend to flourish in the zoo. However, few people have tried to keep this species in ex-situ conservation. It's hard to observe them in the wild. Kiromo Wildlife Kingdom will provide a chance for the visitors to see them without any difficulties.

These species inhabit arid grassland, *Acacia-Commiphora* bushland and open woodland. They feed mainly on grasses, with some browse consumed during the dry season. Oryx can go for long periods without water but will drink regularly if the water is available. Mixed-sex herds of 15–50 individuals, and occasionally up to 250 animals, move together, although older males often become more sedentary (Foley *et al.*, 2014). Oryx utilize small areas of open grassland during the

Kiromo Wildlife Kingdom

dry season and disperse widely during the wet season. Home ranges are 400 km² or larger (Foley *et al.*, 2014).

3.4 Startup costs

Kiromo Wildlife Kingdom is expecting to pay all the necessary fee for registration amounting TZS 30,000 and TZS 5,000 after the approval of Director of General of TAWA as fees to acquire a certificate of registration. All the registration and license fees are stipulated in the Wildlife Act No. 5 of 2009 and the Wildlife Conservation (Management of Wildlife Captive Facilities) Regulation, 2020. Kiromo Wildlife Kingdom is also expecting to invest an addition of TZS 1.5 Billion in making sure that all the necessary requirements are in place for the initial management of the wildlife zoo.

3.5 Products and Market

Kiromo Wildlife Kingdom will focus on maintaining wild animals for recreation and education purpose for sustainable conservation of natural resources. Pupils, students, domestic and regional tourists and surrounding communities will be our immediate consumers for the products. Under this circumstance, a modest fee will be charged for the better management of the farm since the owners of this zoo are Tanzanians who have staff for attending the wild animals. The staff will consist of persons who are knowledgeable of wildlife and hold a certificate from a highly recognized wildlife Institution. After being provided with the certificate of registration the management will advertise the products starting with local media around in Pwani and Dar es Salaam regions and the whole country at large.

3.6 Financial Analysis

Kiromo Wildlife Kingdom is intended to use not more than TZS 1.5 Billion as part of its initial investment hoping to reduce it after the start of the business. Thereafter the money accrued as part of entrance fees to the wildlife farm will be used for maintenance of a farm. The number of wild animals will increase in the first five years before the area reaches its carrying capacity. It is expected that wild animals will increase in the area because of the protection as well as the availability of the water in the area throughout the year.

CHAPTER FOUR

CONCLUSION AND RECOMMENDATION

4.1 Conclusion and Recommendation

The proposed project presented here will have significant conservation and socio-economic positive impact thus promoting the development of the wildlife industry in the country. Through this the positive environmental impact of zoo to the surrounding communities is proven. Importantly also, the project will be commercially viable meriting for the benefit of company shareholders, employees and other stakeholders business.

Kiromo Wildlife Kingdom declares its commitment to support community development particularly in the neighboring villages within and according to its social corporate responsibility policy.