
BUSINESS PLAN

REIMAGINING TRAVEL LIMITED

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EXECUTIVE SUMMARY

The proposed business plan aims to invest in tourism in Tanzania. The investment will be fully operational and utilized to generate employment opportunities for the surrounding community, as they are the primary stakeholders in the business. Additionally, the business intends to address environmental sustainability issues and contribute to the overall economic improvement of the Arusha communities and the country as a whole.

DESCRIPTIONS OF THE BUSINESS

The business name is REIMAGINING TRAVEL LIMITED, a private limited liability company, registered under the Laws of the United Republic of Tanzania with a certificate of incorporation no. 154-435-034 dated the 15th day of December 2021. The company has obtained a certificate of registration for a tax identification number 154-435-034 on the 15th day of December 2021, engaging in the business of general consultancy and tourism. The company is owned by its co-founders, PRIYANK YOGESHKUMAR CHOKSHI, and KIRANKUMAR KANTILAL SHAH, each having experience in the consultancy and tourism.

Vision

REIMAGINING TRAVEL LIMITED Tourism's vision is to inspire wanderlust, promote cultural exchange, and foster a sense of global citizenship. By consistently exceeding the expectations of our travelers, partners, and stakeholders, we aspire to be the go-to choose for those seeking not just a vacation, but a transformative journey that leaves a lasting imprint on their hearts and minds.

Mission

Our mission extends beyond mere travel logistics; we aspire to be ambassadors of responsible tourism, promoting sustainable and ethical practices that preserve the environment, support local communities, and contribute to the cultural richness of each destination. We believe in the transformative power of travel to connect people, break down barriers, and foster a global community that values diversity and inclusivity.

By adhering to these principles, we aspire to contribute positively to both the local and global communities in general while setting a benchmark for excellence in service responsibility

Employees

The employees' structure will be as follow

Title	Key responsibilities
CEO (Chief Executive Officer)	Overall strategic leadership and decision-making for the company.
Operation Manager	Oversee all the activities/programming
Sales Manager	Leads the sales team, sets targets, and develops strategies.
Finance Manager	Manages budgeting, financial planning, and reporting.
HR (Human Resources) Manager	Administrative oversight and compliance
Customer Service Manager	Handle customer inquiries and provide information about the company's products and services. Address customer concerns and ensure high levels of customer satisfaction. Work with the sales team to identify customer needs and preferences.
Staff Manager	Manages all staff, stays on site year-round
Staff	Handling day to day activities of camp

EMPLOYEES DEVELOPMENT PLAN

The company, REIMAGINING TRAVEL LIMITED, is deeply committed to the development and well-being of its employees. Our focus is on enhancing employees' performance and skills. As employees continue to work with REIMAGINING TRAVEL LIMITED, they will receive training to prepare them for higher positions within the company. Working in collaboration with experts will boost the skills and capabilities of local employees, positioning them for future roles.

PROSPECTIVE EMPLOYMENT OPPORTUNITIES

REIMAGINING TRAVEL LIMITED operates on the principle of a going concern, with a commitment to fostering positive socio-economic impacts in the surrounding communities. Our business operations are expected to yield a range of positive outcomes for the local populace, both directly and indirectly.

As we envision our business thriving, we plan to proactively contribute to the economic development of the region. In the initial phase, the acquisition of the working assets such as motor vehicle will enable us to create direct employment opportunities within our company. Skilled and unskilled workers alike will be recruited to operate on our daily activity, contributing to the growth of the local job market.

Furthermore, our commitment to community engagement extends beyond direct employment. As we expand our operations, we anticipate a multiplier effect on the local economy. Supporting industries, such as suppliers and service providers, will also experience increased demand, thereby creating indirect employment opportunities.

Moreover, as the company scales up, the positive impact on the local workforce will extend to skills development and training programs. We are dedicated to investing in our employees, providing them with the necessary skills and knowledge to excel in their roles, thereby contributing to their personal and professional growth.

In summary, the prospective employment opportunities generated by REIMAGINING TRAVEL LIMITED extend beyond the confines of our immediate operations, aiming to foster a sustainable and thriving economic ecosystem in the Arusha communities and the country as a whole.

MARKETING SEGMENT

Based on our extensive experience and thorough market research, it is evident that there is a substantial and growing demand for recycled plastic goods within both the Arusha region and the entire country. This heightened demand can be directly linked to the environmental degradation caused by the increased economic activity, particularly the widespread cutting down of trees. Recognizing this urgent need, REIMAGINING TRAVEL LIMITED is strategically positioned to address the market gap by focusing on market needs opportunity worldwide.

Market analysis

Customer

The business intends to offer its services to a diverse customer base. Following a thorough market analysis, the identified target segments are outlined as follows:

After the first year of operation, the customer base is expected to consist of:

- ✓ 50% from United Kingdom,
- ✓ 20% from European entities, and
- ✓ 20% from United States of America.
- ✓ 10% from different African Countries.

This strategic distribution aims to establish a robust and globally diversified clientele, enhancing the business's resilience and fostering international partnerships. The company's focus on United Kingdom, European, United States of America and African Countries markets reflects a commitment to broadening its reach and creating a sustainable customer base.

1.1.1 Competitive analysis

Our market research reveals that existing tourism companies in the same industry either lack the capability or do not offer the level of care and service that we aim to provide. The success of our project hinges on understanding the advantages of other established businesses, emphasizing their unique qualities, and delivering superior customer service. Additionally, the project's success is closely tied to evaluating various tour operators in Tanzania.

REIMAGINING TRAVEL LIMITED stakeholders are committed to surpassing the services

offered by competitors. Our strategy involves integrating cutting-edge technology into our operations to enhance productivity and efficiency. This commitment sets us apart and positions us as leaders in the industry. We are dedicated to providing a higher standard of service, contributing to the overall success of our project and the advancement of tourism operation in Tanzania.

1.1.2 SWOT analysis

The SWOT analysis provides an opportunity to examine the internal strengths and weaknesses that REIMAGINING TRAVEL LIMITED must address. It also allows for the examination of opportunities presented to REIMAGINING TRAVEL LIMITED and potential threats.

Additional Details: In conducting the SWOT analysis for REIMAGINING TRAVEL LIMITED, it is crucial to delve into specific aspects.

Strength

Internal Strengths: Identify and evaluate aspects such as the company's skilled workforce, technological capabilities, established brand reputation, or any unique resources that give it a competitive advantage.

Weaknesses

Internal Weaknesses: Assess areas where REIMAGINING TRAVEL LIMITED may be vulnerable, such as operational inefficiencies, limited resources, or any internal challenges that need addressing.

Opportunity

Opportunities: Explore external factors that can be advantageous for the company, such as emerging markets, industry trends, or technological advancements that REIMAGINING TRAVEL LIMITED can leverage for growth.

Threat

Threats: Examine potential challenges or risks in the external environment that could negatively impact the company, such as market competition, regulatory changes, or economic downturns.

Marketing strategy

Process

REIMAGINING TRAVEL LIMITED is committed to optimizing its operational processes to ensure swift and efficient service delivery to customers. The company aims to eliminate delays, providing customers with a seamless experience whenever they require our services. By implementing streamlined procedures and utilizing advanced technologies, REIMAGINING TRAVEL LIMITED strives to establish itself as a reliable and responsive partner in meeting the needs of its clientele. This dedication to efficiency is a cornerstone of our commitment to customer satisfaction and sets the foundation for building lasting relationships within our market.

Promotion

REIMAGINING TRAVEL LIMITED employs promotion as a pivotal marketing strategy to effectively communicate with and engage the targeted audiences. This multifaceted approach involves strategically adjusting prices to attract customers, particularly during periods of heightened competition within the market. The promotion strategy encompasses a variety of promotional tools, including but not limited to advertising campaigns, special discounts, and loyalty programs. By dynamically adapting promotional efforts, REIMAGINING TRAVEL LIMITED aims not only to capture the attention of potential customers but also to foster brand loyalty and maintain a competitive edge in the market. This strategic use of promotion serves as a vital component in the company's overall marketing mix, contributing to sustained customer engagement and business growth.

Product

In our product offering, we aim to provide customers with an extensive range of services for our final products. Our portfolio encompasses a diverse set of offerings, and we are committed to delivering unlimited service provision tailored to the unique requirements of our clientele. Depending on the size and nature of the service, our company is flexible in negotiating and customizing services to meet the specific needs of our customers. This customer-centric approach ensures a dynamic and adaptable service model, fostering strong relationships and satisfaction within our client base.

People

At REIMAGINING TRAVEL LIMITED, our organizational structure delineates individuals into three pivotal roles: marketing managers, decision-makers, and operational managers.

Marketing Managers: This integral group is tasked with formulating dynamic plans for customers, and geographic markets. They play a crucial role in orchestrating the transition within the personnel portfolio necessary for the seamless execution of the new strategic initiatives.

Decision-Makers: Positioned at the core of our operations, decision-makers shoulder the responsibility of making informed choices that align with the ever-evolving needs of our business. Their role is pivotal in steering the company towards success through strategic and impactful decision-making processes.

Operational Managers: Ensuring the smooth functioning of day-to-day activities, operational managers supervise and oversee the execution of strategic plans. They play a hands-on role in translating decisions into actionable tasks. Meanwhile, our dedicated staff members diligently carry out these activities, contributing to the operational efficiency and overall success of REIMAGINING TRAVEL LIMITED.

This well-defined structure not only ensures a harmonious workflow within the organization but also facilitates a clear delineation of responsibilities among our talented team, driving us towards our collective goals.

Pricing

Fair and competitive prices will be a cornerstone of our business strategy, aiming to attract and retain customers while ensuring sustainability. Prices will be thoughtfully set in accordance with government regulations, and the company is committed to avoiding practices that prioritize maximizing profit at the expense of providing high-quality services.

To achieve this, every effort will be made to ensure the uniqueness and value proposition of our services. The pricing strategy will involve a thorough analysis of the average existing prices in the local markets. By benchmarking against industry standards and considering the economic conditions of our target audience, we will strike a balance between affordability for customers and the financial viability of the company.

OPERATIONAL SEGMENT

In the operational segment, our commitment to excellence is underscored by the involvement of seasoned professionals who bring their expertise to every facet of our daily operations. To ensure the highest standards of service and bolster security measures, we have implemented a state-of-the-art digital camera system, strategically placed to monitor and record all activities throughout our operational processes.

The working environment for our dedicated employees is meticulously designed to be both comfortable and efficient, fostering a culture of productivity. Regular checks and maintenance procedures are integral to our operational strategy, minimizing costs while maximizing supervision. This proactive approach guarantees that our services are executed seamlessly and uphold the highest standards of quality. We remain dedicated to our mission of delivering environmentally responsible solutions while actively contributing to the economic advancement of the Arusha communities and the nation at large.

ORGANISATION HIERARCHY

Board of Directors:



Responsible for overall strategic direction and decision-making.

Provides guidance on major business decisions and policies.

Holds fiduciary responsibility for the company.

Managers/Supervisors:



Oversee and manage specific departments or functional areas within the company.

Responsible for implementing the strategic decisions of the Board.

Supervise and coordinate the work of employees.

Report to the Board of Directors on departmental performance and issues.

Employees:



Carry out day-to-day operations and tasks as assigned by supervisors.

Contribute to the success of the company through their specific roles.

Follow company policies and procedures.

Report to managers/supervisors for guidance and direction.

FINANCIAL PLAN

SOURCE AND USES OF FUND

Source

The total investment costs of TSH. 1,250,000,000 are broken down as follows:

Loan: TSH. 750,000,000 - This amount will be utilized for acquisition of motor vehicle to be used for tourism.

Owner's Equity Contribution: TSH. 500,000,000 - The owner's equity will be invested in working capital.

This allocation of funds is designed to ensure efficient utilization of resources and successful implementation of the proposed business plan

CAPITAL	AMOUNT
CASH	500,000,000
DEBT	750,000,000
TOTAL	1,250,000,000

Application of funds

S/N	ITEM	AMOUNT
1	Acquisition of asset for the company	1,250,000,000
	TOTAL	1,250,000,000

FINANCIAL PROJECTIONS

Cash Flow Projection

CASH FLOW PROJECTIONS FOR 5 YEARS					
YEAR	Year 1	Year 2	Year 3	Year 4	Year 5
	2024	2025	2026	2027	2028
Cash at beginning of the year	-	232,943,073	2,748,231,931	3,148,055,124	3,587,860,637
CASH INFLOWS					
Equity	200,000,000				
Loan	1,250,000,000				
cash sales	-	6,087,622,956	6,696,385,252	7,366,023,777	8,102,626,154
Trade receivables	-	60,876,230	66,963,853	73,660,238	81,026,262
TOTAL CASH INFLOWS	1,250,000,000	6,148,499,186	6,763,349,104	7,439,684,015	8,183,652,416
CASH OUTFLOWS					
Purchases of Motor vehicle	1,250,000,000	1,250,000,000	1,250,000,000	1,250,000,000	1,250,000,000
Operating expenses	441,566,053	485,722,658	534,294,924	587,724,416	646,496,858
Others	1,448,462,451	1,664,544,596	1,830,999,056	2,014,098,962	2,215,508,858
TOTAL CASH OUTFLOWS	3,140,028,504	3,400,267,254	3,615,293,980	3,851,823,378	4,112,005,715
Net Cash at the end	232,943,073	2,748,231,931	3,148,055,124	3,587,860,637	4,071,646,701

Projected Income statement

PROJECTED STATEMENT OF COMPREHENSIVE INCOME FOR 5 YRS					
	Year 1	Year 2	Year 3	Year 4	Year 5
	2024	2025	2026	2027	2028
	Tshs	Tshs	Tshs	Tshs	Tshs
Income	5,318,336,323	6,087,622,956	6,696,385,252	7,366,023,777	8,102,626,154
Less: Cost of Sales	48,562,100	53,418,310	58,760,141	64,636,155	71,099,771
Gross Profit	5,269,774,223	6,034,204,646	6,637,625,111	7,301,387,622	8,031,526,384
Less: Operating expenses	441,566,053	485,722,658	534,294,924	587,724,416	646,496,858
Operating Profit	4,828,208,171	5,548,481,988	6,103,330,187	6,713,663,206	7,385,029,526
Less: Taxation	1,448,462,451	1,664,544,596	1,830,999,056	2,014,098,962	2,215,508,858
Net operating profit for the year	3,379,745,720	3,883,937,392	4,272,331,131	4,699,564,244	5,169,520,668

RISK ASSESSMENT AND CONTINGENCY PLAN

Civic Unrest

While violent civilian action is uncommon in Tanzania and is primarily confined to its borders with neighboring, less stable countries, it is crucial to acknowledge the potential risks associated with civic unrest. The minor risk is mitigated by the robust country security policy, which not only ensures the safety of our personnel but also provides protection throughout our day-to-day activities. Tanzania's overall stability and proactive security measures contribute to a secure operating environment, reducing the likelihood of disruptions to business operations. Additionally, ongoing collaboration with local authorities and community engagement initiatives further enhances our resilience against potential challenges related to civic unrest.

Disaster-fire

Our office are safeguarded against fire hazards through strategically placed firebreaks, complemented by the provision of readily accessible fire extinguishers to promptly address and mitigate damage in case of a fire outbreak. Furthermore, as an added layer of protection, the all assets are covered by comprehensive insurance. This insurance not only ensures coverage for the replacement or repair of damaged asset but also includes compensation provisions in the unfortunate event of a loss resulting from a fire outbreak. This multi-faceted approach underscores our commitment to maintaining operational continuity and mitigating potential risks associated with fire incidents.

Staff Loyalty and turnover

Addressing staff loyalty and minimizing turnover is crucial for the success of our company. Recognizing the common challenges faced by tourism companies, we have developed a comprehensive strategy to foster employee satisfaction and commitment.

To enhance staff retention, our company is committed to providing monthly bonuses that exceed industry standards. This financial incentive is designed to not only reward hard work but also to demonstrate our appreciation for the dedication of our employees.

Furthermore, we are proud to introduce an innovative Employee Give-Back Program. Through this initiative, our company will actively contribute to community development in the areas where our employees reside and work.

By financially supporting local community efforts, we aim to create a positive impact beyond the workplace, reinforcing our commitment to social responsibility.

These initiatives collectively contribute to a workplace environment that values and supports our employees, fostering long-term loyalty and minimizing turnover.