



THE GRAN  
VACHELLIA

# BUSINESS PLAN



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## Executive Summary

The Gran Vachellia, a premier 3-star establishment, is poised to redefine hospitality in the Karatu region. Strategically located at the gateway to renowned tourist destinations, including Ngorongoro Crater and Serengeti National Park, our hotel aims to provide a distinctive blend of comfort, cultural richness, and unmatched service.

### **Mission Statement:**

*"At The Gran Vachellia, our mission is to create a haven where guests experience genuine warmth, cultural immersion, and exceptional service. We strive to be the preferred choice for travelers seeking a harmonious balance between modern comforts and the authentic charm of the Karatu region."*

### **Business Description**

The Gran Vachellia is an upcoming 3-star hotel strategically located in Karatu Town, set to open its doors in June 2025. Nestled in the picturesque landscapes near the Ngorongoro Conservation Area, our hotel aims to provide a unique and comfortable stay for both leisure and business travelers.

### **Products and Services**

*Comfortable Accommodation:* The Gran Vachellia will feature well-appointed rooms, blending modern amenities with a touch of local aesthetics, ensuring a comfortable and memorable stay.

*Dining Excellence:* Our hotel will boast a restaurant offering a diverse menu, highlighting local and international cuisines, catering to the varied tastes of our guests.

*Conference and Event Facilities:* The Gran Vachellia will provide state-of-the-art conference and event spaces, making it an ideal choice for business meetings, conferences, and special occasions.

*Rooftop Bar:* To enhance the guest experience, the hotel will feature a roof-top Bar, the first and one of its kind in the region

### **The Market**

The Gran Vachellia will implement a robust marketing strategy, leveraging online platforms, social media, and partnerships with travel agencies to reach our target audience. Special promotions, loyalty programs, and packages tailored to the needs of tourists and business travelers will be employed to attract and retain customers.

The Hotel will also become a great option for the domestic market, filling the gap that has been underserving the deserving domestic market.

### **Competition**

The Gran Vachellia poses as a formidable competitor in the 3-star hotel business landscape in Karatu. Nestled in the heart of the town, offering a range of services and amenities designed to cater to the diverse needs of both leisure and business travelers.

## **Competitive Advantages:**

*Customer Loyalty Programs:* The hotel will implement customer loyalty programs, enticing repeat visits and fostering a dedicated customer base.

*Strategic Partnerships:* The Gran Vachellia will forge partnerships with local businesses or travel agencies, enhancing its visibility and attracting a steady flow of guests.

## **Strategic Operations Plan**

### **1. Service Excellence Through Staff Training:**

One of the key pillars of The Gran Vachellia's strategic operations plan is a relentless commitment to service excellence. Recognizing that our staff plays a pivotal role in delivering a top-notch experience to our guests, we will heavily invest in comprehensive training programs.

### **2. Training Programs:**

The Gran Vachellia will implement a robust training curriculum encompassing various aspects of hospitality, including customer service, communication skills, cultural sensitivity, and problem-solving. This will ensure that our staff is equipped with the knowledge and skills needed to exceed guest expectations.

### **3. Onboarding and Continuous Development:**

Upon hiring, new employees will undergo a thorough orientation program to familiarize them with The Gran Vachellia's values, service standards, and operational procedures. Continuous development will be emphasized, with regular training sessions, workshops, and access to online resources to keep our staff updated on the latest industry trends and best practices.

### **4. Cross-Training Initiatives:**

To enhance flexibility and efficiency, The Gran Vachellia will implement cross-training initiatives. Staff members will have opportunities to acquire skills in different departments, fostering a multi-skilled workforce capable of seamlessly adapting to various roles as needed.

### **5. Guest-Centric Approach:**

Training programs will emphasize a guest-centric approach, instilling in our staff the importance of anticipating and fulfilling guest needs. This includes personalized service, attention to detail, and proactive problem resolution to ensure a memorable and positive guest experience.

### **6. Technology Integration:**

Recognizing the importance of technology in the modern hospitality industry, The Gran Vachellia will provide training on the use of cutting-edge systems and software. This includes customer relationship management (CRM) tools, property management system(s), booking platforms, stock and asset management systems and other technologies that enhance operational efficiency and guest interactions.

### **7. Performance Metrics and Recognition:**

The Gran Vachellia will establish clear performance metrics to evaluate staff performance. Recognizing and rewarding excellence through a structured recognition program will motivate our team members to consistently deliver outstanding service.

### **8. Feedback Mechanisms:**

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A continuous feedback loop will be implemented to gather insights from both guests and employees. Regular feedback sessions will allow us to identify areas for improvement and address concerns promptly, ensuring that our service standards align with evolving guest expectations.

#### 9. Sustainability and Diversity Training:

The Gran Vachellia is committed to sustainability and diversity. Training programs will include modules on sustainable practices and cultural sensitivity, enabling our staff to contribute to environmentally responsible operations and create an inclusive and welcoming environment for guests from diverse backgrounds.

#### 10. Crisis Management and Emergency Response:

Equipping our staff with crisis management and emergency response training will ensure that The Gran Vachellia is prepared to handle unexpected situations, prioritizing the safety and well-being of our guests and team members.

By investing in these comprehensive staff training initiatives, The Gran Vachellia aims to set a new standard for service delivery in the 3-star hotel industry, establishing itself as a preferred choice for travelers seeking exceptional hospitality in Karatu.

## Management Team

The leadership at The Gran Vachellia shall possess a combination of experience, strategic vision, and a commitment to fostering a positive and dynamic work environment. The key qualities that define the management of The Gran Vachellia include: The Hotel will be run by a Hotel Management Company with a team incorporating wealth of experienced Hotel Management gurus.

**1. Industry Expertise:** The management team of The Gran Vachellia brings a wealth of experience and expertise in the hospitality industry. With a deep understanding of market trends, customer preferences, and operational intricacies, our leaders are well-positioned to navigate the challenges and opportunities within the dynamic hotel landscape.

**2. Strategic Vision:** The Gran Vachellia's management is characterized by its forward-thinking approach. The team has developed a clear and comprehensive strategic vision that aligns with the goals of the hotel. This includes plans for expansion, market differentiation, and the implementation of innovative practices to stay ahead in a competitive industry.

**3. Team Empowerment:** The management philosophy at The Gran Vachellia is centered around empowering and nurturing its team members. A culture of collaboration, open communication, and continuous learning is fostered, ensuring that every staff member feels valued and motivated to contribute their best to the success of the hotel.

**4. Customer-Centric Focus:** The Gran Vachellia's management places a strong emphasis on understanding and exceeding customer expectations. Regular market research, guest feedback analysis, and a commitment to personalized service ensure that the hotel remains attuned to the evolving needs and preferences of its guests.

**5. Operational Efficiency:** Efficient and streamlined operations are a priority for The Gran Vachellia's management. Implementing state-of-the-art technologies, optimal resource allocation, and continuous process improvements contribute to the hotel's ability to deliver seamless and high-quality services to its guests.

**6. Financial Acumen:** The financial health of The Gran Vachellia is managed with diligence and expertise. The management team demonstrates sound financial acumen, implementing prudent fiscal policies, and monitoring key performance indicators to ensure the hotel's sustainability and profitability.

**7. Community Engagement and Corporate Social Responsibility:** The Gran Vachellia's management recognizes its role in the local community and is committed to responsible business practices. Engaging with the community, supporting local initiatives, and implementing environmentally sustainable practices are integral components of the hotel's management strategy.

**8. Crisis Management and Adaptability:** The Gran Vachellia's management is well-prepared to handle unforeseen challenges and crises. Robust crisis management plans are in place, and the team is adaptable and resilient in the face of changing circumstances, ensuring the continuity of operations and the safety of guests and staff.

**9. Commitment to Training and Development:** Recognizing the importance of a skilled and motivated workforce, the management prioritizes ongoing training and development programs for all staff members. This commitment contributes to a high level of expertise and professionalism across various hotel functions.

**10. Ethical Leadership:** The Gran Vachellia's management operates with the highest ethical standards. Transparency, integrity, and a commitment to ethical business practices are non-negotiable values that guide decision-making at every level of the organization.

In summary, the quality of management at The Gran Vachellia is characterized by a combination of industry knowledge, strategic foresight, a customer-centric approach, and a commitment to ethical and responsible business practices. These qualities position The Gran Vachellia as a leader in the 3-star hotel industry in Karatu, dedicated to delivering exceptional experiences to its guests while contributing positively to the community and the environment.

## **Risk/Opportunity**

### **Risks:**

*Market Saturation:* The hospitality market in Karatu may become saturated, leading to increased competition. The Gran Vachellia must differentiate itself to stand out among existing and potential competitors.

*Economic Instability:* Economic downturns or instability in the region could impact travel and tourism, affecting The Gran Vachellia's occupancy rates and revenue.

*Regulatory Compliance:* Adhering to local regulations and obtaining necessary permits can be challenging. Failure to comply may result in fines or operational disruptions.

*Global Events and Pandemics:* Global events, such as pandemics or geopolitical issues, can significantly impact the travel industry. The Gran Vachellia must be prepared to implement crisis management plans.

*Staff Turnover:* Attracting and retaining skilled staff may be a challenge. High turnover can affect service quality and operational efficiency.

*Infrastructure Challenges:* Issues with local infrastructure, such as power outages that has been an issue in Tanzania and transportation constraints, may disrupt hotel operations and guest experiences.

*Natural Disasters:* The Gran Vachellia needs robust contingency plans to ensure the safety of guests and staff.

### **Opportunities:**

*Growing Tourism:* The Karatu region is a gateway to popular tourist destinations. The growing interest in eco-tourism and wildlife safaris presents a significant opportunity for The Gran Vachellia to attract a diverse range of guests. The number of tourists visiting Tanzania has grown exceptionally and it is expected by end of 2025 the Country has aimed to reach 5 Million tourists.

*Local Partnerships:* Collaborating with local businesses, tour operators, and cultural organizations can enhance the guest experience and contribute to the hotel's success.

*Corporate Events Market:* Offering excellent conference and event facilities can tap into the corporate events market, attracting business travelers and hosting conferences and seminars.

*Cultural Experiences:* Providing authentic local experiences can appeal to travelers seeking cultural immersion. This includes organizing tours, cultural events, and collaborations with local artisans.

*Online Presence:* A strong online presence and strategic use of digital marketing can increase visibility and attract a wider audience, including international travelers.

*Sustainable Practices:* Embracing eco-friendly and sustainable practices can attract environmentally conscious travelers. Implementing green initiatives can also enhance the hotel's reputation.

*Innovative Services:* Offering unique and innovative services, such as themed events, wellness programs, or personalized concierge services, can set The Gran Vachellia apart from competitors.

*Customer Loyalty Programs:* Implementing loyalty programs and incentives for repeat visits can foster a dedicated customer base and positive word-of-mouth marketing.

*Technological Integration:* Leveraging technology for online bookings, contactless check-ins, and personalized guest experiences can enhance operational efficiency and improve guest satisfaction.

*Community Engagement:* Active involvement in the local community through CSR initiatives and partnerships can build a positive reputation and strengthen relationships with residents.

By proactively addressing the identified risks and capitalizing on the opportunities, The Gran Vachellia can position itself as a successful and sustainable player in the Karatu hospitality market. A strategic and adaptable approach will be key to navigating the dynamic landscape of the tourism industry in the region.

## Financial Summary

Initial investment will cover construction, interior design, and operational setup. The projected revenue will primarily come from room bookings, dining services, and event hosting. With a comprehensive financial strategy, we aim for sustainable growth and profitability within the first three years of operations.

The Gran Vachellia is currently seeking **TZS 1,750,000,000** to launch. Specifically, these funds will be used as follows:

**Hotel design/build: TZS 1,500,000,000** (One Billion, Eight Hundred Million Tanzanian Shillings)

**Working capital: TZS 250,000,000** to pay for marketing, salaries, and land costs until reaches break-even.

Topline projections over the next five years are as follows:

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenue</b>	534,413,440.00	561,134,112.00	617,247,523.20	709,834,651.68	851,801,582.02
<b>Cost of Goods Sold</b>	119,715,844.00	125,701,636.20	138,271,799.82	159,012,569.79	190,815,083.75
<b>Gross Profit</b>	414,697,596.00	435,432,475.80	478,975,723.38	550,822,081.89	660,986,498.27
<b>Total Expenses</b>	276,817,349.60	283,493,667.08	297,513,933.79	327,811,923.86	363,283,198.63
<b>Net Income Before Tax</b>	137,880,246.40	151,938,808.72	181,461,789.59	223,010,158.03	297,703,299.64
<b>Less: Income Tax</b>	22,175,560.00	23,284,338.00	25,612,771.80	29,454,687.57	35,345,625.08
<b>Net Income</b>	115,704,686.40	128,654,470.72	155,849,017.79	193,555,470.46	262,357,674.56

The above projection is exclusive of Interest and Depreciation calculations.

## Capital Requirements

The capital requirements for launching and operating The Gran Vachellia in the Karatu region encompass various elements, including initial setup costs, operational expenses, marketing initiatives, and contingency funds. The following breakdown provides an overview of the estimated capital requirements:

### Source of funds:

Source	Amount	Percentage
Owners' contribution	875,000,000	50%
Term loans	875,000,000	50%
New equity financing	-	-
<b>Total</b>		<b>100%</b>

### Use of funds:

Category	Amount	Percentage
Sales & Marketing	25,000,000,	1.4%
Capital Expenditures	1,500,000,000	85.7%
General & Administrative Expenses	225,000,000	12.9%
Other		
<b>Total</b>		<b>100%</b>

## Conclusion

The Gran Vachellia aspires to set a new standard for hospitality in the region, offering a perfect blend of comfort, convenience, and cultural richness. With our prime location, exceptional services, and commitment to community development, The Gran Vachellia is poised to become the go-to destination for travelers exploring the wonders of Karatu Town and its surrounding attractions.

## COMPANY OVERVIEW

The Hotel is registered as a Company named THE GRAN VACHELLIA HOTEL & MANAGEMENT LIMITED and was incorporated under the Companies Act, 2002, on 20<sup>th</sup> January 2024 with a registration number 171547814. The Company's office are within the Company's premises which is in Karatu in Plot No 1540/1541 Block G, Karatu Urban Area.

Nestled in the picturesque landscapes of Karatu, Tanzania, The Gran Vachellia is a forthcoming 3-star hotel poised to redefine hospitality. Founded by the visionary couple Valerian Qamara and Namayan Kissambu in 2024, The Gran Vachellia is set to open its doors to guests in June 2025.

Valerian Qamara and Namayan Kissambu, identified a golden opportunity in the heart of Karatu. Inspired by the vibrant tourism business flourishing in the area, they envisioned The Gran Vachellia as a beacon of comfort for both business and leisure travelers. Valerian and Namayan strategically chose this location, recognizing the untapped potential for a modern and welcoming 3-star hotel.

The founders keenly observed the escalating tourism activities in Karatu and the surrounding regions. With the allure of the Ngorongoro Crater and other nearby attractions, the demand for quality accommodations was evident. The Gran Vachellia emerged as a response to this growing need, with a commitment to providing a comfortable retreat for tourists seeking an authentic experience.

The Gran Vachellia is not just a hotel; it's a testament to foresight. Valerian and Namayan, in their meticulous planning, considered the evolving dynamics of the tourism industry in Karatu. The launch in June 2025 aligns with the peak tourist season, ensuring that the hotel is ready to welcome guests during a time of heightened demand.

From modern amenities to personalized service, The Gran Vachellia is designed to offer a unique blend of comfort and sophistication. The founders are dedicated to creating an atmosphere where guests can unwind, whether they are exploring the wonders of Karatu or attending to business matters in the area.

## COMPANY HISTORY

Valerian Qamara's childhood in Karatu ignited a passion for the community's growth. Witnessing the untapped potential of his hometown, he envisioned more than just a hotel – a catalyst for Karatu's development.

Valerian's foresight extends beyond the Hotel. He saw Karatu evolving into a bustling hub, attracting visitors eager to experience the town's charm. The Gran Vachellia is not just a place to stay; it's a contributor to the town's growth.

Since its incorporation, the Hotel has achieved the following milestones:

- Site Location
- Hired an Architecture to create blueprint for the hotel
- Began construction of the Hotel which is now on progress
- Hired an Interior Designer to work in conjunction with the architect to see through the project
- Registered the Company, developed company's name logo and branding identity

## **HOTEL PRODUCTS AND SERVICES**

### **Accommodation:**

The Hotel will offer accommodations of below types and amenities:

1. Standard Rooms –
  - a. One Single Bed (Queen Sized)
  - b. Modern Bathroom
  - c. TV with Cable
  - d. Complementary coffee, drinking water and tea
  - e. Toiletries
  - f. WiFi
  - g. Air Conditioning
2. Deluxe Rooms
  - a. One Double Bed (King Sized)
  - b. Modern Bathroom
  - c. TV with Cable
  - d. Complementary coffee, drinking water and tea
  - e. Toiletries
  - f. WiFi
  - g. Air Conditioning
3. Executive Suites
  - a. One Double Bed (King Sized)
  - b. Sitting Room
  - c. Kitchen
  - d. Modern Bathroom
  - e. TV with Cable
  - f. Complementary coffee, drinking water and tea
  - g. Toiletries
  - h. WiFi
  - i. Air Conditioning
  - j. Room Service

### **1. Dining Excellence**

The Gran Vachellia envisions a unique dining experience and will be offering a wide spectrum of food varieties and savor African cuisines to embrace the African dishes.

### **2. Conference and Event Facilities:**

The Gran Vachellia will provide state-of-the-art conference and event spaces, making it an ideal choice for business meetings, conferences, and special occasions.

The conference facility will take a maximum of 30 pax and will be providing full conferencing experience with below amenities

1. Meals
2. Stationaries
3. PR Equipment (Projector, Microphones and complete Video/Audio Systems)
4. Bites/Snacks

### **3. Rooftop Bar:**

Unveiling the first-of-its-kind in Karatu, The Gran Vachellia proudly presents The Vintage Rooftop Bar. Perched atop our hotel, this state-of-the-art haven will offer panoramic views of Karatu's scenic beauty.

## Highlights:

**First Rooftop Bar in Karatu:** Drink in the breathtaking landscapes of Karatu from every angle.

**Signature Cocktails:** Immerse yourself in the artistry of mixology with our crafted signature cocktails, expertly prepared by our skilled bartenders.

**Lounge in Luxury:** Plush seating and a chic ambiance provide the perfect setting for relaxation and celebration.

**Exclusive Events:** The Bar will be available to host unforgettable gatherings against the backdrop of Karatu's starlit sky, making every occasion extraordinary.

The Vintage Rooftop Bar at The Gran Vachellia isn't just a bar; it's an elevated experience, setting the standard for nightlife in Karatu.

## 4. Spa and Wellness:

The Gran Vachellia will also feature a Spa and Wellness facilities at the property and give a range of options for its guests to enjoy such services. Below are the services which will be provided:

- a. Professional Massages
- b. Pedicure and Manicure
- c. Workout sessions with basic equipment

## HOTEL DESIGN

The Hotel will have a total of 1,868.88m<sup>2</sup> for the whole building and 3 storeys featuring below rooms:

1. 31 Guest Rooms
2. Restaurant
3. Rooftop Bar
4. Conference Room
5. Spa with Massage Rooms
6. Wellness Room/Mini Gym
7. Office and Administration Room
8. Kitchen Room
9. Storerooms

## INDUSTRY ANALYSIS

### KARATU AREA OVERVIEW:

Karatu, nestled amidst the captivating landscapes of Tanzania, has witnessed a steady rise in tourism. The proximity to iconic attractions like the Ngorongoro Crater positions Karatu as a strategic hub for travelers seeking a unique experience. The demand for quality accommodations in this flourishing tourism destination has created substantial opportunities for growth in the hotel and hospitality sector.

### Tanzania's Hospitality Landscape:

Tanzania, with its diverse natural wonders and rich cultural heritage, remains a hotspot for international and domestic tourism. The hospitality industry plays a pivotal role in catering to the varied needs of travelers, ranging from luxury seekers to eco-conscious adventurers. The nation's commitment to sustainable tourism aligns with global trends, attracting a discerning clientele.

## Opportunity Gaps:

**Mid-level Business-Class Accommodations:** Despite the surge in tourism, there is a noticeable gap in the availability of mid-level, business-class accommodations, particularly in Karatu. Business travelers often seek a balance between comfort and affordability, presenting a clear opportunity for establishments like The Gran Vachellia.

**Cultural and Culinary Experiences:** Tourists are increasingly seeking authentic cultural and culinary experiences. The integration of local flavors and traditions into the hospitality offering can set a hotel apart. The Gran Vachellia's focus on African-inspired cuisine contributes to bridging this gap.

**Unique Experiences:** Beyond accommodations, travelers are in search of unique and memorable experiences. The introduction of a rooftop bar and a spa and wellness center by The Gran Vachellia addresses the growing demand for distinctive offerings.

## The Gran Vachellia's Strategic Preparedness:

**Market Positioning:** The Gran Vachellia strategically positions itself as a 3-star business-class hotel, targeting a segment with high growth potential in Karatu.

**Cultural Integration:** The hotel recognizes the importance of cultural experiences and showcases this through its African-inspired cuisine, providing guests with an authentic taste of the region.

**Innovative Offerings:** The inclusion of a state-of-the-art rooftop bar and a spa and wellness center aligns with emerging trends, catering to the desires of modern travelers seeking unique and holistic experiences.

**Timely Launch:** The Gran Vachellia's planned opening in June 2025 coincides with the peak tourist season, maximizing exposure and capturing the influx of travelers seeking accommodation during this period.

In conclusion, The Gran Vachellia is well-prepared to seize the identified opportunity gaps in the Karatu and Tanzanian hospitality market. With a keen understanding of evolving traveler preferences and a commitment to offering distinctive experiences, the hotel is poised to contribute significantly to the growth of the local hospitality industry.

## CUSTOMER ANALYSIS

### 1. Demographic Overview:

*Age:* The primary target age group is 25-55, capturing both business travelers and leisure seekers.

*Income Level:* The hotel caters to mid to upper-income individuals, recognizing the need for affordable luxury.

*Occupation:* Business professionals, adventure enthusiasts, and culturally inclined travelers

### 2. Geographic Considerations:

*International Tourists:* The hotel anticipates attracting international tourists, drawn to the unique offerings in Karatu.

*Domestic Travelers:* Targeting Tanzanian residents seeking weekend getaways and business travelers exploring the region.

### **3. Psychographic Insights:**

*Lifestyle:* Catering to individuals who appreciate a balance between modern amenities and a connection to local culture.

*Interests:* The Gran Vachellia appeals to those interested in cultural experiences, adventure, and holistic wellness.

### **4. Behavioral Patterns:**

*Travel Patterns:* Focused on travelers who prefer well-planned trips, often influenced by cultural experiences and natural attractions.

*Booking Preferences:* Capturing the market of early planners who value quality and uniqueness in their accommodation choices.

### **Statistics:**

*Research Findings:* Market research indicates a growing interest in sustainable and culturally immersive travel experiences.

*Booking Trends:* Analysis of booking platforms reveals a demand for mid-level, business-class hotels in Karatu.

### **Target Market:**

*Corporate Travelers:* Business professionals seeking comfortable and well-equipped accommodations.

*Adventure Seekers:* Tourists exploring the Ngorongoro Crater and nearby attractions.

*Cultural Enthusiasts:* Travelers interested in authentic African experiences, including cuisine and local traditions.

### **Strategic Focus:**

The Gran Vachellia's marketing efforts will emphasize its suitability for business and leisure travelers seeking a unique blend of comfort and cultural immersion.

Tailored packages and promotions will be designed to attract specific segments, such as honeymooners, corporate groups, and wellness retreat participants.

By aligning its offerings with the identified customer segments, The Gran Vachellia aims to establish itself as the preferred choice for a diverse range of travelers visiting Karatu and contribute to the growth of its customer base.

## **COMPETITION ANALYSIS**

### **INDUSTRY COMPETITORS:**

Strengths of the Competitors around the Area:

1. Loyal Customer Base
2. High Brand Recognition
3. Competitive prices
4. Good Locations

Weaknesses of the Competitors around the Area:

1. Limited dining experience in terms of restaurant space and service
2. Poor pricing strategy: The pricing strategy has completely ignored the resident market.
3. Below par service level
4. Poor Management
5. Design Faults: No Bar and the Restaurant is very small.

## **STRATEGIC EDGE OF THE GRAN VACHELLIA:**

*Strategic Positioning:* The Gran Vachellia strategically positions itself as a 3-star business-class hotel, filling the gap in mid-level accommodations, appealing to a broader market.

*Cultural Integration:* The hotel leverages its African-inspired cuisine and cultural experiences to stand out, providing a unique value proposition to guests seeking more than just accommodation.

*Diverse Offerings:* With a rooftop bar and a spa, The Gran Vachellia diversifies its offerings, ensuring a holistic experience for guests, differentiating itself from competitors.

*Timely Launch:* The planned launch in June 2025 aligns with the peak tourist season, providing The Gran Vachellia an advantageous position to capture a significant share of the influx of travelers to Karatu.

*Customer-Centric Approach:* The Gran Vachellia's focus on understanding and catering to the diverse needs of its target market ensures a customer-centric approach, enhancing guest satisfaction and loyalty.

In conclusion, The Gran Vachellia is well-prepared to gain a competitive edge in the Karatu hospitality market. By strategically positioning itself, capitalizing on cultural integration, offering diverse experiences, and launching at an opportune time, the hotel aims to surpass competitors and become a sought-after choice for travelers in the region.

## **MARKETING PLAN**

### **1. Brand Positioning:**

*Unique Selling Proposition (USP):* The Gran Vachellia - Your Gateway to Authentic Comfort in Karatu.

*Positioning Statement:* "Experience the perfect blend of business-class luxury and African charm at The Gran Vachellia – where every stay is a journey."

### **2. Online Presence:**

*Website:* Develop a user-friendly website showcasing the hotel's amenities, rooms, dining options, and unique experiences. Implement online booking functionality for easy reservations.

*Social media:* Leverage platforms like Instagram, Facebook, LinkedIn and Twitter for visually engaging content, promotions, and real-time updates. Encourage user-generated content through contests and hashtags.

### **3. Search Engine Optimization (SEO):**

Optimize the website for relevant keywords related to Karatu tourism and hotel accommodations. Create and publish blog content highlighting local attractions, cultural insights, and travel tips to improve organic search rankings.

### **4. Online Travel Agencies (OTAs):**

Partner with popular OTAs like AirBnB, Booking.com, Expedia, Booking.com and TripAdvisor to expand online visibility and attract a broader audience. Offer exclusive promotions and packages through these platforms to incentivize bookings.

#### **5. Email Marketing:**

Build and maintain an email subscriber list through the hotel website.

Implement targeted email campaigns, including newsletters, exclusive offers, and personalized messages to nurture customer relationships.

#### **6. Influencer Marketing:**

Collaborate with travel influencers and bloggers to showcase The Gran Vachellia's unique offerings. Encourage influencers to share their experiences through blog posts, vlogs, and social media, creating authentic content that resonates with their followers.

#### **7. Content Marketing:**

Develop engaging and informative content, including videos, infographics, and articles, highlighting the hotel's features, local attractions, and cultural experiences.

Share content across various platforms to establish The Gran Vachellia as a thought leader in the Karatu hospitality scene.

#### **8. Loyalty Programs:**

Introduce a loyalty program rewarding repeat guests with exclusive perks, discounts, and personalized experiences. Promote the loyalty program through the website, social media, and email campaigns to encourage guest retention.

#### **9. Paid Advertising:**

Utilize paid advertising on platforms like Google Ads and social media to target specific demographics and promote special offers. Monitor and adjust ad campaigns based on performance metrics and guest feedback.

#### **10. Collaborations and Partnerships:**

Collaborate with local businesses, tour operators, and event organizers to cross-promote services and create special packages. Establish partnerships with airlines or travel agencies for joint promotions and increased exposure.

#### **11. Online Reviews and Reputation Management:**

Encourage guests to leave positive reviews on platforms like TripAdvisor and Google.

Respond promptly to reviews, both positive and negative, demonstrating commitment to guest satisfaction. The Hotel will also use an internal feedback collection software like GuestRevu to be on top of the game with working on customer feedback.

#### **12. Measurement and Analytics:**

Utilize analytics tools to measure website traffic, conversion rates, and engagement on social media.

Regularly assess the effectiveness of marketing campaigns and adjust strategies based on performance data.

#### **13. Budget Allocation:**

Allocate marketing budget based on the most effective channels, adjusting as needed to optimize ROI.

By integrating these comprehensive strategies, The Gran Vachellia aims to establish a strong online presence, capture diverse audiences, and position itself as the premier choice for travelers seeking an authentic and enriching experience in Karatu.

# OPERATIONS PLAN

As we eagerly anticipate the GRAN unveiling of The Gran Vachellia in June 2025, meticulous planning and thorough administrative functions are underway. From legal compliance to staff training, technology setup, and guest service readiness, our operational plan is a comprehensive guide to ensuring a seamless and memorable launch. The checklist for the operational launch encompasses every detail, affirming our commitment to creating a hospitality haven in Karatu. Get ready to experience the perfect blend of African charm and business-class luxury at The Gran Vachellia.

## ADMINISTRATIVE FUNCTIONS PRE-LAUNCH (BEFORE JUNE 2025):

### Legal and Regulatory Compliance:

Obtain all necessary licenses and permits required for operating a hotel in Karatu. Ensure compliance with local regulations regarding hospitality and tourism.

### Staff Recruitment and Training:

Recruit and hire staff for various departments, including front desk, housekeeping, kitchen, and maintenance. Conduct comprehensive training programs to familiarize staff with hotel policies, service standards, and safety procedures.

### Technology Infrastructure:

Set up an effective and efficient IT infrastructure, including reservation systems, point-of-sale systems, and guest management software. Ensure connectivity and reliability of Wi-Fi services throughout the hotel.

### Supply Chain Management:

Establish relationships with suppliers for food and beverage, linens, toiletries, and other operational necessities. Negotiate contracts and secure reliable sources for consistent supply.

### Quality Standards and SOPs:

Develop and implement Standard Operating Procedures (SOPs) for all hotel operations. Define quality standards for housekeeping, dining, and guest services to ensure a consistent and high-quality guest experience.

### Health and Safety Protocols:

Develop and implement comprehensive health and safety protocols, including sanitation procedures and emergency response plans. Train staff on safety measures and conduct regular drills.

### Reservation System Setup:

Implement an efficient reservation system for managing bookings. Ensure the system integrates with online travel agencies and the hotel's website.

## Checklist for Operational Launch:

### Facility Readiness:

Ensure all rooms, public areas, and amenities are fully furnished and equipped. Confirm the readiness of the rooftop bar, spa, and other unique offerings.

### Staffing and Scheduling:

Finalize staffing schedules for all departments. Conduct a final staff briefing on launch day procedures and responsibilities.

### Test Services:

Conduct mock check-ins, room inspections, and dining service trials to identify and resolve any operational issues. Test the functionality of all technology systems.

**Marketing and Promotion:**

Execute the marketing plan to create buzz and awareness leading up to the launch. Ensure all promotional materials are ready and distributed through online and offline channels.

**Guest Services:**

Establish a guest services desk and ensure staff is trained to provide information, assistance, and concierge services. Implement a guest feedback system for continuous improvement.

**Opening Event Planning:**

Organize a launch event to generate publicity and attract local stakeholders. Coordinate with local media for coverage and promotion.

**Final Inspections:**

Conduct final inspections of all areas to ensure cleanliness, functionality, and adherence to quality standards. Address any last-minute adjustments or improvements.

**Employee Uniforms and Appearance:**

Ensure all staff members have the required uniforms and maintain a professional appearance. Implement grooming standards and provide necessary accessories.

**Collaborations and Partnerships:**

Confirm collaborations with local businesses and partners for mutually beneficial promotions. Set up joint events or packages with tour operators.

**Guest Communication:**

Communicate effectively with booked guests, providing them with pre-arrival information, including check-in procedures and special amenities.

**Emergency Preparedness:**

Conduct final emergency drills to ensure all staff is familiar with evacuation procedures and safety protocols. Have a designated emergency response team and protocols in place.

**Feedback Mechanism:**

Establish a mechanism for collecting guest feedback and reviews during the launch period. Implement adjustments based on early feedback.

The successful execution of these administrative functions and the completion of the operational checklist will pave the way for a seamless launch of The Gran Vachellia Hotel in June 2025, ensuring a positive and memorable experience for guests from the very beginning.

**QUALITY CONTROL MEASURES:**

Quality control measures are essential to ensure that The Gran Vachellia maintains its commitment to excellence in every aspect of its operations. Here are some quality control measures tailored to various areas of the hotel:

**Guest Experience:**

- a) Implement guest satisfaction surveys to gather feedback on various aspects of their stay, including room cleanliness, staff courtesy, and overall experience.
- b) Regularly monitor online reviews and social media mentions to address any concerns promptly and maintain a positive reputation.

- c) Conduct mystery guest inspections to evaluate the consistency of service quality across different departments.

#### **Housekeeping:**

- a) Establish standardized cleaning procedures and checklists (SOPs) to ensure thoroughness and consistency in room cleanliness.
- b) Conduct regular inspections of guest rooms by housekeeping supervisors to identify and address any cleanliness or maintenance issues promptly.
- c) Provide ongoing training for housekeeping staff to maintain high standards of cleanliness and attention to detail.

#### **Food and Beverage:**

- a) Implement stringent food safety protocols and regular hygiene inspections in all kitchen and dining areas.
- b) Conduct taste tests and quality checks on food items to ensure consistency and adherence to culinary standards.
- c) Monitor inventory levels and storage conditions to prevent spoilage and maintain the freshness of ingredients.

#### **Maintenance and Facilities:**

- a) Establish a preventive maintenance schedule for all equipment and facilities to minimize downtime and ensure operational efficiency.
- b) Conduct regular inspections of common areas, facilities, and infrastructure to identify any maintenance issues or safety hazards.
- c) Implement a system for tracking and addressing guest feedback related to facilities promptly.

#### **Staff Training and Development:**

- a) Provide comprehensive training programs for all staff members to ensure they understand quality standards and service expectations.
- b) Conduct regular performance evaluations and provide feedback to employees to identify areas for improvement.
- c) Encourage a culture of continuous improvement and empower staff to take ownership of maintaining quality standards in their respective roles.

#### **Environmental Sustainability:**

- a) Implement eco-friendly practices and initiatives to reduce the hotel's environmental footprint, such as energy and water conservation measures. The hotel will invest in sustainable energy sources such as Solar and optimize water usage.
- b) Source sustainable and locally sourced materials for hotel operations and amenities wherever possible.

- c) Monitor and report on key sustainability metrics, such as energy consumption and waste generation, to track progress and identify opportunities for improvement.

By implementing these quality control measures, The Gran Vachellia can ensure that every aspect of its operations consistently meets or exceeds the expectations of its guests, thereby maintaining its reputation as a premier destination for luxury hospitality in Karatu.

## FACILITIES AND EQUIPMENT NEEDS:

Before the launch, the hotel will have complete facilities and equipment for 100% operations. Projected facilities and equipment needs, as per the capital expenditure are as per below table;

THE GRAN VACHELLIA	
CAPITAL REQUIREMENTS	
Item/Description	Total
Hotel Buildup (All Rooms)	1,160,000,000.00
Interior Designing	25,000,000.00
Furniture & Fittings	90,000,000.00
Bar and Kitchen Equipment	60,000,000.00
Crockeries and Cutleries	40,000,000.00
Linens	25,000,000.00
Power Back up System (Generator/Solar)	50,000,000.00
Working Capital	250,000,000.00
<b>Total</b>	<b>1,700,000,000.00</b>

## MANAGEMENT TEAM

The Gran Vachellia Hotel is proud to be entrusted to the professional oversight of a distinguished hotel management team, led by an outsourced Hotel Management Company. With a wealth of experience and a commitment to excellence, our management team is poised to elevate the hospitality experience in Karatu.

## MANAGEMENT STRUCTURE

- 1. General Manager:** A seasoned hotel management professional with 10+ years of experience, specializing in overseeing all aspects of hotel operations. Responsible for strategic planning, guest satisfaction, and overall team leadership.
- 2. Finance Manager:** A finance professional with a focus on the hospitality sector. Oversees financial planning, budgeting, and financial reporting to ensure the hotel's fiscal success.
- 3. Sales and Marketing Manager:** A results-oriented marketing expert with extensive experience in promoting hotels and resorts. Drives sales strategies, manages promotional campaigns, and enhances the hotel's market presence.

4. **Front Office Manager:** An experienced front office professional with a focus on guest services. Manages check-in/check-out procedures, concierge services, and ensures a smooth front-of-house operation.
5. **Executive Chef:** A culinary maestro with a rich background in crafting diverse and innovative menus. Oversees the culinary operations, ensuring a delightful dining experience for our guests.
6. **Maintenance Manager:** A skilled maintenance professional with expertise in ensuring the physical integrity of the property. Manages repairs, maintenance schedules, and ensures a safe environment for guests and staff.

## **MANAGEMENT TEAM OVERVIEW:**

The Gran Vachellia's management team, led by an outsourced Hotel Management Company, brings a collective wealth of experience to steer our hotel towards excellence. Each member contributes specialized skills and industry insight to create a seamless and unparalleled hospitality experience. From operational efficiency to culinary mastery, our team is dedicated to making The Gran Vachellia the epitome of luxury and service in Karatu.

## **FINANCIAL PLAN**

### **REVENUE AND COST DRIVERS**

#### **Room Occupancy:**

Maximizing room occupancy through effective marketing strategies, online presence, and partnerships with travel agencies. Implementing dynamic pricing strategies to optimize revenue during peak seasons.

#### **Diverse Accommodation Packages:**

Offering a variety of accommodation packages, including business packages, honeymoon packages, and wellness retreat packages, to cater to different guest segments.

#### **Food and Beverage Sales:**

Promoting the hotel's dining options through targeted marketing, special events, and partnerships. Introducing themed dining nights, culinary festivals, and exclusive chef's table experiences to attract local and international food enthusiasts.

#### **Event Spaces and Conferences:**

Marketing and utilizing event spaces for conferences, weddings, and special events.

Collaborating with local businesses for corporate events and establishing The Gran Vachellia as a preferred venue.

#### **Spa and Wellness Services:**

Attracting guests to the spa and wellness center through strategic promotions, partnerships with local wellness practitioners, and curated wellness packages.

#### **Rooftop Bar:**

Leveraging the unique rooftop bar as a premium venue for private events, cocktail hours, and social gatherings.

Creating signature cocktails and hosting themed nights to drive foot traffic

## **COST DRIVERS:**

### **Labor Costs:**

Managing labor costs through efficient scheduling, cross-training staff, and implementing productivity measures. Monitoring staff turnover and investing in employee training to enhance skills and job satisfaction.

### **Operational Expenses:**

Regularly reviewing and optimizing operational expenses, including utilities, maintenance, and supplies. Negotiating contracts with suppliers to secure favorable terms and pricing.

### **Marketing and Advertising Budget:**

Allocating a budget for targeted marketing campaigns and advertising efforts. Utilizing cost-effective digital marketing channels and tracking the return on investment (ROI) of marketing initiatives.

### **Technology and Infrastructure Maintenance:**

Budgeting for regular maintenance and upgrades of technology systems and hotel infrastructure to ensure optimal functionality. Investing in energy-efficient technologies to control utility costs.

### **Training and Development:**

Allocating resources for continuous staff training and development programs to enhance service quality and guest satisfaction. Balancing training costs with the long-term benefits of skilled and motivated staff.

### **Guest Amenities and Services:**

Managing costs associated with complimentary amenities and guest services while ensuring a high level of guest satisfaction. Offering value-added services to enhance the guest experience without compromising profitability.

### **Health and Safety Measures:**

Allocating resources for health and safety measures, including sanitation, emergency response training, and compliance with health regulations. Investing in technologies and equipment to maintain a safe and secure environment.

### **Revenue and Cost Management Strategy:**

Implementing a robust revenue management system to optimize pricing and maximize revenue. Conducting regular cost-benefit analyses and implementing cost-saving measures without compromising quality. Monitoring key performance indicators (KPIs) to assess the effectiveness of revenue and cost management strategies. By carefully managing revenue drivers and controlling cost drivers, The Gran Vachellia aims to achieve sustainable financial success while providing exceptional experiences for guests.

## **CAPITAL REQUIREMENTS AND USE OF FUND:**

The Gran Vachellia is seeking around TZS 1,750,000,000 to launch the Hotel. The Capital is generally for Capital Expenditures, Operational Costs, Marketing Expenditure, and working capital.

Specifically, the funds will be used as follows:

Hotel Construction to Completion (including finishing of interiors and equipment): **TZS 1,500,000,000**

Working Capital (including marketing expenditures): **TZS 250,000,000**

## KEY ASSUMPTIONS AND FORECASTS:

Below find the key assumptions that went into the Financial Forecast and Summary and summary of the financial projections for the next five years.

Number of Available Rooms	31
Available Bednights per Year	19,644
Average Revenue per Room	TZS 80,000
Average Annual Revenue Growth Rate	5%

THE GRAN VACHELLIA						
5 YEARS PROJECTED ANNUAL INCOME STATEMENT						
		Year 1	Year 2	Year 3	Year 4	Year 5
		2025/2026	2026/2027	2027/2028	2028/2029	2029/2030
		TZS	TZS	TZS	TZS	TZS
<b>Revenues</b>	Accommodation	443,511,200.00	465,686,760.00	512,255,436.00	589,093,751.40	706,912,501.68
	Bar	27,719,450.00	29,105,422.50	32,015,964.75	36,818,359.46	44,182,031.36
	Restaurant	33,263,340.00	34,926,507.00	38,419,157.70	44,182,031.36	53,018,437.63
	Laundry	5,543,890.00	5,821,084.50	6,403,192.95	7,363,671.89	8,836,406.27
	Spa & Wellness	22,175,560.00	23,284,338.00	25,612,771.80	29,454,687.57	35,345,625.08
	Conference	1,100,000.00	1,155,000.00	1,270,500.00	1,461,075.00	1,753,290.00
	Others	1,100,000.00	1,155,000.00	1,270,500.00	1,461,075.00	1,753,290.00
	<b>Total Revenues</b>	<b>534,413,440.00</b>	<b>561,134,112.00</b>	<b>617,247,523.20</b>	<b>709,834,651.68</b>	<b>851,801,582.02</b>
<b>Expenses &amp; Costs</b>	Cost of Goods Sold	119,715,844.00	125,701,636.20	138,271,799.82	159,012,569.79	190,815,083.75
	Marketing Expenses	11,086,349.60	11,640,667.08	12,804,733.79	14,725,443.86	17,670,532.63
	Staff Expenses	143,291,000.00	143,291,000.00	143,291,000.00	150,455,550.00	150,455,550.00
	Other Expenses	122,440,000.00	128,562,000.00	141,418,200.00	162,630,930.00	195,157,116.00
	<b>Total Expenses &amp; Costs</b>	<b>396,533,193.60</b>	<b>409,195,303.28</b>	<b>435,785,733.61</b>	<b>486,824,493.65</b>	<b>554,098,282.38</b>
<b>EBITDA</b>		<b>137,880,246.40</b>	<b>151,938,808.72</b>	<b>181,461,789.59</b>	<b>223,010,158.03</b>	<b>297,703,299.64</b>
	Depreciation	39,653,319.36	42,546,254.32	42,546,254.32	42,546,254.32	42,546,254.32
<b>EBIT</b>		<b>98,226,927.04</b>	<b>109,392,554.40</b>	<b>138,915,535.27</b>	<b>180,463,903.71</b>	<b>255,157,045.32</b>
	Interest	58,566,700.69	58,566,700.69	58,566,700.69	58,566,700.69	58,566,700.69
<b>Net Profit Before Tax</b>		<b>39,660,226.35</b>	<b>50,825,853.71</b>	<b>80,348,834.58</b>	<b>121,897,203.02</b>	<b>196,590,344.62</b>
	Net Operating Loss					
	Income Tax	22,175,560.00	23,284,338.00	25,612,771.80	29,454,687.57	35,345,625.08
<b>Net Income</b>		<b>17,484,666.35</b>	<b>27,541,515.71</b>	<b>54,736,062.78</b>	<b>92,442,515.45</b>	<b>161,244,719.54</b>

## 5 YEARS ANNUAL PROJECTED BALANCE SHEET

	Year 1	Year 2	Year 3	Year 4	Year 5
	2025/2026	2026/2027	2027/2028	2028/2029	2029/2030
	TZS	TZS	TZS	TZS	TZS
<b>ASSETS</b>					
Cash	130,064,378.24	136,567,597.15	143,395,977.01	150,565,775.86	158,094,064.65
Inventory	24,473,265.00	25,696,928.25	26,981,774.66	28,330,863.40	29,747,406.57
<b>Total Current Assets</b>	<b>154,537,643.24</b>	<b>162,264,525.40</b>	<b>170,377,751.67</b>	<b>178,896,639.26</b>	<b>187,841,471.22</b>
Fixed Assets	1,440,000,000.00	1,440,000,000.00	1,440,000,000.00	1,440,000,000.00	1,440,000,000.00
Depreciation	39,653,319.36	42,546,254.32	42,546,254.32	42,546,254.32	42,546,254.32
<b>Net Fixed Assets</b>	<b>1,400,346,680.64</b>	<b>1,397,453,745.68</b>	<b>1,397,453,745.68</b>	<b>1,397,453,745.68</b>	<b>1,397,453,745.68</b>
<b>TOTAL ASSETS</b>	<b>1,554,884,323.88</b>	<b>1,559,718,271.08</b>	<b>1,567,831,497.35</b>	<b>1,576,350,384.94</b>	<b>1,585,295,216.90</b>
<b>LIABILITIES &amp; EQUITY</b>					
Debt	1,148,369,611.74	1,128,905,720.02	1,109,441,828.30	1,089,977,936.58	1,070,514,044.86
Accounts Payable	6,514,712.14	10,812,551.06	23,829,669.05	34,372,448.36	53,281,172.04
Interest Payable					
<b>Total Liabilities</b>	<b>1,154,884,323.88</b>	<b>1,139,718,271.08</b>	<b>1,133,271,497.35</b>	<b>1,124,350,384.94</b>	<b>1,123,795,216.90</b>
Equity Capital	400,000,000.00	400,000,000.00	400,000,000.00	400,000,000.00	400,000,000.00
Retained Earnings		20,000,000.00	34,560,000.00	52,000,000.00	61,500,000.00
<b>Shareholder's Equity</b>	<b>400,000,000.00</b>	<b>420,000,000.00</b>	<b>434,560,000.00</b>	<b>452,000,000.00</b>	<b>461,500,000.00</b>
<b>Total Liabilities &amp; Shareholder's Equity</b>	<b>1,554,884,323.88</b>	<b>1,559,718,271.08</b>	<b>1,567,831,497.35</b>	<b>1,576,350,384.94</b>	<b>1,585,295,216.90</b>