

Confidential

# **KINGJADA HOTELS AND APARTMENTS**

## **Business Plan**

Prepared [January 2024]

**Contact Information**

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# Executive Summary

## Opportunity

### Problem Summary

With the high increase of Tourism demand in the country we are looking forward to come up with the best accommodations and services.

### Solution Summary

We are looking forward to meet the accommodation need for foreigners and locals while assuring best services

### Competition

We have competitors in the Market such as Rotana Hote, Hyatt Hotels, Four points and many other hotels between 4 to 5 stars

### Why Us?

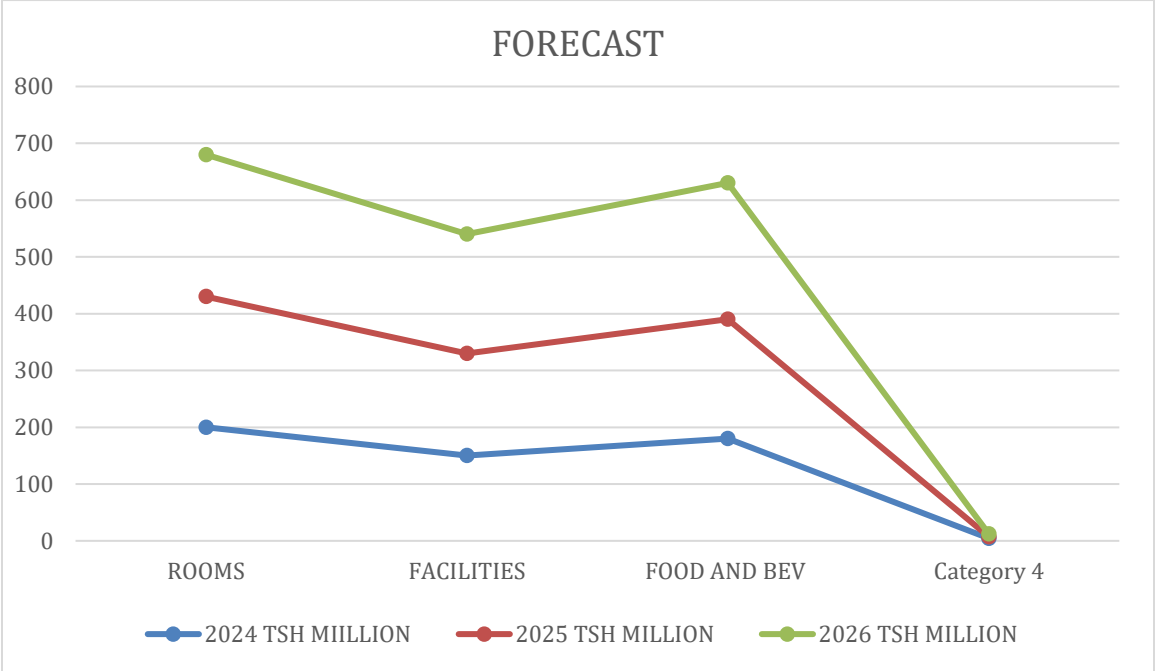
We have the best team and facilities to meet the needs of anyone staying with us , we assure good services and facilities.

## Expectations

### Forecast

Instructions: Write a brief overview of your financial targets. How much do you plan to sell in the next year? What are your long-term sales goals? A tool like [LivePlan](#) can help you create an automated, accurate financial forecast to include in your business plan.

# Financial Highlights by Year



# Opportunity

## Problem & Solution

### **Problem Worth Solving**

Instructions: Write a little more detail than you provided in the Executive Summary about the problem you are solving. What do your customers need? Do they need a better product, a cheaper product, or just a store in a better location? Describe why customers will want to buy from you.

### **Our Solution**

Instructions: Provide additional detail, beyond what you wrote in the Executive Summary, about your product or service. What is unique and special about your company that's going to set it apart from the competition?

# Target Market

## **Market Size & Segments**

We are targeting to have the market within Tanzania and outside Tanzania, whereby the most market will be based on business and leisure customers.

# Execution

## Marketing & Sales

### Sales and Marketing Plan

The company will rely on various methods on creating good sales but as well as marketing the brand, we will hire sales and marketing team In which they will visit corporates and Individual people but as we ll as sharing the strategies to make sure that the brand gets to be known by people within and outside the country,

Social medias will be used as well as graphics.

### Marketing strategies for hotel business plan

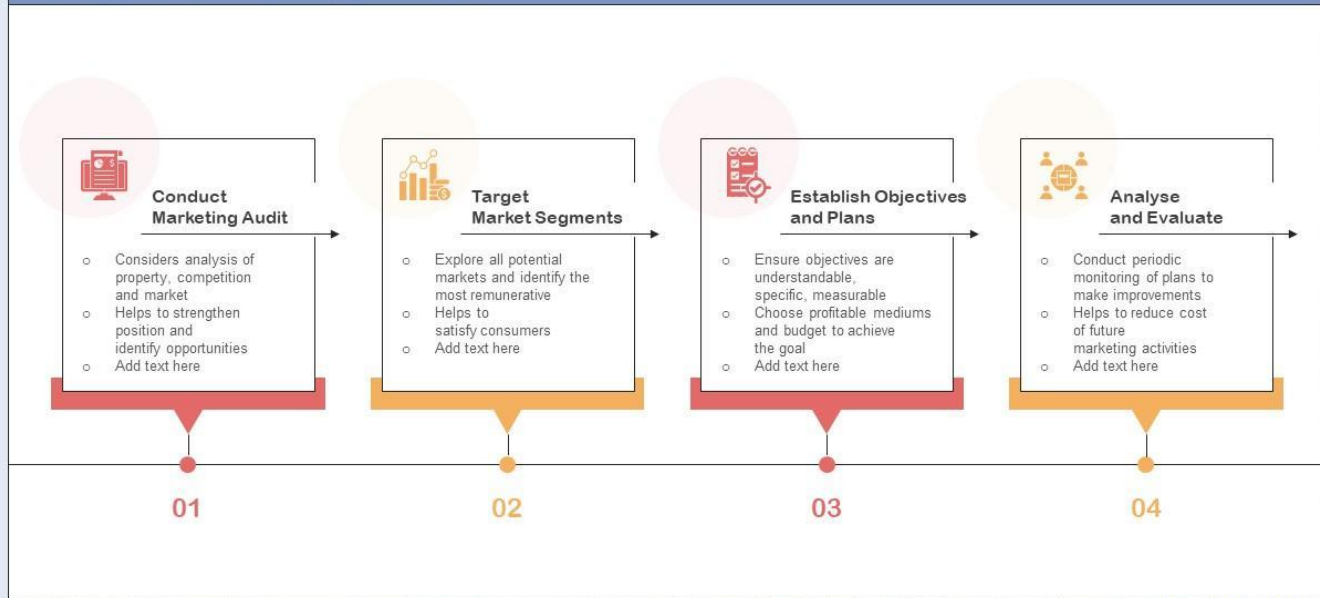
The following slide lists down effective marketing strategies to increase hotel bookings according to the business plan. It covers the following strategies – remarketing, tracking right audience, location marketing, incentives and easy online search.

- Remarketing**
  - o Thorough display of ads through cookies
  - o Minimizes abandonment rate and increase bookings
  - o Add text here
- Ensure Tracking the Right Audience**
  - o Target separate audiences using income targeting tools
  - o Helps craft effective marketing campaigns
  - o Add text here
- Location Marketing**
  - o Promote local events and festivals around the hotel
  - o Helps in better decision making on part of customers
  - o Add text here
- Provision of Incentives**
  - o Upload attractive offers and discounts on first time visits
  - o Ensure building a separate offers page on website
  - o Add text here
- Easy to Search Online**
  - o Ensure keeping up with SEO and current keywords
  - o Resort to competitive bidding on hotel websites
  - o Add text here



# Hotel sales and marketing plan cycle

The following slide represents sales and marketing plan cycle of a hotel to equate potential customers with services offered. It considers the following points – conduct marketing audit, target market segments, establishing objectives and plans ending with analysing and evaluating them.



This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

6

Our marketing plan cycle will allow us to go through the stages in which we will determine our plans through Marketing Audit, Target Market segments, Establish Objectives and plans as well as evaluating the results of the plan we have created this will help us in the future to avoid repeating the plan which didn't work prior., through using our 7 P's which are,

- ❖ Product
- ❖ Price
- ❖ Promotion
- ❖ Place
- ❖ People
- ❖ Packaging
- ❖ Positioning

Our main goals are,

- Increase website Traffic
- Increase revenue
- Boost Customer Loyalty
- Increase In Business Travels

# Operations

## Locations & Facilities

located by Morocco square Dar- es-Salaam

## Technology

The Hotel will be using **Hotel plus system** for both rooms and restaurants for tracking sales and reservations.

# Company

## Overview

This Company name is KINGJADA HOTELS AND APARTMENTS LIMITED. The registered office of the company will be situated in the United Republic of Tanzania, The purpose for which the company is established is to carry on business as a general Commercial Company pursuant to **Section 7 of the Companies Act No,12 of 2002.**

The liability of members is Limited.

The capital of the company is Tanzania shillings 100,000,000 only divided into 1.000 shares of shillings 100,000 each.

The Directors are,

| Director                      | Shares |
|-------------------------------|--------|
| Sanjay Madanraj Shah          | 600    |
| Nyangeta Omar Mwaulanga       | 300    |
| Pravin Satyanarayan Toshniwal | 100    |

# Team

|   |
|---|
| <b>Management Team</b>                          |
| Yohana Julius Mwaigaga-Human Resource Manager   |
| Niloy Mukherjee-General Manager                 |
| Rehema Msika-Executive House Keeper             |
| Suleiman-Food and Beverage Manager              |
| Adeline Mmary-Front office and Training Manager |

# Financial Plan

## Forecast

### Financing

#### Sources of Funds

Company funds, no loan is taken to run the business

# Statements

## Projected Profit & Loss

Instructions: Provide a summary of your financial forecast here.

|                               | FY2024 | FY2025 | FY2026 |
|-------------------------------|--------|--------|--------|
| Revenue                       |        |        |        |
| Direct Costs                  |        |        |        |
| Gross Margin                  |        |        |        |
| Gross Margin %                |        |        |        |
| Operating Expenses            |        |        |        |
| Salary                        |        |        |        |
| Employee Related Expenses     |        |        |        |
| Total Operating Expenses      |        |        |        |
| Operating Income              |        |        |        |
| Interest Incurred             |        |        |        |
| Depreciation and Amortization |        |        |        |
| Income Taxes                  |        |        |        |
| Total Expenses                |        |        |        |
| Net Profit                    |        |        |        |
| Net Profit / Sales            |        |        |        |

# Projected Balance Sheet

Instructions: Include your balance sheet here.

|                            | FY2024 | FY2025 | FY2026 |
|----------------------------|--------|--------|--------|
| Cash                       |        |        |        |
| Accounts Receivable        |        |        |        |
| Inventory                  |        |        |        |
| Other Current Assets       |        |        |        |
| Total Current Assets       |        |        |        |
| Long Term Assets           |        |        |        |
| Accumulated Depreciation   |        |        |        |
| Total Long-Term Assets     |        |        |        |
| Total Assets               |        |        |        |
| Accounts Payable           |        |        |        |
| Income Taxes Payable       |        |        |        |
| Sales Taxes Payable        |        |        |        |
| Short-Term Debt            |        |        |        |
| Prepaid Revenue            |        |        |        |
| Total Current Liabilities  |        |        |        |
| Long-Term Debt             |        |        |        |
| Total Liabilities          |        |        |        |
| Paid-in Capital            |        |        |        |
| Retained Earnings          |        |        |        |
| Earnings                   |        |        |        |
| Total Owner's Equity       |        |        |        |
| Total Liabilities & Equity |        |        |        |

## Projected Cash Flow Statement

Instructions: Include your cash flow statement here.

|  | FY2024 | FY2025 | FY2026 |
|--|--------|--------|--------|
| Net Cash Flow from Operations            |        |        |        |
| Net Profit                               |        |        |        |
| Depreciation and Amortization            |        |        |        |
| Change in Accounts Receivable            |        |        |        |
| Change in Inventory                      |        |        |        |
| Change in Accounts Payable               |        |        |        |
| Change in Income Tax Payable             |        |        |        |
| Change in Sales Tax Payable              |        |        |        |
| Change in Prepaid Revenue                |        |        |        |
| Net Cash Flow from Operations            |        |        |        |
| Investing & Financing                    |        |        |        |
| Assets Purchased or Sold                 |        |        |        |
| Investments Received                     |        |        |        |
| Change in Long-Term Debt                 |        |        |        |
| Change in Short-Term Debt                |        |        |        |
| Dividends & Distributions                |        |        |        |
| Net Cash Flow from Investing & Financing |        |        |        |
| Cash at Beginning of Period              |        |        |        |
| Net Change in Cash                       |        |        |        |
| Cash at End of Period                    |        |        |        |



# Profit and Loss Statement (Annual Detail)

|                               | FY2024 | FY2025 | FY2026 |
|-------------------------------|--------|--------|--------|
| Revenue                       |        |        |        |
| Direct Costs                  |        |        |        |
| Gross Margin                  |        |        |        |
| Gross Margin %                |        |        |        |
| Operating Expenses            |        |        |        |
| Salary                        |        |        |        |
| Employee Related Expenses     |        |        |        |
| Total Operating Expenses      |        |        |        |
| Operating Income              |        |        |        |
| Interest Incurred             |        |        |        |
| Depreciation and Amortization |        |        |        |
| Income Taxes                  |        |        |        |
| Total Expenses                |        |        |        |
| Net Profit                    |        |        |        |
| Net Profit / Sales            |        |        |        |



# Balance Sheet (With Annual Detail)

|                            | FY2024 | FY2025 | FY2026 |
|----------------------------|--------|--------|--------|
| Cash                       |        |        |        |
| Accounts Receivable        |        |        |        |
| Inventory                  |        |        |        |
| Other Current Assets be    |        |        |        |
| Other Current Assets       |        |        |        |
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| Earnings                   |        |        |        |
| Total Owner's Equity       |        |        |        |
| Total Liabilities & Equity |        |        |        |