

SILVERSANDS INVESTMENT LIMITED



SILVERSANDS
INVESTMENT LTD

PROPOSED ESTABLISHMENT OF COMMERCIAL BUILDING AT MASAKI MASASINI

Project Lead: Mr. Muhammed Adbulkader Anam
Location: Masaki, Msasani, Tanzania
Total Projected Capital Investment: USD 10 Million

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1.EXECUTIVE SUMMARY

SILVERSANDS INVESTMENT LIMITED is undertaking the development of a landmark **Commercial Building Project** in the prestigious Masaki–Masasini corridor of Dar es Salaam. This location is widely recognized as one of the most affluent and commercially vibrant zones in Tanzania, strategically positioned to serve multinational corporations, diplomatic missions, international NGOs, premium retailers, and a rapidly growing expatriate population. Masaki has evolved into a high-demand commercial ecosystem due to its strong infrastructure, coastal proximity, and concentration of corporate and lifestyle amenities, making it an ideal destination for Grade-A commercial real estate investments.

The proposed development will consist of a **modern, multi-storey commercial complex** that integrates contemporary architectural design with innovative building technologies. The project aims to create a highly efficient, environmentally conscious, and commercially competitive facility that meets global standards for modern commercial buildings. The building will feature:

- Premium and flexible **office suites** targeting corporate and institutional tenants
- High-visibility **retail shops** suitable for luxury brands, banking services, pharmacies, and boutique stores
- Lifestyle-focused **restaurants and café spaces** designed to attract walk-in traffic and business meetings
- Secure **basement and on-site parking facilities**, addressing a major need in Masaki where parking is chronically constrained
- Advanced **security, surveillance, and smart-building systems** that enhance operational safety and tenant convenience
- High-speed connectivity, backup power systems, water-efficient plumbing, and fire-compliant designs

The project is engineered to become a flagship commercial destination—balancing aesthetic appeal, operational efficiency, and long-term economic value.

From an investment perspective, the project demonstrates exceptionally strong fundamentals. Masaki continues to experience sustained demand for high-end commercial and office space, driven by:

- The growth of multinational firms establishing or expanding operations in Tanzania
- Rising demand for premium retail spaces with high foot traffic
- The need for Grade-A office environments that meet modern corporate and health standards
- The strategic shift of investors toward real estate assets with stable yields and long-term capital security

With these market dynamics, SILVERSANDS INVESTMENT LIMITED anticipates:

- **Strong Return on Investment (ROI)** supported by premium rental rates in Masaki
- **Consistent and predictable rental income**, driven by high occupancy potential
- **Rapid uptake of retail and office units** due to limited supply in comparable locations
- **Significant capital appreciation** of both land and improvements given the rising value of Masaki real estate
- **Diversified tenant mix**, contributing to stable cash flow and reduced risk exposure

Beyond financial returns, the project also supports broader socio-economic development by creating direct and indirect employment opportunities during construction and operational phases, supporting local suppliers, enhancing commercial activity within the district, and contributing to municipal revenues through taxes and levies.

SILVERSANDS INVESTMENT LIMITED's commitment to quality, transparency, and professional development management positions the company as a credible sponsor for this project. The development aligns with its long-term strategic vision to build a portfolio of sustainable, high-performing real-estate assets within Tanzania's prime economic zones.

Overall, the Masaki Commercial Building project is not only financially viable but also strategically positioned to become one of the most sought-after business addresses in Dar es Salaam—delivering superior value to investors, tenants, and the community at large

2. COMPANY BACKGROUND

SILVERSANDS INVESTMENT LIMITED is a fully registered Tanzanian company established with a long-term strategic vision to become a leading player in the real estate, property development, and commercial asset management sectors. The company was founded to address the rapidly increasing demand for modern commercial infrastructure in Tanzania's urban centers, with a particular focus on high-growth zones such as Dar es Salaam, Dodoma, Arusha, and Mwanza.

Since its establishment, SILVERSANDS has positioned itself as a forward-thinking investment vehicle dedicated to the creation of sustainable, modern, and economically viable property developments. The company operates with a philosophy rooted in professionalism, innovation, and long-term value creation. This approach has enabled SILVERSANDS to build strong relationships with architects, contractors, financial institutions, regulators, and strategic partners, ensuring that all developments under its portfolio meet local and international standards.

The core business activities of SILVERSANDS INVESTMENT LIMITED include:

1. Real Estate Investment:

- Acquisition of strategic land parcels located in high-demand commercial zones.
- Development of income-generating real-estate assets such as offices, retail properties, and mixed-use complexes.

2. Property Development:

- Planning, designing, and executing large-scale real-estate projects.
- Working with professional consultants to ensure compliance with environmental, architectural, and municipal requirements.
- Delivering modern buildings that incorporate efficiency, safety, and sustainability.

3. Commercial Leasing & Asset Management:

- Managing leasing operations for commercial tenants across retail, office, hospitality, and service industries.

- Ensuring tenant retention through professional property management services, preventive maintenance, and customer-centric support systems.

4. Strategic Infrastructure Development:

- Investing in projects that support urban expansion and modernization.
- Supporting government objectives under Tanzania's industrialization and urban development policies, including improved commercial infrastructure and job creation.

As part of its long-term vision, SILVERSANDS aims to build a diversified portfolio of real-estate assets capable of generating stable, predictable cash flows. The company focuses on projects that demonstrate strong commercial fundamentals, competitive return profiles, and a clear demand-supply gap within their respective markets.

Why	Masaki	Masasini?
<p>SILVERSANDS INVESTMENT LIMITED selected Masaki Masasini as the site for this flagship commercial building due to its unique combination of strategic commercial visibility, high spending power, and limited availability of Grade-A commercial space. Masaki is home to embassies, multinational corporations, luxury retail brands, diplomatic missions, and high-income residents. This environment makes it one of the few locations in Tanzania where premium office and retail developments achieve near-full occupancy and command some of the highest rental yields in the country.</p>		

The company recognizes Masaki as a commercial corridor undergoing rapid transformation shaped by:

- Continuous growth in corporate presence
- Strong demand for high-quality retail and office space
- Rising real-estate values and sustained investor interest
- Increasing expatriate population and diplomatic footprint
- Strategic road network improvements enhancing accessibility

With its strong governance structure, professional management approach, and clear strategic direction, SILVERSANDS INVESTMENT LIMITED is well positioned to successfully develop, operate, and maintain the proposed

Commercial Building at Masaki Masasini. The company's financial discipline, commitment to quality, and reputation for transparency further strengthen its ability to attract investors, tenants, and financing partners for the project.

This commercial development represents a significant step toward expanding SILVERSANDS' footprint in Tanzania's premium real-estate sector while reinforcing its mission to deliver modern, efficient, and high-value commercial infrastructure that contributes to national economic development.

3. PROJECT DESCRIPTION

3.1 Project Location – Masaki Masasini

The proposed commercial building will be developed in **Masaki Masasini**, one of the most prestigious and commercially vibrant neighborhoods in Dar es Salaam. Masaki is strategically situated on the Msasani Peninsula within the Kinondoni District—a location that has historically attracted high-end commercial, diplomatic, and residential investment due to its unique blend of accessibility, security, and socio-economic affluence.

Masaki's commercial profile has strengthened significantly over the past decade, driven by rapid urbanization, continuous road upgrades, and the influx of multinational companies seeking high-grade office environments. The area hosts various embassies, international NGOs, UN agencies, corporate headquarters, boutique retail stores, and hospitality establishments. This concentration of economic activity has created a strong and sustained demand for premium commercial space, which the proposed development is positioned to meet.

Additional locational advantages include:

- **Proximity to diplomatic institutions:** The presence of U.S., South African, French, and other embassies increase security ratings and commercial vibrancy, making the area highly desirable for corporate tenants.
- **Accessibility:** Masaki is accessible via major arterial routes, including Haile Selassie Road, Chole Road, and Toure Drive, easing transportation for tenants, customers, and suppliers.
- **High-end demographic:** The neighbourhood hosts affluent residents and a large expatriate community with significant purchasing power—key influencers of premium commercial activity.
- **Retail and hospitality strength:** Its commercial ecosystem includes hotels, coffee shops, fine dining restaurants, shopping centers, and entertainment venues, ensuring constant foot traffic and business activity.
- **Proximity to coastline:** The scenic Indian Ocean coastline enhances the attractiveness of the area for lifestyle-oriented tenants, restaurants, and high-end brands.

Given these unique attributes, Masaki Masasini stands out as an optimal location for a modern commercial property that caters to businesses seeking prestige, convenience, and visibility.

The proposed site offers:

- **High commercial visibility** due to its road frontage
- **A strong market position** in a supply-constrained environment
- **Favorable zoning conditions** for commercial developments
- **Excellent investment potential** driven by rising property values in Masaki

Overall, the project location is not only prime but strategically aligned with current and projected commercial real-estate trends in Tanzania.

3.2 Concept & Scope of the Project (Greatly Expanded)

The proposed development is a **premium, multi-storey Commercial Building** engineered to address the growing demand for high-quality retail and corporate office spaces within the Masaki area. The building integrates modern architectural design, sustainable engineering systems, superior interior finishing, and advanced building management technologies.

The concept is centered around three main pillars:

1. Functionality – Flexible and market-responsive commercial spaces

The building is designed to support a wide range of commercial activities, from retail shops and banking services to corporate offices, technology companies, and lifestyle businesses. Floor layouts will be modular, allowing for easy subdivision or full-floor occupation depending on tenant needs.

2. Aesthetics – A modern architectural landmark

The façade will blend glass, aluminum, and reinforced concrete to deliver a sleek, contemporary appearance consistent with global commercial buildings. Architectural emphasis will be placed on natural lighting, open spatial flow, and external presence.

3. Sustainability – Energy-efficient and environmentally compliant

The project integrates modern building technologies aimed at reducing energy consumption, minimizing environmental impact, and supporting green building standards.

This includes efficient HVAC systems, LED lighting, water conservation systems, solar integration options, and heat-reflective materials.

Detailed Building Components

GROUND FLOOR – Commercial Retail Zone

The ground floor will serve as the high-traffic commercial zone with:

- Retail shops targeting pharmacies, convenience stores, boutique brands, cosmetics, electronics, and lifestyle products
- A banking hall or financial service outlet
- Restaurant or café areas designed to attract foot traffic and serve both building tenants and surrounding clientele
- Spacious lobby with professional reception, security desk, and digital tenant directory
- High visibility frontage to enhance commercial exposure for retailers

The design is intended to maximize natural foot traffic and ensure long-term occupancy for retail tenants.

1st–5th FLOORS – Premium Office Spaces

Each floor will be designed to provide flexible office configurations suitable for:

- Corporate headquarters
- NGOs and development agencies
- Legal and consulting firms
- Technology and IT companies
- Architectural, engineering, and design firms
- Financial institutions

Standard floor amenities include:

- Fiber-optic internet connectivity
- Gypsum partitions for soundproofed office spaces
- Air-conditioning and ventilation systems

- Common-area washrooms (male, female, disabled-access)
- Tenant-controlled electrical metering
- High ceilings for better ventilation and lighting

Floor plates will allow:

- Open-plan offices
- Subdivided office modules
- Executive suites with boardrooms
- Multi-tenant arrangements

The floors are engineered to deliver maximum efficiency and comfort.

BASEMENT – Secure Parking & Support Systems

Given Masaki's parking challenges, the basement is a key competitive advantage.

It includes:

- Parking capacity designed according to municipal standards
- Separate entry and exit routes for safety and flow control
- Ventilation and extraction systems
- Water tanks and pump room
- Generator room
- Waste disposal area
- Staff rest and service areas

Security systems include:

- CCTV with 24/7 monitoring
 - Access-controlled entry gates
 - Fire suppression and emergency systems
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ROOFTOP – Multipurpose Event & Hospitality Space

The rooftop space will be utilized for:

- A modern restaurant or lounge
- A corporate events and conferencing area
- Executive meeting rooms
- Outdoor seating with ocean/breezeway views

This space enhances the building's commercial asset value and offers an additional revenue stream.

BUILDING SYSTEMS – Smart, Safe & Efficient Infrastructure

The building will integrate high-grade engineering and smart systems:

- **Two passenger lifts** to support peak traffic
 - **Fire safety systems** including extinguishers, hydrants, alarms, and emergency exits
 - **Backup generator** ensuring uninterrupted business operations
 - **CCTV & biometric access control** for enhanced security
 - **HVAC (air-conditioning) systems** optimized for energy efficiency
 - **Fiber-optic internet backbone** to support modern digital operations
 - **Water storage tanks**, pumping systems, and modern plumbing
 - **Solar system provisions** for future energy efficiency upgrades
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Project Objectives (Expanded)

The project seeks to achieve the following objectives:

1. Provide a world-class, modern commercial facility in Masaki
2. Create long-term, sustainable rental income for SILVERSANDS
3. Address the scarcity of high-grade commercial space in Dar es Salaam

4. Offer flexible commercial solutions tailored to different sectors
 5. Enhance property value through architectural quality and location advantage
 6. Support employment and the local economy through construction and operations
 7. Deliver a green and sustainable commercial building compliant with best practices
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Strategic Relevance of the Project

- Aligns with the growing corporate demand for modern commercial environments
- Strengthens Dar es Salaam's competitiveness as a business hub
- Contributes to Tanzania's real estate modernization agenda
- Enhances SILVERSANDS' corporate portfolio and brand positioning

4. MARKET ANALYSIS

The commercial real estate market in Dar es Salaam—particularly in Masaki—has undergone significant transformation over the past decade. Economic growth, urban expansion, and the entry of multinational organizations have fuelled demand for high-quality commercial premises. The Masaki–Msasani Peninsula has evolved into one of the most prominent mixed-use districts in the country, featuring a balanced blend of corporate offices, retail outlets, upscale restaurants, boutique shops, and high-end residential developments.

The proposed commercial building by SILVERSANDS INVESTMENT LIMITED is strategically aligned with these market dynamics and is positioned to meet the growing need for modern, efficient, and premium-quality commercial spaces.

4.1 REAL-ESTATE DEMAND IN MASAKI (Highly Expanded)

Masaki stands out as one of the **top-performing commercial micro-markets** in Tanzania due to a combination of economic, demographic, and infrastructure-related factors.

Key Demand Drivers

1. Concentration of Multinational Corporations and Diplomatic Missions

Masaki hosts numerous embassies, NGOs, and foreign agencies, including the U.S. Embassy, EU offices, and various international development organizations. Their presence creates a stable demand base for high-end office spaces that meet international standards of security, accessibility, and comfort.

2. Strong Corporate and Expatriate Population Growth

The area's upscale residential environment—combined with international schools, consulates, health facilities, and shopping districts—attracts expatriates and high-income professionals. These demographic fuels demand for retail services, cafes, gyms, premium office environments, private clinics, and other commercial services.

3. Limited Supply of Grade-A Commercial Properties

Although Dar es Salaam has experienced an expansion in real estate development, supply of **top-tier commercial buildings** remains low, especially in Masaki. Most existing structures are outdated and do not meet modern standards of efficiency, safety, parking, and amenities.

This supply–demand gap positions SILVERSANDS’ new commercial building to capture a significant share of the premium tenant market.

4. Strong Retail and Hospitality Ecosystem

Masaki’s hospitality industry is robust, with numerous hotels, boutique restaurants, and lifestyle spaces. This creates natural foot traffic and ensures consistent demand for retail shops, cafés, banking halls, and lifestyle-oriented commercial spaces within new developments.

5. Proximity to Regional and International Business Hubs

Masaki’s proximity to:

- Oysterbay
- City Centre
- Msasani
- Slipway
- Sea Cliff
- Mikocheni

enhances its attractiveness as a business address. Corporations prefer locations that are prestigious yet accessible, making Masaki one of the most competitive zones for commercial investment.

6. Rising Rental Prices and Occupancy Levels

Rental prices in Masaki are among the highest in Tanzania. Current averages:

- **Retail shops:** TZS 45,000 – 85,000 per sqm
- **Office space:** TZS 35,000 – 60,000 per sqm
- **Premium, fully serviced offices:** Up to TZS 90,000+ per sqm

Vacancy rates in premium buildings are typically **below 10%**, indicating healthy market absorption.

7. Infrastructure Improvements

Road upgrades, improved street lighting, enhanced security, and improved municipal services have strengthened Masaki's status as a commercial hotspot. This upward trend is expected to continue as Dar es Salaam expands northward.

8. Shift Toward Modern and Sustainable Buildings

Post-pandemic corporate tenants increasingly prefer:

- Larger floor plates
- Natural ventilation
- High-speed internet
- Backup power systems
- Secure parking
- Smart building controls

Most existing buildings in Masaki lack these features, reinforcing the competitive advantage of the proposed development.

4.2 TARGET TENANTS

The proposed building is designed to accommodate a high-quality, diversified tenant mix to enhance income stability and reduce reliance on any single industry.

1. Corporate Offices

Ideal for:

- Multinational companies
- Regional headquarters
- Local corporate offices
- Financial services firms
- Insurance companies

These tenants value modern amenities, security, and accessible locations.

2. Banking and Financial Institutions

Banks increasingly seek high-visibility locations in premium areas to serve corporate clients and affluent residents.

3. Technology and Telecommunications Companies

The digital economy is expanding rapidly, and tech firms require:

- High-speed connectivity
- Efficient office layouts
- Secure environments

Masaki's demographics attract fintech startups, software developers, and tech support firms.

4. NGOs and Development Agencies

Dar es Salaam hosts a large number of international NGOs and foundations. Masaki is a preferred location due to diplomatic proximity and high security.

5. Embassies and Diplomatic Attachés

Consulates and diplomatic offices often seek:

- Quiet, safe locations
- High standards of construction
- Professional property management

6. Retailers & Luxury Brands

Retail tenants may include:

- Pharmacies
- Opticians
- Beauty & cosmetic shops
- Boutique fashion stores
- Jewelry houses
- Mobile network stores
- Home décor & lifestyle brands

These retailers benefit from Masaki's high purchasing power.

7. Restaurants, Cafés, and Coffee Shops

The affluent population and expatriate community create strong demand for:

- Rooftop lounges
- Cafés
- Fine dining restaurants
- Healthy and fast-casual dining brands

These tenants provide high rental yields and attract customer foot traffic.

8. Professional Service Providers

Including:

- Law firms
- Accountancy and audit firms
- Architectural and engineering firms
- HR and recruitment agencies
- Medical specialists and private clinics

These tenants require professional, well-maintained environments.

Tenant Mix Strategy

A balanced mix of offices, retail, hospitality, and professional services enhances:

- Cash flow diversification
- Long-term stability
- Resilience during market fluctuations

4.3 COMPETITOR ANALYSIS

Although Masaki has several commercial developments, the market remains highly under-supplied relative to demand.

Key Competitors

1. Sea Cliff Village

A mixed-use centre with strong foot traffic, but:

- High occupancy levels
- Limited availability
- Older infrastructure compared to proposed development

2. The Slipway

A waterfront mixed-use development known for tourism and leisure, but:

- Retail-focused
- Not ideal for corporate office tenants
- Parking constraints

3. Regent Business Park

Located outside Masaki but attracting office tenants, however:

- Distance from coastal Masaki reduces prestige
- Traffic congestion affects accessibility

4. Oysterbay Commercial Clusters

A scattered assortment of converted residential properties, many of which:

- Lack modern commercial standards
- Are not purpose-built for offices
- Have outdated infrastructure

Competitive Advantages of the SILVERSANDS Development

1. **Modern, purpose-built architecture** (not converted houses).
2. **Superior amenities** including parking, lifts, security, smart systems.
3. **Flexible floor plans** ideal for both small and large tenants.
4. **Prime Masaki location**—high prestige value.
5. **Energy-efficient features** that reduce tenant operating costs.
6. **Professional property management** ensuring long-term tenant retention.

7. **Rooftop hospitality space**, a unique competitive feature.

8. **High visibility frontage**, which many competitors lack.

The competitive landscape signals **strong market opportunity** with room for a new, high-grade commercial development.

5. TECHNICAL & ARCHITECTURAL PLAN

The proposed Commercial Building at Masaki Masasini has been conceptualized as a **modern, environmentally responsible, technologically advanced, and architecturally iconic multi-storey development**. The design integrates aesthetic excellence with functional efficiency and adheres to Tanzanian building codes, municipal requirements, and international best practices for commercial properties.

The technical plan focuses on structural integrity, operational efficiency, tenant comfort, safety compliance, and long-term sustainability. The architecture aims to create a landmark building that contributes positively to the skyline of Masaki while offering an elevated commercial experience for tenants.

5.1 Building Features (Greatly Expanded)

1. Modern Architectural Façade

The building façade will be constructed using durable and visually appealing materials including:

- Tempered glass curtain walls for natural lighting
- Aluminum composite panels (ACP) for aesthetic appeal
- Reinforced concrete structural framework designed for longevity
- Sun-shading louvers to reduce heat gain and improve energy efficiency

The façade is engineered to create a strong visual identity while minimizing operational cooling costs through heat-reflective and insulated materials.

2. Energy-Efficient Architectural Design

Energy efficiency is a core principle of the design to reduce long-term operational costs for tenants. Features include:

- LED lighting systems
- Low-energy HVAC systems
- Motion-sensor lighting in common areas
- Provision for rooftop solar installations

- Double-glazed windows to reduce energy loss
- Thermal insulation materials within walls and roof

This positions the building as one of the most sustainable commercial facilities in the Masaki area.

3. High-Capacity Air-Conditioning & Ventilation System

To maintain a comfortable working environment throughout the year, the building will be equipped with:

- Central VRF/VRV air-conditioning systems
- Fresh-air mechanical ventilation
- Intelligent temperature zoning per floor / per office
- Environmentally friendly refrigerants
- Noise-suppressed outdoor units

These systems optimize tenant comfort while maintaining operational efficiency.

4. Fire Safety & Emergency Infrastructure

The building will comply with Fire & Rescue Act requirements and OSHA standards through an integrated safety ecosystem:

- Fire-rated doors
- Smoke detectors, heat sensors, and alarm panels
- Fire hydrants and hose reel systems in corridors
- ABC dry chemical and CO₂ extinguishers
- Clearly marked emergency exits and staircases
- Emergency lighting in all escape routes
- Fire-fighting water tank and electric pump system

This ensures full compliance with safety regulations and provides peace of mind to occupants.

5. Noise-Insulated Office Partitions

Given the professional nature of the building, acoustics are essential. Offices will incorporate:

- Gypsum or glass partitions with acoustic insulation
- Solid doors with rubber gaskets for sound isolation
- Flooring materials designed to minimize footstep noise
- Acoustic ceiling tiles for boardrooms and executive suites

This enhances privacy for meetings, corporate operations, and client interactions.

6. Handicap-Friendly & Inclusive Design

The building will be accessible to all users, including persons with disabilities (PWD), through:

- Ramps at building entrance
- A dedicated accessibility elevator
- Accessible restrooms on each floor
- Braille-enabled elevator buttons
- Wide corridors for wheelchair maneuverability

This ensures compliance with building regulations and modern inclusivity standards.

7. Smart Building Technology

To improve operational efficiency, security, and convenience, the building will incorporate smart systems including:

- Digital access control (RFID/keycard/biometric)
- High-resolution CCTV surveillance (24/7 monitoring)
- Automatic door systems at key access points
- Building Management System (BMS) for central monitoring
- Fiber-optic backbone for high-speed internet
- Integration-ready platform for IoT and future upgrades

These features enhance tenant satisfaction and modernize the building's functionality.

8. Backup Power & Electrical Systems

The building will be supported by:

- A high-capacity diesel generator
- Automatic Transfer Switch (ATS) for seamless changeover
- Dedicated electrical room with circuit segregation
- Lightning protection systems
- Underground armored cabling for safety and durability

This ensures uninterrupted business operations even during outages.

9. Water, Plumbing & Sanitation Systems

- Underground water tanks (minimum 30,000–50,000 liters capacity)
- Roof-level water reserve tank
- Modern plumbing systems with pressure-regulated pumps
- High-grade piping to reduce leakage and maintenance
- Grease traps installed for restaurant areas
- Separate drainage systems for stormwater and sewage

This ensures reliable, clean water supply and efficient waste management.

10. Security & Access Management Systems

Safety is prioritized through:

- 24/7 manned security
- Surveillance cameras across all key areas
- Magnetic door locks
- Visitor management system
- Electric fencing where permissible

- Secure basement entry control

Tenants benefit from a secure working environment.

5.2 Floor Area Distribution (Expanded)

The building has been designed to maximize commercial utility while maintaining premium architectural flow. The distribution is as follows:

Basement – Parking & Support Facilities

The basement level is essential due to Masaki's chronic parking shortages. It will include:

- Adequate vehicle parking for tenants and visitors
- Mechanical ventilation and extraction fans
- Fire detection and suppression systems
- Water pump rooms and electrical panels
- Generator room
- Waste management room
- Staff facilities

The basement is engineered for structural integrity and efficient vehicle movement.

Ground Floor – High-Traffic Commercial Zone

The ground floor is designed to attract walk-in clientele and maximize commercial exposure through:

- Retail shops with glass frontages
- Banking hall or financial service outlets
- Restaurant or coffee shop zone
- Concierge and modern reception area
- Spacious lobby with double-height ceiling
- Tenant directory signage displays
- Access-controlled entry points

This floor sets the tone for the building and enhances its commercial appeal.

1st – 5th Floors – Grade-A Office Spaces

Each upper floor is optimized for professional use with:

- Open-plan offices
- Executive suites and boardrooms
- High ceilings and large windows for natural lighting
- Soft and hard partition flexibility
- Shared amenities such as washrooms and kitchenette space
- Fiber internet connectivity
- Air-conditioning and ventilation ducts

These floors are positioned to attract premium corporate tenants.

Rooftop – Hospitality, Events & Premium Experience

The rooftop level is designed as a multipurpose space capable of generating additional rental income through:

- Rooftop restaurant or café
- Corporate event space
- Private lounge / executive business club
- Ocean-view seating areas (where applicable)
- Space for networking events, product launches, and private functions

The rooftop adds a unique selling proposition to the building, differentiating it from competitor developments.

5.3 Structural & Engineering Considerations (NEW)

The building will be engineered according to:

- Tanzania Building Standards
- ACI (American Concrete Institute) guidelines
- British Standards for reinforced concrete

- Municipal permit conditions

Key features include:

- Strong reinforced concrete columns and beams
- Deep foundation system appropriate for Masaki's soil profile
- Earthquake-resistant design elements
- Load-bearing capacity appropriate for commercial occupancy
- Corrosion-protected rebar due to coastal proximity

5.4 Environmental & Sustainability Features (NEW)

To align with global sustainability trends:

- Rainwater harvesting provisions
- Solar panel readiness on the rooftop
- Energy-efficient HVAC
- Low-flow water fixtures
- Waste segregation systems
- Use of recyclable materials where possible

This reduces operational costs and enhances long-term asset value.

6. OPERATIONAL PLAN

The operational plan defines how the Commercial Building at Masaki Masasini will be managed, maintained, and positioned in the market throughout its lifecycle. A well-structured operational model is essential for ensuring financial sustainability, asset preservation, tenant satisfaction, and long-term value creation for SILVERSANDS INVESTMENT LIMITED.

The operations framework is designed to meet international real-estate management standards while reflecting Tanzania's regulatory, environmental, and commercial context. It outlines the systems, personnel, procedures, and service providers required to ensure that the building performs optimally as a high-end commercial asset.

SILVERSANDS may choose to operate the building internally or outsource the management functions to a professional property management firm with proven experience in managing Grade-A commercial buildings. The decision will be guided by operational efficiency, cost-effectiveness, tenant satisfaction, and long-term asset value.

6.1 OVERALL OPERATIONAL MANAGEMENT STRUCTURE

Operational functions will be organized under five core management pillars:

- 1. Property and Tenant Management**
- 2. Facilities and Utility Management**
- 3. Security, Safety, and Risk Management**
- 4. Maintenance, Repair, and Asset Preservation**
- 5. Financial and Administrative Management**

Each pillar includes multiple sub-functions to ensure comprehensive oversight and smooth operations.

6.2 PROPERTY AND TENANT MANAGEMENT (Expanded)

Tenant management is a critical component of operational success, especially in a premium location like Masaki where tenants expect professional, reliable, and efficient property services.

Key tenant management activities include:

1. Tenant Recruitment and Screening

- Marketing available spaces through agencies, listings, and targeted corporate outreach.
- Screening tenant profiles to ensure alignment with the building's brand and operational standards.
- Negotiating lease terms that protect the landlord's interest while accommodating tenant needs.

2. Leasing and Contract Administration

- Issuing lease agreements, renewal notices, and tenancy amendments.
- Maintaining accurate digital and physical records for all tenants.
- Monitoring lease expiry dates to minimize vacancy downtime.

3. Tenant Onboarding and Orientation

- Providing tenants with building rules, emergency procedures, and fit-out guidelines.
- Coordinating tenant space customization and fit-out works.
- Ensuring smooth move-in procedures with minimal disruption to other occupants.

4. Tenant Relations and Communication

- Establishing a Tenant Service Desk to handle requests, inquiries, and complaints.
- Conducting satisfaction surveys to improve service delivery.
- Organizing periodic tenant meetings for building updates, parking assignments, and feedback sessions.

5. Tenant Retention Strategy

- Offering incentives for long-term tenants.
- Providing responsive maintenance and rapid issue resolution.
- Enhancing property value through continuous upgrades and improvements.

Effective tenant management ensures high occupancy rates, reduced tenant turnover, and stable rental income for SILVERSANDS.

6.3 FACILITIES AND UTILITY MANAGEMENT (Significantly Expanded)

Operational efficiency in a commercial building relies heavily on proper management of utilities and facilities. The building will integrate various systems that require continuous supervision.

1. Electricity Management

- Monitoring consumption for common areas and tenant spaces.
- Ensuring uninterrupted supply through ATS-linked generator backup.
- Coordinating with TANESCO for load upgrades, billing, and emergency issues.
- Promoting energy efficiency through LED lighting, motion sensors, and controlled HVAC use.

2. Water Supply Management

- Managing underground and rooftop tanks to ensure continuous supply.
- Regular cleaning of tanks and monitoring pump performance.
- Coordinating with DAWASA for supply issues and metering.
- Promoting water conservation within the building.

3. HVAC System Operations

- Scheduling preventive maintenance for VRF/VRV systems.
- Monitoring temperature, airflow, and system efficiency.
- Implementing energy-saving protocols to reduce running costs.

4. Waste Management & Environmental Hygiene

- Designating separation points for organic, recyclable, and general waste.
- Establishing contracts with licensed waste disposal companies.
- Ensuring cleanliness in all common areas and office levels.

5. Lift & Escalator Management

- Monthly servicing by certified technicians.
- Daily inspections for safety and functionality.
- Emergency rescue procedures for lift breakdown scenarios.

Managing utilities efficiently reduces costs, maximizes uptime, and enhances tenant satisfaction.

6.4 SECURITY, SAFETY & RISK MANAGEMENT (Deep Expansion)

Given the high-profile tenant base expected in Masaki, security and safety management must be robust.

1. 24/7 Security Surveillance

- Deployment of trained guards at all entry and exit points.
- CCTV monitoring rooms with continuous surveillance.
- Controlled vehicular and pedestrian access using RFID/biometric systems.

2. Fire Safety Management

- Regular testing of fire alarms, hydrants, sprinklers, and extinguishers.
- Conducting fire drills and emergency evacuation training.
- Maintaining compliance with Fire & Rescue Department inspections.

3. Health & Safety Procedures

- Ensuring OSHA compliance across all building operations.
- Safety signage installation and hazard communication.
- Providing first aid kits and trained personnel.

4. Risk Monitoring & Reporting

- Identifying operational risks such as water leaks, electrical faults, or structural issues.
- Establishing a risk reporting and escalation protocol.
- Maintaining insurance coverage for building, liability, equipment, and workers.

6.5 MAINTENANCE, REPAIR & ASSET PRESERVATION (Expanded)

A structured maintenance plan extends the lifespan of the building and reduces long-term costs.

1. Preventive Maintenance

Routine inspections and scheduled servicing of:

- Electrical systems
- Plumbing networks
- Fire equipment
- HVAC systems
- Lifts and escalators
- Roofing and terraces
- Parking systems

Preventive maintenance minimizes breakdowns and protects the asset's long-term value.

2. Corrective (Reactive) Maintenance

- Addressing issues as reported by tenants or detected by staff.
- Providing rapid response mechanisms for water leaks, electrical faults, and HVAC breakdowns.
- Ensuring minimal operational disruption to tenants.

3. Seasonal Maintenance

- Preparing the building for heavy rains and humid conditions.
- Waterproofing inspections and drainage cleaning.
- Adjusting HVAC operations for seasonal load differences.

4. Long-Term Capital Replacement Plan

Developing a replacement schedule for:

- Lifts (10–15 years)
- HVAC systems (7–12 years)

- Interior finishes (5–7 years)
- External façade maintenance (periodic washing & repainting)
- Furniture, fixtures, and equipment

This ensures financial preparedness for future high-cost replacements.

6.6 FINANCIAL & ADMINISTRATIVE MANAGEMENT (Fully Expanded)

Effective financial management ensures predictable returns and accountability.

1. Rent Collection & Billing Administration

- Automated issuance of rental invoices.
- Monitoring rent arrears and enforcing lease terms.
- Managing security deposits and annual escalation clauses.

2. Service Charge & Utility Recovery

- Preparing transparent service charge budgets.
- Cost-sharing based on occupancy and floor area.
- Charging tenants for electricity, water, and maintenance allocations.

3. Accounting & Financial Reporting

- Monthly, quarterly, and annual financial statements.
- Cash flow reporting to SILVERSANDS.
- Budgeting and variance analysis.
- Financial audits and tax compliance with TRA.

4. Vendor & Contract Management

- Procuring and managing contracts for cleaners, security, lift technicians, landscaping, and waste collectors.
- Monitoring vendor performance through KPIs.

5. Asset Valuation & Insurance Administration

- Annual valuation updates for property.

- Managing building, liability, and equipment insurance.

6.7 PROPERTY MANAGEMENT TEAM STRUCTURE

The operational team may include:

- Property Manager
- Facility/Building Engineer
- Accountant / Billing Officer
- Security Supervisor
- Cleaning Supervisor
- Maintenance Technicians
- Customer Service / Tenant Relations Officer

This structure ensures seamless day-to-day operations.

6.8 OUTSOURCING OPTION

SILVERSANDS may outsource operations to a professional Facilities Management company. Advantages include:

- Specialized expertise
- Reduced administrative burden
- Predictable operational expenses
- Strong compliance and documentation
- Enhanced asset value through professional management

7.MARKETING & LEASING STRATEGY

The success of the Commercial Building at Masaki Masasini depends significantly on a well-structured, proactive, and data-driven marketing and leasing strategy. Given Masaki's reputation as a premium commercial zone—with sustained demand for Grade-A office and retail space—a strong and targeted leasing model will ensure high occupancy, stable cash flows, and long-term asset value for SILVERSANDS INVESTMENT LIMITED.

The marketing strategy integrates **brand positioning, market segmentation, tenant acquisition, tenant retention, pricing strategy, and partnership development**, all supported by professional communication and digital marketing tools.

Below is a fully expanded version.

7.1 BRAND POSITIONING AND VALUE PROPOSITION

The building will be positioned as a **premium, modern, efficient, and secure commercial complex**, designed for businesses seeking prestige, visibility, and operational convenience.

Core Value Proposition Offered:

1. Prime Location Advantage

- Located in Masaki Masasini, one of Tanzania's most upscale commercial zones.
- Close proximity to embassies, multinationals, luxury residences, international schools, and high-income consumers.

2. Modern Grade-A Infrastructure

- Smart building systems, security technologies, elevators, backup power, large glass façade, energy-efficient systems, and flexible floor plans.

3. Professional Property Management

- Ensuring high service quality, maintenance, tenant communication, and operational consistency.

4. Flexible Leasing Solutions

- Options for full floors, subdivided spaces, long-term leases, and premium retail frontages.

5. A unique rooftop hospitality zone

- Adds prestige, foot traffic, and branding opportunities for tenants.

7.2 TARGET MARKET SEGMENTATION (Expanded)

A segmented marketing approach ensures that SILVERSANDS attracts the right mix of tenants capable of paying premium rentals and maintaining long-term occupancy.

1. Corporate Tenants (Primary Segment)

- Multinationals
- Local corporate headquarters
- Banks, insurance, and financial institutions
- Telecommunications and ICT companies
- Energy, mining, oil & gas support firms
- Consulting, law firms, accounting firms

Reason for targeting: They have stable financial capacity, long-term leasing preferences, and high-quality space requirements.

2. Retail & Lifestyle Tenants

- Pharmacies
- Luxury boutiques
- Coffee shops
- Fast-casual dining restaurants
- Electronics and tech stores
- Cosmetics and skincare brands
- Health & wellness businesses (clinics, spas, gyms)

Reason for targeting: They benefit from Masaki's foot traffic and high-income population.

3. Diplomatic & NGO Tenants

- Embassies
- UN agencies
- Development partners
- Foundations
- International organizations

Reason for targeting: They require premium, secure, and stable office environments.

4. Professional Service Providers

- Medical specialists
 - Engineers & architects
 - HR firms
 - Recruitment agencies
 - Private educational offices
-

5. High-End Event, Hospitality & Rooftop Tenants

- Lounge operators
- Rooftop restaurants
- Event management firms
- Premium café brands

These tenants bring prestige and increase building traffic.

7.3 MARKETING STRATEGIES (FULLY EXPANDED)

The marketing strategy will adopt a **multi-channel, multi-phase approach:**

7.3.1 Phase 1: Pre-Construction Marketing

This phase builds anticipation and positions the building early in the minds of potential tenants.

Activities include:

1. Digital renderings and 3D architectural animations

- Showcasing the building's design, finishes, and functionality.
- Used for early promotion on websites and presentations.

2. Investor and tenant prospectus

- A professionally designed brochure highlighting key features, leasing plans, pricing, amenities, and architectural concepts.

3. Dedicated project website / landing page

- Listing features, floor plans, availability, and contact channels.
- SEO optimization for "office spaces Masaki", "retail spaces Masaki", etc.

4. Soft launch marketing campaigns

- Targeted digital ads (LinkedIn, Google, Instagram).
- Email campaigns to corporate tenants and agencies.

5. Outreach to corporate networks

- Letters to embassies, NGOs, multinationals, chambers of commerce.

7.3.2 Phase 2: Construction Marketing

During construction, SILVERSANDS will maintain visibility and tenant engagement.

Key actions:

1. Site signage and branding banners

- Displaying “COMING SOON – PREMIUM COMMERCIAL BUILDING IN MASAKI”
- Including contact information for leasing inquiries.

2. Real estate agency partnerships

- Formal agreements with top local agencies to list and market spaces.
- Commission structures designed to incentivize aggressive marketing.

3. Mass communication and PR

- Articles in business magazines.
- Press releases about project milestones.
- Investor bulletins and updates.

4. Corporate marketing roadshows

- Meetings with potential anchor tenants.
- Presentations at business forums and networking events.

7.3.3 Phase 3: Completion & Post-Construction Marketing

This phase focuses on driving final occupancy.

Key strategies:

1. Open house & building tours

- Inviting corporate tenants to tour the finished facility.
- Demonstrating the quality, amenities, and environment.

2. Tenant onboarding packages

- Move-in support.
- Fit-out allowances or design guidance.
- Discounted service charges for first 6 months (optional).

3. Early tenant incentives

- Reduced deposit for anchor tenants.
- Fit-out periods (rent-free months).
- Flexible payment terms.

4. Premium tenant service program

- Professional front-office services.
 - Digital tenant portal for maintenance requests and billing.
-

7.4 DIGITAL MARKETING STRATEGY (Large Expansion)

Given the profile of tenants, digital marketing is a powerful tool.

Components include:

1. Professional Website / Landing Page

- High-definition renderings
- Virtual tours
- Floor plans and occupancy updates
- Inquiry forms and instant WhatsApp contact

2. Social Media Marketing

Platforms:

- LinkedIn (corporate audience)
- Instagram (retail & lifestyle brands)
- Facebook (local businesses)

Content:

- Construction updates
- Interior previews
- Tenant announcements
- Video walkthroughs

3. Email & Direct Outreach

- Target lists: embassies, NGOs, multinationals, banks
- Professional leasing proposals attached

4. Google Ads & Lead Generation

- “Office for rent Masaki”
- “Commercial space Dar es Salaam”
- “Prime retail space Masaki”

7.5 LEASING STRATEGY (FULLY EXPANDED)

A successful leasing strategy balances:

- occupancy rates,
- rental pricing,
- tenant mix, and
- long-term stability.

Key components:

1. Pricing Strategy

Pricing will consider:

- Floor level
- View & natural light
- Size & layout flexibility
- Market benchmark for Masaki
- Fit-out status (standard vs full-fitted)

Anchor tenants may receive discounted rates in exchange for long-term leases.

2. Anchor Tenant Acquisition

Identifying and securing key tenants early provides:

- Rental stability
- Project credibility
- Attraction of smaller tenants

Examples of anchor tenants:

- International banks
 - IT companies
 - NGO headquarters
 - Luxury retail brands
 - Medical/clinic operators
-

3. Tenant Mix Optimization

A balanced mix ensures:

- Strong foot traffic
- Complementary services
- Reduced vacancy risk

Example mix:

- Retail (20–30%)
 - Corporate offices (50–60%)
 - Hospitality (10–20%)
-

4. Long-Term Lease Agreements

Target lease durations:

- 3–5 years (standard)
- 7–10 years for anchor tenants

Long-term leases provide predictable cash flow and financing stability.

5. Lease Administration

Includes:

- Rent collection procedures
 - Service charge reconciliation
 - Digital invoicing and statements
 - Regular lease performance evaluations
 - Enforcing escalation clauses (annual increases)
-

7.6 TENANT RETENTION STRATEGY (Expanded)

Retaining quality tenants is more cost-effective than acquiring new ones.

Retention initiatives include:

- Prompt maintenance response
- Reliable utilities (generator, water, security)
- Regular tenant engagement meetings
- Upgrading common areas periodically
- Flexible renewal terms
- Loyalty discounts for long-term tenants
- A dedicated Tenant Relations Officer

This ensures stability and sustained rental income.

8. FINANCIAL PLAN & PROJECTIONS (FULLY EXPANDED VERSION)

The financial plan provides a detailed breakdown of the total investment required for the development of the Commercial Building at Masaki Masasini, including construction costs, professional fees, operating expenses, revenue forecasts, and investment return analysis. The goal is to establish a realistic financial model that supports strategic decision-making and financing discussions for SILVERSANDS INVESTMENT LIMITED.

8.1 CAPITAL COSTS (HIGHLY EXPANDED)

Capital cost estimates for the project include all expenses associated with land preparation, building construction, professional consulting, regulatory compliance, and installation of building systems. Although exact figures will be finalized by a Quantity Surveyor (QS), this section outlines the full budget framework for the project.

Below is a detailed capital expenditure (CAPEX) structure:

Item	Description	Estimated Cost (TZS)
Land Acquisition	Already owned by SILVERSANDS	0
Land Survey & Reconfirmation	Boundary verification, re-surveying	QS to estimate
Geotechnical Soil Testing	Borehole tests for foundation design	QS to estimate

B. CONSTRUCTION COSTS (MAJOR CATEGORY)

This category represents the bulk of project expenditure.

Sub-Category	Description	Notes
Substructure Works	Excavation, foundation, basement construction	Influenced by soil conditions

Sub-Category	Description	Notes
Superstructure Works	Reinforced concrete columns, beams, slabs	Based on total floor area
Walling & Partition Works	External walls, internal partitions	Includes acoustic insulation
Roofing / Slab Works	Roofing systems or concrete slab	Depends on architectural design
External Façade	Aluminum cladding, glass curtain wall, ACP panels	A major cost driver
Internal Finishes	Tiles, ceilings, painting, doors, carpentry	High-quality finishes for Grade-A building
Staircases & Handrails	Steel + glass or concrete	Premium finishing
Toilet & Sanitary Installations	Fixtures, fittings, plumbing works	Commercial-grade materials

Total construction cost will be finalized by a QS but typically ranges **TZS 1.8–3.5 million per sqm** for high-end commercial buildings in Dar es Salaam.