

RUHUDJI LIMITED

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**BUSINESS PLAN
TO
OPERATE PROPERTY DEVELOPMENT AND LUXURY
CAMPS AND LODGES IN MANYARA AND MARA
REGIONS, TANZANIA.**

**SUBMITTED
TO
TANZANIA INVESTMENT CENTRE
P.O. BOX 1994
DAR ES SALAAM, TANZANIA**

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Executive Summary

Objectives

Ruhudji Limited (The Company) is a private limited liability company registered under the Companies Ordinance (Cap 212) with the Certificate of Incorporation Number 47185 dated 16th October 2003. The Company seeks approval through property development and Luxury camps and lodges to establish and operate profitable projects namely photographic safaris and Accommodation facilities unit on 3,942 acres land at Loibor-serrit in Simanjiro district. The licensing sought is under Trophy Dealer's License, Classes 7, 8, 11, 18 and 20 (GN No. 230/2010).

The objectives of the company in the proposed investment are as follows:

- Create a unique, upscale and rewarding environment for tourist game viewing and/or hunting, game meat processing for the local market and trading of varied trophies from the proposed wildlife ranch
- Enhance wildlife resource conservation through effective environmental protection and eco-friendly development of infrastructure in each of the proposed project sites
- Engage the public in supporting wildlife conservation through urban tourism and conservation education through the proposed game sanctuary
- Create employment opportunities for the local people through various activities in the proposed projects
- Contribute to socio-economic development in the respective districts and the country as a whole through generating revenue not only for the company, but also the Government and relevant local authorities as well as support to development initiatives of requisite local communities.

The Company

Ruhudji Limited (The Company) is a private limited liability company registered under the Companies Ordinance (Cap 212) with the Certificate of Incorporation Number 104328 dated 04th December 2013 (see copy of **Certificate of Incorporation**). The Company was incorporated for the purpose of establishing and operating profitable businesses including , amongst others, wildlife tourist hunting, farming, ranching and game sanctuaries in Tanzania, hence generating income for the shareholders and employees, revenue to the Government (through collection of fees and taxes), and income for other directly and indirectly associated stakeholders. The Company has right of occupancy Title Deeds of land for the proposed projects.

Products and Services

A range of products and services from the proposed business will be availed to the market at both domestic and international levels for a diverse clientele.

The Market

Game viewing represents not only the largest form of international wildlife tourism in the country, but also a growing domestic including urban tourism that attract considerable number of urban dwellers particularly from Tanzania's cities and municipalities. A variety of wildlife trophies from tourist hunting and cropping also command sizeable international and local markets; game meat can be one of important products for the latter. The company ranch lodge, which is put in a natural tranquil setting, is another line of tourism that can attract international and local game viewers, film crews and leisure seekers to the area. Application for Government certification of the lodge will be made in order to give it formal recognition as a five star TALA licensed accommodation facility.

Strategy and implementation

The company strategy is to focus on serving a wide range of market segments but with premium products and/ or services. **Ruhudji Limited** envisions becoming one of the best performing companies investing in developing the wildlife industry in Tanzania.

The company competitive edge will be quality of its products and services to clients.

Management team

The company has developed a clear organization structure that indicates lines of business operations, which are a responsibility of the management team. The latter comprises of five members led by the Managing Director who is Chief Executive Officer (CEO), and assisted by three functional Managers with expertise on wildlife matters and one supporting Manager responsible for finances. All management team members are qualified, skilled and experienced enough for the business.

Financial obligations

The Company will inject a total of USD 5.00 million as investment cost and will remain cognizant with financial obligations to the Government at all levels by paying taxes and fees as per standing laws. The Company will also appropriately fulfill its social responsibility by supporting community development projects in the project areas and elsewhere in the country.

Business impact

The proposed investments will be socially acceptable, economically viable and in conservation terms/ environmentally sound. The business will benefit company shareholders, employees, clients, the Government, and the general public, on the one hand, and will contribute to increased biodiversity conservation including protection and population increase of rare and threatened wildlife species, on the other hand.

Therefore, **Ruhudji Limited** kindly requests favourable consideration of this proposal towards securing trophy dealer licensing.

1.0 Background

1.1 Objectives

Ruhudji Limited (The Company) is a private limited liability company registered under the Companies Ordinance (Cap 212) with the Certificate of Incorporation Number 104328 dated 04th December 2013. The Company seeks approval through trophy dealer licensing to establish and operate profitable projects namely wildlife ranching and trophy processing through a taxidermy facility on 3,942 acres land at Loibor-serrit in Simanjiro district . The licensing sought is under Trophy Dealer's License, Classes 7, 8, 11, 18 and 20 (GN No. 230/2010). The purpose of these projects is to enhance conservation of biological diversity, development and sustainable utilization of wildlife in the country in accordance with the Wildlife Policy of Tanzania.

Specific objectives of the company in the proposed investment are as follows:

- Create a unique, upscale and rewarding environment for tourist game viewing and/or hunting, game meat processing for the local markets and trading of varied trophies from the proposed wildlife ranch
- Enhance wildlife resource conservation through effective environmental protection and eco-friendly development of infrastructure in each of the proposed project sites
- Engage the public in supporting wildlife conservation through urban tourism and conservation education through the proposed game sanctuary
- Create employment opportunities for the local people through various activities in the proposed projects
- Contribute to socio-economic development in the respective districts and the country as a whole through generating revenue not only for the company, but also the Government and relevant local authorities as well as support to development initiatives of requisite local communities.

1.2 Vision and Mission

The vision of Ruhudji Limited is, *to be a private company of choice in the wildlife industry by offering premium products and services that meet or exceed customer expectations while maintaining responsiveness to the Government in securing sustainable conservation including profitable utilization of wildlife resources for the benefit of all stakeholders.*

The mission of Ruhudji Limited is, *provision of high quality products and services in the wildlife industry through investment in game farming, sanctuaries and ranching using state of art modern facilities and highly qualified, experienced and motivated personnel to meet needs of its customers and wishes of other stakeholders.*

In this case, Ruhudji Limited seeks to actively engage in conservation, development and sustainable utilization of wildlife resources in Tanzania through investing in various forms of use in the selected project areas.

1.3 Keys to Success

The Company will be guided by the following principles in order to attain success in the business:

1. Maintain high quality standards in all the proposed projects for its products and services and closely monitor them
2. Keeping business facilities in optimal conditions to sustain customer satisfaction at all time while maintaining company-stakeholders collaboration in wildlife resource utilization for the benefit of all
3. Maintain excellence in the skills and expertise of trophy dealings through hiring and supervision of qualified, experienced and motivated staff.
4. Strategic marketing to secure sustainable base of diverse but reliable customers.

1.4 The Wildlife Policy of Tanzania, 2007 and Wildlife Conservation Act, 2009

1.4.1 The Wildlife Policy of Tanzania, 2007

The business proposal presented here is consonant with implementation of the Wildlife Policy of Tanzania of 2007, for which relevant excerpts are as follows:

Sections 2.4.4: *Wildlife farming and breeding have a potential to significantly contribute to poverty alleviation and at the same time conserve biological diversity as the operations reduce wild off-take.*

Section 2.4.6: *In promoting local tourism there is a great potential to promote the establishment of zoos and game sanctuaries by the private sector.*

Section 3.1.3: *The role of the private sector is to support the Government in the conservation, development and sustainable utilization of wildlife and wetland resources through investing in the wildlife sector.*

Section 3.2.2 (c): *The Government will continue to encourage private sector to support the development of the wildlife sector, as well as investing in the wildlife industry, including establishing wildlife farms, ranches, zoos and game sanctuaries in order to create employment to the people of Tanzania; promote wildlife trade, urban tourism, conservation education and wildlife research; and enhance biodiversity conservation.*

Section 3.2.6 (b): *The Government will encourage establishment of zoos, game sanctuaries, wildlife farms and ranches on private land and devolve responsibility to manage wildlife in those to private sector and individuals.*

1.4.2 The Wildlife Conservation Act, 2009

According to section 89 of the Wildlife Conservation Act No. 5 of 2009, the Director of Wildlife has the power to authorize any holder of a right of occupancy who intends to engage in breeding, game

sanctuaries, zoos, ranching, orphanage centres or game farming on the land he occupies. With regard to this proposal, relevant definitions provided under Section 3 of the Act are as follows:

- “**Game sanctuary**” means a place where wild animals are reared in captivity in a natural state, primarily for educational and recreational purposes
- “**Wildlife ranch**” means an area (fenced or unfenced) of extensive multiform utilization of species of wildlife where a wide range of complementary uses are professionally managed so as to render them compatible of sport hunting, cropping, sell of live animals, tourism and sport fishing.

Furthermore, according to Section 90 of the same Act, the carrying out of such activities shall be done according to the standing regulations. Thus the legal framework is also sufficiently in place to support the proposed investment in the wildlife industry.

2.0 The Company

2.1 Company Incorporation

Ruhudji Limited (The Company) is a private limited liability company registered under the Companies Ordinance (Cap 212) with the Certificate of Incorporation Number 104328 dated 04th December 2013 (see copy of **Certificate of Incorporation**). The Company was incorporated for the purpose of establishing and operating profitable businesses including , amongst others, wildlife tourist hunting, farming, ranching and game sanctuaries in Tanzania, hence generating income for the shareholders and employees, revenue to the Government (through collection of fees and taxes), and income for other directly and indirectly associated stakeholders.

2.2 Company Location

The Company’s main offices are located at Farm 181/3/2 plot no 33-35, Burka along Dodoma Road in Arusha city.

2.3 Company Ownership

Ruhudji Limited has of now the following shareholders (see Table 1): Mr. Harpreet Brar, a Tanzania, and Mrs. Harjot Mann, a Tanzanian .

Table 1: List of Company Shareholders

	Name	Citizenship	Shareholding (%)
1.	Mr. Harpreet Brar	Tanzanian	75
2.	Mrs. Harjot Mann	Tanzanian	25
	Total		100

2.4 Company Business Operations

2.4.1 Previous business engagement

The business history of Ruhudji Limited in the wildlife sector is founded in its shareholders, Harpreet Brar and Harjot mann. Harpreet has been in tourist hunting since 1997 conducting professional hunting since then, on the one hand. On the other hand, Rungwa safaris has been in the hunting industry since 1999 and, in 2012 was awarded a five-years hunting right at three sites namely Rungwa-Mpera Game Reserve Hunting Block, Muyovozi-Njingwe Game Reserve Hunting Block and Kizigho West Game Reserve Hunting Block. In this regard, Rungwa Safaris has become one the leading companies collecting considerable Government revenue from tourist hunting fees. The company, through Rungwa Safaris, has projected to collect about USD 1.5 million Government fees during the 2013 hunting season.

Ruhudji Limited is also keen to engage itself in active conservation; in 2011 one of the shareholders, Mr. Harpreet Brar, legally acquired an 3,942 acres (1,595 Ha) of open land at Loibor-serrit with a view to preserve and develop the area for wildlife conservation through ranching. Considerable investment in time and other resources is being made with regard to wildlife conservation including habitat reclamation together with building a modest safari lodge, Loibor-serrit Lodge, on the proposed ranch. The five-star lodge came into operation since 2012 offering services, albeit at limited scale, to wishing clients who visit the ranch.

2.4.2 Personnel

Ruhudji Ltd currently employs about 200 people, 100 of these are on permanent terms forming vast reserve of knowledgeable and experienced personnel in the fields of tourist hunting safaris and related work. The other 100 members are casual labourers providing support services to all work of the company.

2.4.3 Markets

Ruhudji Ltd has over many years successfully marketed its tourist hunting services to all major international markets. The majority of our clients are currently from the USA, Turkey and Sweden .

2.4.4 Business licensing, etc

The Company is a registered taxpayer, with current **TIN** 122-659-828 and **VAT** registration, as required by laws of the land. Copies of certificates of registration are attached herewith.

Other business licensing of the Company include the following:

- a. TALA License to operate tourist hunting business in Government designated hunting blocks allocated to Rungwa Safaris Ltd
- b. Professional Hunting (PH) License to Harpreet Brar to conduct hunting for tourist hunting clients

2.4.5 Business operational facilities

The company has a fleet of modern field-oriented vehicles, state of art accommodation, catering, and communication facilities for tourist hunting operations for its diverse clientele coming to Tanzania. In addition, the company has facilities for preparation of trophies acquired by its tourist

hunting clients. There exists also a modest tourist lodge at Loibor-serrit, Simanjiro, providing excellent accommodation, good meals and drinks, and other amenities for relaxation after adventurous tourist hunting safaris.

2.5 Proposed Investments

The Company's proposed investment projects in the wildlife industry are described below.

2.5.1 Wildlife ranching

A well-fenced wildlife ranch will be established on a 3942 acres land at Loibor-serrit in Simanjiro district, the right of occupancy of which is under the Company and under the directors of the company Mr. Harpreet Brar, with Title Deed Nos. 38182, 38183, 38184, 38185, 38187, 47795, 47794, 47791, 48501, 48504, 48497, 48499, 48496, 48442, 48503, 48440, 48443, 48505, 48441, 48500, 48495, 48498, 48502 (see attached copy of **Title Deed**) under one of the shareholders, Mr. Harpreet Brar. The main aim of the proposed wildlife ranch is to promote multiform utilization of wildlife resources outside the protected areas thus reducing pressure on the same. The private ranch will also contribute to increased protection of wildlife outside the protected area network thus enhancing conservation of biodiversity in general in the country.

The vegetation is typical of Maasai steppe with scattered open woodland and bushland and generally short grass on open flat plains. *Acacia*, *Commiphora* and *Albizia* species are common trees in the area.

The company plans to include in the proposed wildlife ranch at Loibor-serrit a total of 20 species of large mammals, ostrich, game birds, and Nile crocodile (see Table 2), capture permit of which will be sought accordingly (GN No. 244/2010). Among the animal species proposed for ranching five are globally near-threatened; the Hippopotamus is the only globally threatened species at vulnerable level.

Table 2: Proposed wildlife species for ranching at Loibor-serrit, Simanjiro

Sn	Class	Species	Population status in Tanzania	IUCN conservation status rating
	Mammalia			
1		Hippopotamus <i>Hippopotamus amphibious</i>	Common	Vulnerable
2		Giraffe <i>Giraffa camelopardalis</i>	Common	Least concern
3		Bushbuck <i>Tragelaphus scriptus</i>	Common	Least concern
4		Lesser Kudu <i>Tragelaphus imberbis</i>	Uncommon	Near-Threatened
5		Greater Kudu <i>Tragelaphus strepsiceros</i>	Common	Least concern
6		Eland <i>Taurotragus oryx</i>	Common	Least concern
7		Oryx <i>Oryx beisa</i>	Uncommon	Near-Threatened
8		Roan Antelope <i>Hippotragus equines</i>	Common	Least concern
9		Sable Antelope <i>Hippotragus niger</i>	Uncommon	Least concern
10		Reedbuck <i>Redunca redunca</i>	Uncommon	Least concern
11		Topi <i>Damaliscus korrigum</i>	Uncommon	Least concern
12		Hartebeest <i>Alcelaphus buselaphus cokii</i>	Common	Least concern
13		Wildebeest <i>Connochaetus taurinus</i>	Very common	No concern
14		Impala <i>Aepyceros melampus</i>	Common	Least concern
15		Grant's Gazelle <i>Gazella grantii</i>	Common	Least concern

16		Thomson's Gazelle <i>Gazella thomsonii</i>	Uncommon	Near-Threatened
17		Gerenuk <i>Litocranius walleri</i>	Rare	Near-Threatened
18		Buffalo <i>Syncerus caffer</i>	Common	Least concern
19		Zebra <i>Equus burchelli (quagga)</i>	Common	Least concern
20		Leopard <i>Panthera pardus</i>	Uncommon	Near-Threatened
	Aves			
21		Ostrich <i>Struthio camelus</i>	Common	Least concern
22		Game birds (variety)	Common	
	Reptilia			
23		Crocodile <i>Crocodylus niloticus</i>	Common	Least concern

2.5.3 Taxidermy facility

The Company will establish state of art modern taxidermy facility on 3942-acre land at Loibor-serrit in Simanjiro district. supply systems and some equipment. These will be renovated and re-equipped at required quality standards to match with vision of the company to process and manufacture a variety of premium trophies.

Ruhudji Ltd will collaborate with Mochaba Taxidermy Limited of Maun, Botswana to put up and operate the taxidermy facility with a view of enhancing excellence in trophy processing and manufacturing in the country.

3.0 Products and Services

3.1 Products

The Company will offer the following products to its customers:

- a. Live trophies (whole animals) captured from the ranch
- b. Game meat and skin varieties from cropping at the ranch
- c. Unprocessed trophies from the ranch
- d. Processed trophies from the taxidermy facility
- e. Manufactured trophies from the taxidermy facility.

3.2 Services

The Company will offer its customers with the following categories of services:

- a. Accommodation at a 5-star lodge at the ranch
- b. Game viewing at the sanctuary and ranch
- c. Film/photographic safaris at the ranch
- d. Tourist hunting safaris at the ranch.

4.0 Market Analysis Summary

Game viewing represents not only the largest form of international wildlife tourism in the country, but also a growing domestic including urban tourism that attract considerable number of urban dwellers particularly from Tanzania's cities and municipalities. A variety of wildlife trophies from tourist hunting and cropping also command sizeable international and local markets; game meat

can be one of important products for the latter. The ranch lodge, which is put in a natural tranquil setting, is another line of tourism that can attract international and local game viewers, film crews and leisure seekers to the area. Application for Government certification of the lodge will be made in order to give it formal recognition as a five star TALA licensed accommodation facility.

4.1 Market segmentation

4.1.1 Foreign market

Based on experiences it gained over years now in the tourist hunting industry in Tanzania, Ilaroi Ranching Limited will lure clients in an expanded market segmentation including not only the USA, Sweden and Turkey, but also Russia, the rest of Europe and South Africa . This will be done in response to new markets that are opening up from emerging economies in Asia, Europe and South Africa. The USA will remain the major market particularly in tourist hunting safaris in the proposed wildlife ranch and concession areas currently under the company.

4.1.2 Domestic market

There is growing domestic market with regard to game viewing as an important recreational activity as well as for education purposes for schools, colleges and the general public in urban areas throughout the country.

4.2 Market needs

The products and services envisioned in the proposed projects will cater for diverse needs of the market ranging from tranquil moments, relaxation, fun, stress management while on vacation, comfortable accommodation and foods in adventurous settings, and enough privacy to enjoy vacation. Other needs include good trophies, live and unprocessed ones from the ranch and processed ones from the taxidermy facility. Ruhudji Limited will have the means to provide all the necessary products and services to the best standards to meet or even surpass customer expectations.

5.0 Strategy and Implementation Summary

The company strategy is to focus on serving a wide range of market segments but with premium products and/ or services. **Ruhudji Ltd** envisions becoming one of the best performing companies investing in developing the wildlife industry in Tanzania. To achieve this vision, we will focus on the following to and for our customers and other relevant stakeholders:

- a. Provision of quality products and services in order to attract and keep a good clientele
- b. Conservation of the environment including natural rehabilitation of degraded land within the proposed ranch
- c. Maintaining responsiveness to the Government at all levels by paying applicable taxes, fees and levies
- d. Fulfilling social responsibility by supporting community development projects and other public engagements.

5.1 Sales strategy

The company will focus its sales strategy first on building an expert chain of sales agents in all major market segments. In this case, the company will distribute promotional materials and information to lure potential customers. Secondly, focus will also be on maintaining a sustainable customer base by providing unforgettable customer experience.

Another sales strategy is representation of the company at international tourism conventions and trade fairs that are held within or outside the country. The events will be used to meet with potential customers who will also receive flyers and brochures carrying essential information about the company's operations, products and services.

5.2 Competitive edge

The Company's competitive edge will be our quality of products and services. We have set our camps in very secure locations to maximize privacy. We will provide good customer care in terms of accommodation, food and drinks at the 5-star lodge and a variety of quality trophies from the proposed ranch and the taxidermy facility, which will all be excellent. Superb recreational and educational services will also be offered at the game sanctuary, which will be stand alone opportunity for Arusha city residents. Above all and based on the firm base of Rungwa Safaris Ltd in the wildlife industry, we have a pool of very caring, professionally skilled and experienced crew on the ground to handle the clients at each of the projects.

5.3 Milestones

The most important milestones that the company would like to accomplish in respect of the proposed investment projects are outlined as follows:

- a. Putting up the necessary infrastructure at each of the projects
- b. Obtaining the necessary capture permits for animals that will form the parent stocks for proposed game sanctuary and wildlife ranch
- c. Full operation of the business for all proposed investment projects
- d. Enhancing positive working relationship with the Government at all levels and the surrounding communities towards reducing human-wildlife conflict, at the same time helping local people to alleviate poverty, and preserving and developing Tanzania's unique rich natural resources for future generations.

6.0 Business Management

6.1 Board of Directors

The Board of Directors, comprising of shareholders of the company, is the overall governing body that draws up strategic direction of the business, puts up policies and operational principles and strategies, among others. The Board, which will comprise of executive members, is also responsible for drawing up the functional structure of the business. In case of the proposed projects, the Board has grouped together centre-based activities into three departments namely Property developments, Camps and luxury lodges Departments. Functionally therefore, the business is led by the Managing Director (Mr. Harpreet Brar), who will be Chief Executive Officer (CEO) responsible for day-to-day operations of the business. The Managing Director will be

assisted by Camp Manager (Mr. Juma Ngao), Camp Manager and At the Company head office in Arusha, Mrs. Harjot Mann will assist the CEO on all matters of financial management. The sales and marketing functions will initially be managed by the Managing Director until the business permits to recruit a requisite manager.

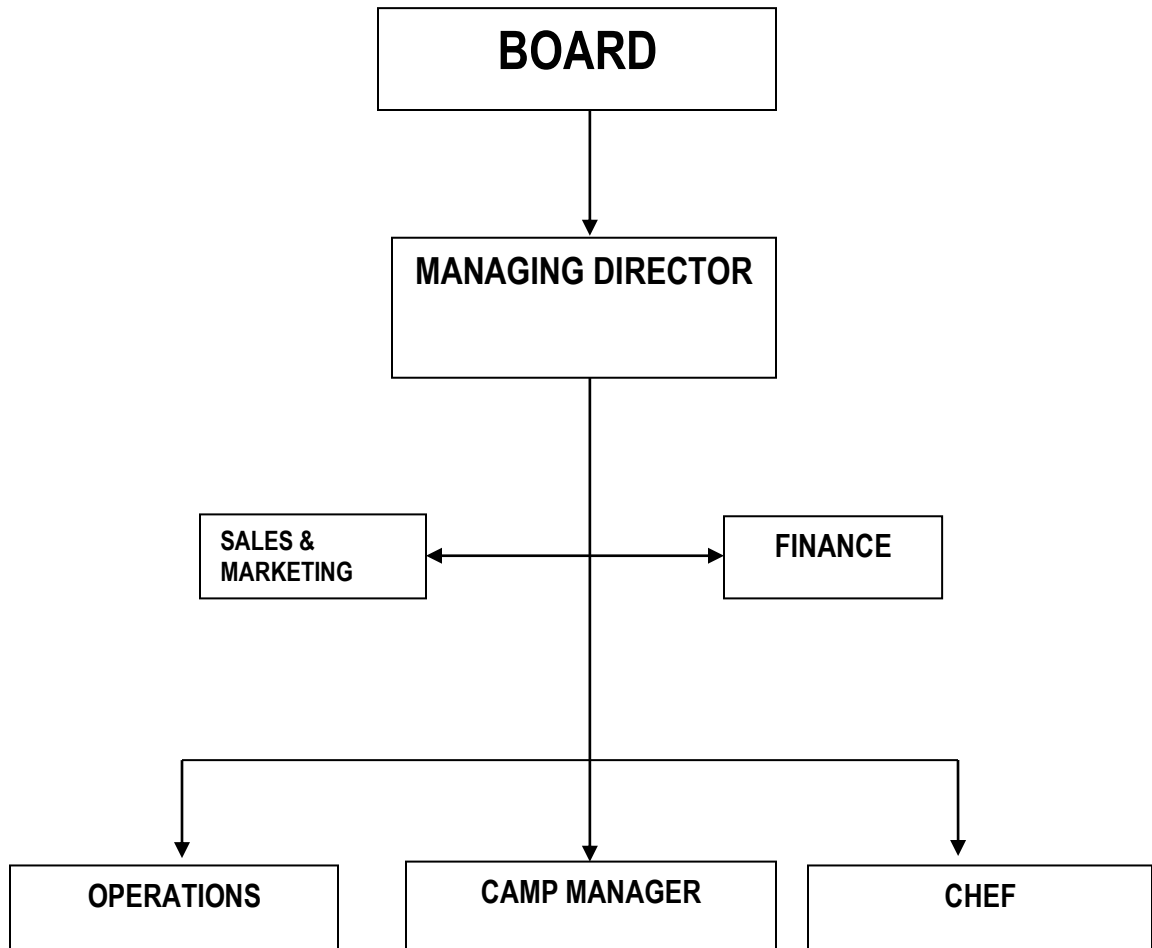
6.2 Management team

The company has a competent and experienced management team of three people that is responsible for managing day-to-day operations of the business. Under the management team are operations staff organized according to division of labour as summarized in Figure 3. The company will from time to time hire lawyers to deal with any meriting legal matters of the business.

The following comprises top management team of people with diverse and extensive knowledge, skills and experiences sufficing enough to successfully operate the business investment:

1. Mr. Harpreet Brar – **Managing Director**

Mr. Harpreet Brar is a founding Director of the company and has over 20 years experience in the Tourism industry including running operations lodges at Arusha , Tarangire and Serengeti. As a result, Harpreet has extensive skills, practical knowledge and experience of Tourism and requisite ethics in tourist photographic safaris and preparation of safaris. He has managed the entire business in the capacity of Managing Director.



Ruhudji Limited Business Organization Chart

2. Mr. Juma Ngao – **Camp Manager**

Mr. Juma Gao has a history in the camp manager to manage camps and business operations of the company. Juma has sufficient knowledge of Tourism industry with employment handling related to handling of tourists, among others; he will appropriately therefore be Camp Manager.

3. Mrs. Harjot Mann – **Finance Manager**

Mrs. Harjot Mann has 15 years experience in financial management and working with the company. she is an accredited accountant with CPA level meriting him a cornerstone of the company in keeping safe all its monies and records. Harjot will in this case assist the Managing Director with managing finances of the company.

6.3 Personnel plan

Current personnel plan at Ruhudji Limited is characterized by modest staffing of 80 skilled and experienced employees including at camp management team. The Company also recruits from time to time knowledgeable and diligent labourers to assist with fieldwork and care of the camps. Occasional turn over of lower-level staff is not uncommon, but job seekers from the surrounding communities fill up their positions to ensure no disruption of the business.

7.0 Financial Analysis

In order to implement the proposed projects, the company will have financial obligations to invest, on the one hand, and paying and collecting requisite Government fees and taxes, on the other hand.

7.1 Investment cost

The company plans to invest a total USD 7.00 million for all Four projects namely property development , Luxury camps and lodges photographic tourism industry.

7.2 Financial obligations

The following financial obligations to the Government will be fulfilled by Ruhudji Limited in the course of operating the proposed projects:

- a. Accommodation Facility at Tarangire Usd 1,500/-
- b. Accommodation Facility at Kogatende Usd 2,000/
- c. Accommodation Facility at Central Serengeti Usd 1,000/-
- d. Tour Operator Licence Usd 500/-
- e. Business Licences Tsh 450,000
- f. Park Fees and Camping Fees usd 153.40/- Per person

Other fees will emanate from TALA licensing regarding tourist photographic, lodging or camping in the proposed tourism, district council service levies and land rent for the right of occupancy on land.

7.3 Taxation

Together with paying income taxes, the company will maintain its responsibility of collecting Government taxes through VAT from services/products sold to clients.

7.4 Social responsibility

As part of its social responsibility policy, the company will set aside part of its business profit to financially support community development projects in the project areas.

8.0 Socio-economic and Environmental Impact

8.1 Socio-economic impact

The proposed projects will contribute to the following positive socio-economic impact:

- a. Development, Luxury camps and lodges and property developments in the proposed Photographic and Tourism Industry
- b. Increased luxury camps and lodges education and awareness as well as recreational/aesthetic satisfaction through the Photographic Tourism
- c. Direct and indirect employment opportunities for Tanzanians engaged in the proposed projects
- d. Secured and increased revenue for the Government at all levels through fees, levies and taxation associated with the proposed investments
- e. Enhanced community development through social responsibility of the company to financially support public projects in the project areas
- f. Increased promotion of Tanzania as an important international tourism destination
- g. Increased promotion of urban tourism through the proposed Luxury camps and lodges.

8.2 Environmental impact

The projects will have the following positive environmental impact:

- a. Protection of the natural vegetation as no tree cutting will be permitted at the project sites and increased vegetation cover from growing trees, and as a result there will be secured biodiversity conservation
- b. protection and population increase of rare and/ or threatened wildlife species
- c. Carbon sequestration i.e. absorption of carbon dioxide gas from the atmosphere and organically storing in form of plants thus contributing to mitigating effects of climate change
- d. Control of massive soil erosion and associated effects thus securing long term value of land.

9.0 Conclusions and Recommendation

The proposed projects presented here will have significant conservation and socio-economic positive impact thus promoting development of the Luxury camps and lodges in the country. The positive environmental impact of Luxury camps and lodges is proven. Importantly also, the projects will be commercially viable meriting investment for the benefit of company shareholders, employees and other stakeholders in the business.

On the basis of analysis given in this proposal, Ruhudji Limited declares its commitment to support community development within and according to its social responsibility policy. We therefore recommend unreservedly favourable consideration of this application for Luxury camps and lodges and Accommodation facility at Nimali Tarangire.

List of Attachments

1. Copies of Company Certificate of Registration, Memorandum and Articles of Association
2. Copies of right of occupancy Title Deeds
3. Copy of TIN Registration Certificate
4. Copies of Business Licenses (TALA)
5. Copies of VRN Certificate
6. Copies of Accommodation Facility

