



UTALII KISASA PROJECT PROPOSAL

FOR THE YEAR 2025

“Modernized local tourism for excellence”



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PROJECT SUMMARY

Project Name	“Utalii Kisasa Project”
Implementing Entity	Haiddy Company Limited
Project Goal	To increase company’s operational capacity and efficiency in tourist activities and widen the scope of services provision to esteemed clients.
Objectives	<ol style="list-style-type: none"> 1. To uncover the unseen site in Southern Tanzania by offering a unique, eco-friendly camping experience. 2. To enhance company’s operational capacity in logistics and tourism.
Results	<ol style="list-style-type: none"> a. Enhanced operational capacity and improved service quality to clients. b. Increased tourist satisfaction and retention. c. Increased revenue and market share.
Major Activities	<ol style="list-style-type: none"> i. Establishment of a luxury campsite in Iringa Region nearby Ruaha National Park to contribute to the tourism sector development. ii. Acquisition of a fleet of vehicles and modern eco-friendly equipment and tools to enhance operational capacity in logistics and tourism.
Duration	18 Months
Budget	USD 1,500,000

Abbreviation

URT	United Republic of Tanzania
GPS	Global Positioning System
POS	Point of Sales
GDP	Gross Domestic Product
TIN	Tax Identification number
WTTC	World Travel and Tourism Council
SOAC	Strengths, Opportunities, Areas for Improvement and Challenges
TIC	Tanzania Investment Centre
USA	United States of America

1. BACK GROUND INFORMATION

1.1 Introduction

Tanzania is one the African countries endowed with absolutely rich and unique natural resources and Tourist attractions. Just to mention 8 world heritage sites (such as Ngorongoro Conservation area, Stone Town Zanzibar, Kondo Rock Arts, Ruins of Kilwa Kisiwani and Ruins of Songo Mnara, Serengeti National Park, etc.) and 16 National Parks (just few to list, Arusha National Park, Kilimanjaro National Park, Mikumi National Park, Serengeti National Park, Ruaha National Park, etc.).

Tanzania's tourism offerings have garnered global acclaim remarkably the Serengeti National Park was named **"Africa's Leading National Park."** Ngorongoro Conservation Area received the title of **"Africa's Leading Tourist Attraction."** Thanda Island in Mafia was recognized as the **"World's Leading Exclusive Private Island."**

Zanzibar was ranked the **"2nd Best Island Destination in the World" for 2024.**

Tourism sector has immense contribution to the growth and performance of the National economy; tourism contributes 17.2% to GDP and 25% to Forex earnings, Tourism attracts 10% of the Labour force where it offers direct employment to 1.5 million people in the country (URT, 2024).

Haiddy Company Ltd is strategically in the move to expand its tourism operations under the Utalii Kisasa Project, which aims to modernize and professionalize local tourism services in Tanzania. This expansion is in direct response to growing demand for quality tourism experiences and aligns with the Government's drive to promote indigenous tourism enterprises.

To achieve this goal, Haiddy Company intends to equip itself with modern capital goods including: Off-road safari vehicles, High-end camping gear and eco-lodging structures, Communication and navigation systems (GPS, satellite phones), IT and booking infrastructure (computers, POS, servers), Hospitality equipment (mobile kitchens, water purification units, solar energy kits) and renewable energy solutions. These investments are crucial for offering world-class safari services, enhancing visitor safety, improving efficiency, and reducing environmental impact ensuring Haiddy Safaris remain at the forefront of eco-friendly tourism practices in the country.

1.2 Company Overview

1.2.1 Registration Status and Headquarters

Haiddy Company Ltd is a fast-growing local company registered with Registration No.153777802 in 2022 and TIN no.153-777-892.

Haiddy Limited is a full-service logistics services provider and tourism agent headquartered at Peacock Hotel along Bibi Titi Road in Ilala District Council in Dar es Salaam. Besides, the company is licensed to operate tourist and

clearing and forwarding activities.

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1.2.2 Mission and Vision Statement

Mission: To add value to our esteemed clients by providing end-to-end freight forwarding along with transportation and logistics solutions. Our belief is that our success depends on clients' success entirely backed by exceptional teamwork approach, while constantly striving to leave a client with an everlasting positive customer experience.

Vision: To become the most reliable and cost-efficient company in the greater Eastern Africa Region that serves freight forwarding plus transportation and logistics segments in an exceptionally professional, short-timed, and quality consciousness manner.



1.2.3 Objectives

Haiddy Company is a safari operator and travel agency based in Dar Es Salaam, Tanzania. The company as a registered tourim agent has specialized in crafting exceptional safari tours, wildlife encounters, and thrilling adventures across Tanzania's most iconic destinations.

The company stands at the forefront of the tourism industry, specializing in creating unforgettable safari tours, wildlife encounters, and adventure experiences. More ever, Haiddy Company caters to a diverse clientele, including adventure seekers, nature enthusiasts, and cultural explorers from

global markets, with a focus on middle to high-income segments seeking unique and personalized safari experiences.

Haiddy Company Limited is licensed to operate tourist activities envisioned to bring the unparalleled beauty of Tanzania's wilderness to the World, Haiddy Company has established itself as a leader in providing expert-guided safaris, luxurious accommodations, seamless transportation and diverse outdoor activities designed to connect its clients with the majesty of nature.

Our safari offerings span the awe-inspiring Serengeti National Park, the bio diverse Ngorongoro Crater and the untamed beauty of Ruaha, Katavi, Mikumi and Nyerere National Parks and among others as just few to mention.

Through our dedication to excellence, Haiddy Company has crafted a reputation for delivering personalized and immersive safari experiences that highlight the rich cultural heritage and biodiversity of Tanzania

1.2.4 Core Services and Values

The Core Services offered by the Haiddy Company are clearing and forwarding, tours and Travel and Real Estate Development. However, in its tourist operations the company has specialized a great deal in offering the following services to clients;

- ✚ **Expert-guided Safaris:** Offering immersive safari experiences with knowledgeable guides.
- ✚ **Customized Accommodations:** Arranging stays in meticulously selected hotel and camps
- ✚ **Seamless Transportation:** Providing comfortable and reliable transportation across safari destinations.
- ✚ **Diverse Outdoor activities:** Enabling guests to explore the wild through game drives, hot water air balloon safaris, guided walks and so more.



The company is committed to service excellence, local empowerment, and sustainable business practices in all its day-to-day operations. Moreover, Haiddy Company is highly committed to sustainability and conservation by ensuring its operations definitely contribute to positively to the preservation of Tanzania’s natural resources and the well being of local communities. The company has team of experiences guides and safari experts endowed with great passion about wildlife and are fully dedicated to providing clients with educational and memorable experiences that foster a deeper appreciation for nature’s wonders.

1.2.5 Situational Assessment

a. Key Tourism Industry performance in Tanzania

In 2024, Tanzania welcomed a record-breaking 5.36 million tourists, surpassing its 2025 target ahead of schedule. This figure includes 2.14 million international and 3.22 million domestic visitors.

The tourism sector generated approximately \$4 billion in revenue in 2024 reflecting its significant economic impact in the country. Tourism contributed 17.2% to Tanzania's Gross Domestic Product (GDP), underscoring its role as a vital economic pillar. The sector supports over 1.5 million jobs, highlighting its importance in job creation and livelihoods.

The sector contributed 17.2% to GDP, up from 16.4% in 2023, and supported over 1.5 million jobs. Serengeti National Park remained the top attraction, receiving 589,300 visitors (+11.2%), while Mount Kilimanjaro saw the fastest growth (+13.4%). However, rising costs and regional competition pose challenges, requiring continued investment in infrastructure and marketing to sustain growth (WTTC, 2025).

The Tanzanian government has implemented several strategies to bolster tourism:
Infrastructure Development: Investments in modern roads, railways, and airport renovations have improved accessibility to tourist destinations.
Air Connectivity: Enhancements to Air Tanzania and the establishment of direct international flights have facilitated easier travel for tourists.

Despite of these gigantic achievements the Tanzania tourism sector is still facing a number of challenges mainly being stiff competition from other African countries such as Kenya and South Africa. Also some key national parks and destinations are still faced with the challenge of road access and availability of accommodation.

Thus , among others, it is called upon to develop better pricing and service strategies for tourism in the country and improve the tourism infrastructure.(WTTC, 2025:IPP,2025:TanzaniaInvest, 2025)

b. SOAC Analysis

Table1: SAOC Analysis Matrix

Strengths	Areas of Improvement
<ul style="list-style-type: none"> ▪ Unique, integrated concept (eco-lodge & transport & real estate) ▪ Aligns with global demand for sustainable travel 	<ul style="list-style-type: none"> ▪ High capital requirements ▪ Brand still in development ▪ High-level Product differentiation
Opportunities	Challenges
<ul style="list-style-type: none"> ▪ Underserved domestic tourism market ▪ Government support for tourism investment ▪ Digital platforms for direct customer engagement 	<ul style="list-style-type: none"> ▪ Political or economic instability ▪ Competition from established tourism operators ▪ Global events affecting travel (e.g., pandemics, inflation)

1.2.6 Project Relevance

i. Company Strategic objectives

The proposed project is an integral plan of the organizational strategic plan towards realization of objectives and mission to be leader in showcasing the unparalleled beauty of Tanzania to the World but also reinforcing Tanzania's position as a leading Safari destination globally.

ii. National Tourism Policy and Initiatives

Tanzania as a country has been doing a lot of efforts to tourism sector development through policy formulation and reforms, laws enactment, national development initiatives and structuring a designated ministry for Natural Resources and Tourism. Such policies are National Tourism Policy 1999, National Wildlife Policy of Tanzania 2007, Cultural heritage Policy 2008 and so forth. Also several regulations have been signed to support policy implementations including the Wildlife Conservation (Special Wildlife Investment Concession Areas) Regulation 2020, The Forest (amendments) Regulations 2022, The Wildlife Conservation (Wildlife Management Areas)(amendments) Regulation 2019 and so on. However, there different national initiatives designed to promoted the tourism and wildlife management in the country just few to mention like; The five year Development plan III (2020/21-2025/26), REGROW project, National wildlife Management Areas Strategy (2023-20235), National Wildlife Management Areas Strategy 2023, Wild life Policy Implementation Strategy 2023, Tanzania Elephants Management and Action 2023 and so more. All these national efforts just to create enabling environment for tourism actors to enjoy conducive business environment for investment and operations in tourism.

iii. Investment Incentives Scheme

The company is recognisant of Investment Incentives Scheme under the Tanzania Investment Centre (TIC) for investors like Haiddy Company Limited to enjoy specifically Exemption on Capital goods-Zero import duty on capital goods. The scheme is absolutely relevant to the proposed tourism operations expansion plan "**Utalii wa Kisasa Project**" on the following grounds;

- i. The project investment will attract more international tourists thus enhancing forex inflows.
- ii. Employment opportunities will be created by the intervention directly for drivers, tour guides, hospitality staff and indirectly for local suppliers and artisans.
- iii. Technological advancement promotion through the use of modern tools and eco-friendly equipment supporting sustainability and innovation in tourism sector.

- iv. Promoting Tax base expansion thought initially exempted but the investment will definitely expand the company's taxable income in the medium and long term.

Thus, this business expansion proposal also seeks to expression a tax exemption petition to TIC for consideration on the carefully selected list of capital goods necessary for our operations (see annex 11.1). The exemption will enable the company to increase its ability to offer quality and modern services, increase it operational efficiency and show a practical commitment to environment conservation and community engagement.

2. PROJECT INTERVENTION LOGIC

2.1 Project Title and Location

The proposed project is dubbed as ***“Utalii Kisasa Project”*** based on the philosophy of modernizing the local tourism by equipping the organization of quality and classy means, tools and equipment for tourist operations.

The camp site to be developed through the proposed project will offer a diverse range of services including accommodation and lodging (Mid-range hotel, Eco-Villas and luxury tents for glamping) Tourism and leisure attractions (water sports, family entertainment, health and wellness spa, cultural heritage and Swahili experience), Events and MICE services (conference facility, wedding gardens and event venues, business lounges and corporate boardrooms), shops and Restaurant and Support Infrastructure (private security, Solar energy and water recycling systems, medical and fire services).

The proposed project will be implemented at Lundamatwe area in Iringa Region which is very strategic area with suitable access to Ruaha National Park and Ruaha River for multifunctional tourism and hospitality investment project.

2.2 Overall Objectives

To increase company's operational capacity and efficiency in tourist activities and widen the scope of services provision to esteemed clients.

2.3 Specific Objectives

1. To uncover the unseen site in Southern Highlands by offering a unique, eco-friendly camping experience nearby Ruaha National Park.
2. To enhance company's operational capacity in logistics and tourism.

2.4 Expected Results

- d. Enhanced operational capacity and improved service quality to clients.
- e. Increased tourist satisfaction and retention.
- f. Increased revenue and market share.

2.5 Major Strategies and Activities

Despite of Haiddy Company dealing in logistics, real estate, and tourism services in Tanzania. This proposal outlines Haiddy Company's expansion plan into two major strategic areas with respective undertakings as presented in Table 2:

Table 2: Strategies and Activities for business Expansion

Strategy	Major Activities
Development of a luxury campsite in Iringa Region, a key tourism hub to Ruaha National Park	<ul style="list-style-type: none"> i. Site selection and acquisition ii. Pre-Construction iii. Construction iv. Finishing v. Marketing and launch
Acquisition of a fleet of vehicles and eco-friendly equipment and tools to enhance operational capacity in logistics and tourism.	<ul style="list-style-type: none"> i. Consultation with manufacturer ii. Purchase order processing and payment iii. Delivery and inspection iv. Registration v. Hire drivers vi. Marketing and launch

2.6 Duration

The project is estimated to be completed within 18 months from initial stage to completion to allow smooth ordinary business operation.

2.7 Project Expansion Requirements

The project expansion is estimated to require a total of USD 1.5Million as indicated in table 3.

Table 3: Strategies and Activities for business Expansion

Strategy	Major Activities	Estimated Costs (USD)

Establishment of a luxury campsite in Iringa Region	<ul style="list-style-type: none"> i. Site selection and acquisition ii. Pre-Construction iii. Construction iv. Finishing v. Marketing and launch 	1,000,000
Fleet Expansion for Logistics and Tourism	<ul style="list-style-type: none"> a. Consultation with manufacturers b. Purchase orders processing and payment c. Delivery and inspection d. Registration e. Hire drivers f. Marketing and launch 	500,000
Total		1,500,000

The main possible sources of project fund to implement the proposed project will be the contributions from the shareholders of the company, loans and strategic partnership.

3. PROJECT STAKEHOLDERS ANALYSIS

The identified key stakeholders to project are presented in table 4 with respective engagement strategies.

Table 4: Stakeholder Analysis Matrix

Name	Description	Power (√High/xlow)	Influence (√High/xlow)	Contribution	Engagement
Tourists	Local and International users of the project outputs	x	√	Use of the designed tourism products	<ul style="list-style-type: none"> • Marketing Strategies • Feedback systems
Local communities	People living and working in project areas	x	x	<ul style="list-style-type: none"> ▪ Project Support ▪ Land ▪ Offer labour 	Involvement and Participation
Local Government Authorities	From grass root to Regional Levels	√	√	<ul style="list-style-type: none"> ▪ Support ▪ Coordination ▪ Permits 	Consultation
Tanzania Investment Center (TIC)	The primary agency of the Government for coordinating, encouraging, promoting and facilitating	√	√	<ul style="list-style-type: none"> ▪ Investment Incentive scheme ▪ Granting of the certificate of incentives on capital goods 	Application for exemption on project capital goods

	investment in Tanzania				
Tanzania Revenue Authority (TRA)	The government agency responsible for tax collections	✓	✓	▪ Effect Import Tax exemption on capital goods	Effective Consultation
Ministry of Natural Resources and Tourism (MNRT)	The Ministry responsible for management of Natural, Cultural and Tourism resources.	✓	✓	Regulation, licensing and policy support	Consultation and Licensing
Ministry of Lands, housing and human settlement	The Ministry responsible for management of land and human settlements development	✓	✓	Regulation, Occupancy Rights	Consultation and permits

4. PROJECT INTERVENTION PLAN

4.1 Work Plan and Budget

Table 5: Activity Calendar

Milestone	Tasks	Reporting	Days	Costs(USD)
1 - Luxury campsite in Katavi National Park Establishment				
1.1	Site selection and acquisition	Director of Tourism and Director of Finance, Marketing and Administration	90	80,000
1.2	Pre-Construction	“	130	20,000
1.3	Construction	“	240	850,000
1.4	Finishing	“	50	40,000
1.5	Marketing and launch	“	30	10,000

2 - Acquisition of a fleet of vehicles, Equipment and Tools				
3.1	Consultation with manufacturer	All departmental Directors	30	10,000
3.2	Purchase order processing and payment	“	20	450,000
3.3	Delivery and inspection	“	150	20,000
3.4	Registration	“	30	10,000
3.5	Hire drivers	“	30	5,000
3.6	Marketing and launch	“	60	5,000
	Total			1,500,000

N.B: Project activities (1-2) will be done parallel so the activity with longest duration is assumed the total project duration. Respective time estimated for each activity is; Activity 1(540days) and Activity 2(320days). Hence, Activity A has the longest duration so equated to total project duration (540 days).

4.2 Technical Designs for Proposed Activities

4.2.1 Luxury Campsite Development in Iringa Region

The proposed development of a luxury campsite will be located at Lundamatwe in Iringa Region expected to be a key tourism hub nearby Ruaha and Mikumi national parks. So it will be strategic location near to these national parks targeting mid-to-high end safari tourists and backpackers. The proposed campsite will harbor magnificent features such as luxury tents, shared and private facilities, dining area, campfire lounge, and solar energy and so forth with estimated capacity 20–30 tents. Site has been selected and is under way for acquisition. Revenue Model to be adopted will be nightly stays, full-board packages, tour integrations and any to be deemed appropriate. The expected immediate outcomes from campsite development projected to be; quick access to major parks, affordable alternative to lodges and support for sustainable and local tourism

4.2.2 Fleet Expansion for Logistics and Tourism

The company in its business base expansion intends to augment its operations in clearing and forwarding business and expand capacity in tour

operations. Thus, the company proposed a Fleet Plan in terms of logistics and tourism as hereunder in table 6.

Table 6: Fleet Plan

SN	Details	Quantity	Use
1	Flatbed trucks	2	Logistics
2	Container carrier	1	Logistics
3	Pick up truck	1	Logistics
4	Pickup land cruiser (hunting)	2	Tourism
5	Director's vehicles	4	Tourism
6	4*4 service vehicle double cabin	20	"
7	Mobile workshop truck	1	"
8	Rv camping trailers	15	"
9	Fuel bowser	2	"
10	Air compressor	2	"
11	Battery Charging machine	18	"
12	Greaser Basket pump	4	"
13	Air pressure Machines	2	"
14	GPS System	10	"
15	Mercedes Benz	2	"
16	Land cruiser Toyota Vx	2	"
17	Sea boat	1	"
18	Passanger vehicle (coaster)	15	"
19	Land cruiser Toyota for tour	25	"
20	Luggage trolley	5	"

N.B: (New and used mix)

The fleet of vehicles will be very useful in increasing efficiency for inland transport services from port to client, provide in-house safari experiences and reduced reliance on third-party vehicles. Consequently the project will trigger improved delivery timelines, better margins on tour packages and brand presence and marketing through branded vehicles.

5. MARKETING ANALYSIS

5.1 Target Market Segments

a. International Tourists

The company in its endeavour to expand its operations target the international tourists of different groups such adventure seekers, wildlife enthusiasts, and eco-tourists from Europe, USA, and Asia.

Key preferences for the potential clients are sustainable travel, comfort, safety and authentic experiences. Thus with the project investment the number of international tourists expected to be 200 per annum.

b. Domestic Tourists

Also local tourists are encouraged with project interventions proposed especially for the growing middle class in Tanzania and neighboring countries to enjoy tourism products motivated by short getaways, family trips, and cultural interest. The proposed project is projected to attract 100 local tourists per annum.

c. Business and Conference Travelers

Increasing number of MICE (Meetings, Incentives, Conferences, and Exhibitions) events in major cities like Arusha and Dar es Salaam. Hence it expected with the project to attract 100 travellers per year.

5.2 Competition

The market is competitive with numerous operators offering safari tours. The company will differentiate itself through personalized services, expert-guided tours and commitment to sustainability, positioning itself as a leader in providing immersive wildlife experiences. Many competitors lack in many areas, they lack mid-range, modern, and eco-conscious accommodation and transport services in their daily operations.

That’s why Haiddy Company intends to Modernize traditional tourism infrastructure and expanding into lesser-explored regions to gain competitive advantage and lion’s market share.

6. PROJECT MANAGEMENT

6.1 Organizational Management Structure



6.2 Safari Staffing and staff payment

Table 7: Proposed Staff Monthly payments(USD)

Position	Number	Per Month
Managing Director	1	1,000
Accountant	1	400
Operations	5	400
Administration	2	250
Marketing	2	250
Office Assistants	2	400
Driver cum	15	400
Security Guards	6	150
House keepers	4	200
Sub-Total	38	

NB: (i) Future labor hire shall be as per Market demand.

(ii) Of all the staff 60% will be male (23) and 40% female(15).

6.3 Projected Indirect Jobs Creation

The proposed project in its operations it is expected to create number indirect jobs to local people. So the number of projected in direct job is 65 as indicated in table 8.

Table 8: Projected Indirect Jobs

Position	Number
Local Suppliers	10
Food Vendors	5
Crafts people Artisans	15
Vehicle maintenance technicians and Fuel dealers	5
Insurance Brokers an compliance agents	5
Rental agents	5
Tour services partners	20
Sub-Total	65

7. FINANCIAL PLAN

7.1 Projected Cash flow Statement

Table 9: Projected Cash flows for 8 years (USD)

	FYI							
	1	2	3	4	5	6	7	8
Capital Inflow								
Owners New contribution	54,478	54,785	76,398					
Term Loan	81,717	82,177	144,597					
	136,196	136,962	190,995					

Operating Cash Inflow								
Profit before Tax	-2,695	3,886	84,954	111,586	135,753	155,645	170,284	180,456
Depreciation	32,736	59,055	92,250	69,356	52,151	39,221	29,502	22,195
	5,786	62,941	176,844	180,942	187,904	194,866	199,786	202,651
Total Cash inflows	141,982	199,903	367,839	180,942	187,904	194,866	199,786	202,651
Capital cash outflow	136,196	136,962	190,995					
Initial Investment	136,196	157,391	231,969	69,623	69,623	49,194	28,649	0
Operating Cash outflow								
Taxation	0	0	1,166	25,378	33,475	40,726	46,694	51,085
Change in W/capital	1,020	4,957	8,754	0	0	0	0	0
	1,020	4,957	9,919	25,378	33,475	40,726	46,694	51,085
Total Cash outflow	137,215	162,348	241,888	95,001	103,099	89,919	75,343	51,085
Net Cash flow	4,767	37,555	125,951	85,941	84,805	104,947	124,443	151,565
Opening Balance	0	4,767	42,322	168,274	254,214	339,020	443,966	568,409
Closing Balance	4,767	42,322	168,274	254,214	339,020	443,966	568,409	719,975

7.2 Projected Statement of Financial Position

Table 10: Projected Financial Position for 8 years (USD)

	FYI							
	1	2	3	4	5	6	7	8
Gross Sales Revenue (20%)	116,695	212,885	443,077	443,077	443,077	443,077	443,077	443,077
Less: Costs of Sales	13,569	35,481	73,846	73,846	73,846	73,846	73,846	73,846
Net Sales Revenue	<i>103,126</i>	<i>177,404</i>	<i>369,231</i>	<i>369,231</i>	<i>369,231</i>	<i>369,231</i>	<i>369,231</i>	<i>369,231</i>
Less: Direct Costs	34,736	71,673	130,530	130,530	130,530	130,530	130,530	130,530
Gross Profit	68,390	105,731	238,701	238,701	238,701	238,701	238,701	238,701
Less:								
Administrative Expenses								
Administrative Expenses	13,655		14,155	14,155	14,155	14,155	14,155	14,155
Insurance	5,497	12,345	21,895	21,895	21,895	21,895	21,895	21,895
	29,152	26,400	36,050	36,050	36,050	36,050	36,050	36,050
Profit Before fin Charges	49,239	79,330	202,651	202,651	202,651	202,651	202,651	202,651
Less: Financial Charges								
Depreciation	35,023	61,055	92,002	70,889	53,492	40,394	30,592	23,093
Profit Before Tax	14,215	18,275	108,649	131,762	149,159	162,257	172,122	179,558
30% Taxation	4,264	5,482	32,595	39,528	44,748	48,677	51,637	53,867
Profit after Tax	9,951	12,793	76,054	92,234	104,411	113,588	120,485	125,691
Profit Brought Forward	0	9,951	13,788	89,842	182,076	286,487	400,075	520,560
Total Cumulative	9,951	13,788	89,842	182,076	286,487	400,075	520,560	646,251

Net Profits								
Gross Profit as % of Turnover	58%	50%	54%	54%	54%	54%	54%	54%
Net Profit as % of Turnover	95%	6%	17%	20%	23%	26%	27%	29%

7.3 Projected Statement of Financial Position

Table 11: Projected Financial Position for 8 years (USD)

	FYI							
	1	2	3	4	5	6	7	8
Non-Current Assets	103,459	181,366	280,111	210,755	158,604	119,383	89,881	67,686
Current Assets								
Stock	730	730	730	730	730	730	730	730
Trade Debtors	3,131	17,041	17,041	17,041	17,041	17,041	17,041	17,041
Cash and Bank Balance	4,767							
Total Current Assets	8,628	51,240	186,045	271,985	356,791	461,738	586,180	737,746
Current Liabilities								
Creditors	2,842	2,943	3,042	3,042	3,042	3,042	3,042	3,042
Tax Payables	0	1,707	28,420	36,517	43,768	49,735	54,127	57,178
Total Current Liabilities	2,842	4,107	28,420	36,517	43,768	49,735	54,127	57,178
Net Current Assets	5,786	47,132	157,625	235,468	313,023	412,002	532,054	680,568
Total Assets	109,246	228,498	437,736	446,223	471,627	531,385	621,935	748,254
Financed By:								
Owner's contribution	54,478	109,263	185,661	185,661	185,661	185,661	185,661	185,661
Reserved earnings	-26,950	-24,230	34,986	113,096	208,123	317,075	426,274	562,593
Net	27,528	85,003	220,647	298,757	393,784	502,736	621,935	748,254
Term loan	81,717	143,465	217,089	147,466	77,843	28,649	0	0
Total Capital	109,246	228,498	437,736	446,223	471,627	531,385	621,935	748,254
Security Cover	1.3	1.3	1.3	1.4	2	4.2	0	0
Debt/Equity Ratio	1.5	1.3	1.2	0.8	0.4	0.2	0	0

8. PROJECT SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY PLAN

The proposed project on business expansion is based on the company's commitment to sustainability and corporate responsibility (CSR) recognizes the duty to operate ethically and in harmony with Tanzania's unique ecosystems and communities. Thus, our CSR strategy is designed to ensure that our business practices contribute positively towards environmental

conservation, social equity and economic development in the regions we operate

8.1 Environmental Sustainability Strategy

Eco-Friendly Operations: We aim to minimize our environmental footprint by utilizing the capital goods listed for tax exemption, including eco-friendly safari vehicles and renewable energy sources to reduce emissions and energy consumption. Constructing eco-accommodation facilities using locally sourced, sustainable materials. Implementing solar power systems and rainwater harvesting.

Wildlife Conservations: The Company will continue actively in supporting wildlife conservation initiatives and partnerships with local conservation projects to Tanzania's biodiversity where by donating a percentage of profits to wildlife protection programs.

Waste Management: The proposed project shall ensure the implementation strict waste management protocols to ensure that our camps and tours operate with minimal environmental impact.

8.2 Economic Development Strategy

Local Sourcing: Whenever possible, the company shall prioritize the sourcing of goods and services from local suppliers to stimulate economic growth within local communities.

Capacity Building: The Company shall strive to invest in training and development for staff with focus on hiring and empowering local talent thereby contributes to skills development in tourism sector. Besides it will extend support local entrepreneurs (e.g., artisans, tour guides, food suppliers) through training and vendor partnerships for creating long-term employment opportunities in both urban and rural communities.

8.3 Social Equity and CSR Initiatives

Community Engagement: We shall engage with local communities to ensure that they benefit from the project benefits through employment opportunities, support to local businesses and community development projects. Besides, we shall establish community advisory boards to ensure local voices shape tourism development.

Cultural Preservation: Haiddy Company is committed to respecting and preserving the cultural heritage of the regions we visit, incorporating cultural tours that directly benefit local communities.

Gender and Inclusion: Throughout our interventions, the company shall promote gender equality in hiring and leadership roles. Design facilities and activities to be accessible to people with disabilities.

8.4 Monitoring and Impact Evaluation

The company shall establish an internal Sustainability & CSR Committee to track progress and publish annual impact reports for various consumptions. Besides it will engage third-party auditors to evaluate environmental and social performance. Also it will use feedback systems such as surveys or forums to ensure continuous community involvement.

9. RISK MANAGEMENT

Project risks are inevitable on course of implementation of this project. The following are potential risks to the project that have analyzed and mitigation measures provided as per table 12 for tight monitoring to ensure smooth implementation of the project.

Table 12 Risk Mitigation Matrix

SN	Risk	Details	Level	Mitigation	Responsible
1	Financial Risk	Funding shortfalls- Difficulty securing sufficient capital for infrastructure, vehicle or real estate development	Low	<ul style="list-style-type: none"> • Proper Project Planning and execution • Request for Tax exemption on project capital goods from TIC 	<ul style="list-style-type: none"> • Director of Finance and Administration
		Cost overrun- Inflation, supply chain issues, or poor budgeting may increase project costs.	Low	<ul style="list-style-type: none"> • Strong financial management • Robust M&E 	<ul style="list-style-type: none"> • Director of Finance and Administration • Project Manager
2	Regulatory and Legal Risks	Permitting delays – Delays in approvals for land use, construction, or	High	<ul style="list-style-type: none"> ▪ Stakeholders Engagement ▪ Robust M&E framework 	<ul style="list-style-type: none"> ▪ Director of Tourism ▪ Project Manager

		vehicle operation		<ul style="list-style-type: none"> ▪ Legal compliance 	
		<p>Policy changes – Changes in tourism, taxation, or environmental laws may affect operations</p>	Low	<ul style="list-style-type: none"> ▪ SOAC analysis ▪ Adaption Strategies ▪ Robust M&E framework 	<ul style="list-style-type: none"> ▪ Director of Tourism ▪ Director Finance, Marketing and Administration ▪ Project Manager
		<p>Land ownership disputes – Risk of legal challenges or unclear titles, especially in rural areas.</p>	Low	<ul style="list-style-type: none"> ▪ Local Government Authorities consultation ▪ Legal construction and compliance 	<ul style="list-style-type: none"> ▪ Director of Tourism ▪ Director Finance, Marketing and Administration ▪
3	Market and Demand Risks	<p>Fluctuating tourist demand – Political instability, pandemics, or competition could reduce tourist numbers.</p>	Moderate	<ul style="list-style-type: none"> ▪ Market Plan ▪ Robust M&E framework 	<ul style="list-style-type: none"> ▪ Director Finance, Marketing and Administration ▪ Project Manager
		<p>Seasonality – Low seasons may create cash flow issues if not planned for.</p>	Low	<ul style="list-style-type: none"> ▪ Market Plan ▪ Robust M&E framework 	<ul style="list-style-type: none"> ▪ Director Finance, Marketing and Administration ▪ Project Manager
4	Operational Risks	<p>Construction delays – Weather, labor shortages, or contractor issues may slow down project timelines.</p>	Moderate	<ul style="list-style-type: none"> ▪ Robust M&E framework ▪ Legal Compliance and enforcement 	<ul style="list-style-type: none"> ▪ Director Finance, Marketing and Administration ▪ Project Manager
		<p>Fleet management issues – Maintenance, accidents, or fuel costs may impact transport operations.</p>	Low	<ul style="list-style-type: none"> ▪ Asset Management Plan ▪ Robust M&E framework 	<ul style="list-style-type: none"> ▪ Director Finance, Marketing and Administration ▪ Project Manager

		Technology failures – Booking systems or management tools could experience outages or inefficiencies.	Low	<ul style="list-style-type: none"> ▪ ICT policy ▪ Robust M&E framework ▪ 	<ul style="list-style-type: none"> ▪ Director of Tourism ▪ Project Manager
5	Environmental and Social Risks	Environmental degradation – Eco-lodges or vehicle use could unintentionally harm local ecosystems.	Moderate	<ul style="list-style-type: none"> ▪ Compliance to NEMC guidelines ▪ ESIA ▪ Robust M&E 	<ul style="list-style-type: none"> ▪ Director of Tourism ▪ Project Manager
		Community resistance – Local communities may oppose development or demand compensation.	Low	<ul style="list-style-type: none"> ▪ Community Engagement ▪ Robust M&E 	<ul style="list-style-type: none"> • Director of Finance and Administration • Director of Tourism ▪ Project Manager
		Natural disasters – Floods, droughts, or other events may disrupt construction or tourism flow	Low	<ul style="list-style-type: none"> ▪ Compliance to Risk Management Policy ▪ Robust M&E 	<ul style="list-style-type: none"> ▪ Director of Finance and Administration ▪ Director of Tourism ▪ Project Manager
6	Reputational Risks	Negative publicity – Poor service, accidents, or community disputes could hurt brand perception.	Low	<ul style="list-style-type: none"> ▪ Customer service charter ▪ Competent staff in the field of tourism 	<ul style="list-style-type: none"> ▪ Director of Tourism ▪ Director Finance, Marketing and Administration
		Cultural insensitivity – Poor engagement with local customs or heritage could lead to backlash.	Low	<ul style="list-style-type: none"> ▪ Code of conduct ▪ Professionalism and ethical considerations 	<ul style="list-style-type: none"> ▪ Director of Tourism ▪ Director Finance, Marketing and Administration

10. CONCLUSION AND RECOMMENDATION

Haiddy Company in its effective implementation of the proposed project investment highly request for tax exemption on the selected capital goods from TIC as part of its Investment Incentive Scheme.

The proposed project will create jobs, support local economies and promote conservation efforts aligning with TIC's objectives to foster economic growth and sustainable development.

Haiddy Company humbly invites the Tanzania Investment Centre to consider the proposal as an opportunity to partner in promoting sustainable tourism and economic development in Tanzania. Through the exemption we envision a future where the company continue to delight guests from around the world while making a lasting positive impact on Tanzania's Natural resources and cultural heritage.

We are highly committed to on-going investment in our services, infrastructure and community initiatives. With support of TIC through tax exemption for the essential capital goods, the company will continue to innovate, expand and positively impact Tanzania's economy and its people at large.

We appreciate and thank TIC in advance for readiness to consider our proposal and we are ready to provide any further information as required.

11. APPENDICES

11.1 List of Items on Exemption on Capital Goods

S/N	HS CODES	ITEMS NAME	UNIT	QTY	ITEM DESCRIPTION
1	630.90.00	TENTS	Pcs	15	Durable, Weather - resistant tents for guest accommodation remote safari locations.
2	8704.21.90	Hunting vehicles (pick Landcruiser)s/cabin	pcs	2	Special vehicles equipped for game viewing and navigating rugged terrain
3	8703.24.90.	director's vehicles	pcs	4	Luxury vehicles used for directorial oversight and VIP guest transport
4	8704.21.90	4*4 service vehicle Double cabin/van s/cabin	pcs	20	Versatile vehicles for logistic support, guest transportation and safari excursions.
5	8705.90.00	mobile workshop truck	pc	1	Enables on-site vehicle maintainace and repair, crucial for operational continuity in remote safaris location
6	8716.40.00	Rv Camping trailers	pcs	15	Provides mobile, comfortable lodging option for guests enhancing the camping experience
7	8903.99.00	River Boats	pcs	1	Essential for aquatic safaris and exploring waterways, offering unique wildlife viewing opprtunity
8	8517.69.00	Rapid Communication system -I-IF	PCS	10	High- frequency communication devices for long- range team coordination.
9	8517.69.00	Rapid Communication system -VHF	pcs	10	Very high frequency devices for reliable short-range community

10	8517.69.00	Rapid communication system Repeater	pcs	10	Boosts signal range of communication devices, essential for safety and operational efficiency
11	8205.90.00	Workshop tools	pcs	5	Essential tools for vehicle and equipment maintenance in field conditions.
12	8704.22.90	Fuel bowser	pcs	2	Vehicles designed for safe transportation of fuel and supporting extended safaris operations.
13	8414.40.00	Air compressor	pcs	2	For powering pneumatic tools, and inflating tires vital for maintenance tasks
14	8504.50.00	Battery Charging Machines	pcs	18	Devices for recharging vehicles and equipment batteries, ensuring continuous operation
15	8413.81.00	Greaser Basket pump	pcs	4	Pneumatic devices for efficient greasing of machinery, critical for maintenance.
16	8414.40.00	Air pressure Machines	pcs	2	Used for inflating tires and operating pneumatic tools, essential for vehicle upkeep.
17	8526.10.00	GPS System	pcs	10	Satellite navigation devices for precise location tracking and route planning.
18	9301.90.29	Hunting rifles	pcs	2	For controlled wildlife management and protection activities under strict regulation.
19	9301.90.00	Rifle Ammunition	pcs	4	Ammunition for the hunting rifles, used under controlled and regulated conditions.
20	8471.30.00	Desktop	pcs	10	Computer for administrative tasks, guest services, and operation management.
21	8471.30.00	laptops	pcs	10	Portable computer for field use, enhance operational flexibility and coordination.
22	8471.80.00	hard drive	pcs	10	External storage devices for data backup and secure storage for operational information.
23	8501.61.20	Automatic Generators	pcs	4	Provide emergency power supply, ensuring uninterrupted operational
24	84133030	Water pumps	pcs	5	For water supply in remote safari camps, crucial for guest amenities
25	8708.99.00	mercedes benz	pcs	2	Luxury vehicles for high - end guest transport and administrative use
26	8703.33.91	Land cruiser Toyota Vx	pcs	2	Rugged, reliable vehicles for challenging terrains and premium safari experiences.
27	8901 9010	Sea Boat	pcs	1	Used for marine safaris and guest leisure activities, offering an exclusive experience.
28	95082100	passenger vehicle coster/vans	pcs	15	
29	87033391	Land cruiser Toyota for tour	pcs	25	
30	42021250	luggage trolley	pcs	5	