

# **BUSINESS PLAN**

## **PRIMA ROYAL LODGES AND HOTELS TANZANIA LTD**

### **Executive Summary**

Prima Royal Lodges and Hotels Tanzania Ltd is a newly registered real estate and hospitality company focused on building, owning, and operating hotels and lodges across Tanzania. With an initial capital investment of USD 196,000, the company seeks to establish high-quality accommodation, restaurant, leisure, and tourism facilities catering to both domestic and international clients. The company aims to contribute to Tanzania's fast-growing tourism and real

estatesector while ensuring sustainable practices and community engagement.

### **Company Overview**

PrimaRoyal Lodges and Hotels Tanzania Ltd is incorporated under BRELA and will comply with all

Tanzanian legal and regulatory requirements, including registration with TRA, TIC, OSHA, Fire and Rescue, and Ministry of Natural Resources and Tourism (MNRT). The company's focus is on accommodation, restaurants, leisure activities such as swimming, and import/export of goods and services related to the hotel and lodge sector.

### **Products & Services**

-HotelAccommodation(standard rooms, deluxe rooms, executive suites) -  
Restaurants and Bars -

Swimming and Spa Facilities - Conference and Event Services - Tourist  
Transport and Safaris (in partnership with operators) - Import and Export of  
goods and services for hotel and lodge operations

### **Market Analysis**

Tanzania's tourism sector is among the fastest growing in Africa, attracting more than 1.5 million

visitors annually. Key destinations include Serengeti, Ngorongoro, Zanzibar, Kilimanjaro, and the coastal belt. The demand for quality hotels and lodges continues to increase due to tourism growth, expatriateworkforce, and risingdomestic travel.

# SWOT Analysis

Strengths • New company with strong vision and initial capital • Diverse services (hotels, restaurants, imports)	Weaknesses • Limited operating history • High initial capital requirements
Opportunities • Growing tourism sector in Tanzania • Government support for investment • Increasing demand for quality accommodation	Threats • Strong competition from established hotel brands • Global economic fluctuations affecting tourism

## Financial Plan

The company’s startup capital of **USD 196,000** will be allocated to: - Land acquisition and site.

Preparation: USD 80,000

-Construction and furnishing: USD 70,000

- Licenses, permits, and registrations: USD 10,000 -

Marketing and business development: USD 15,000

- Working capital reserve: USD 21,000 Revenue is projected to grow steadily with the establishment of the first

lodge/hotel in year 1, followed by expansion in year 3. TIC support is sought to facilitate investment incentives, import duty exemptions, and fast-tracking of relevant permits.