

**BUSINESS PLAN TO TANZANIA INVESTMENT CENTRE
(TIC)**

IN FAVOUR OF

LAIZER ROYAL HOTEL LIMITED

**PROPOSAL FOR REGISTRATION FOR THE CERTIFICATE OF
INCENTIVES**

**For Construction and Operate Lazier Royal Hotel at
Dar es Salaam, Kinondoni Mucipal, Kijitonyama Ward**

FEBRUARY 2025



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1. Title of the Project

Business proposal for Construction and Operate Laizer Royal Hotel to Tanzania investmentcenter (TIC)

2. Executive Summary

Laizer Royal Hotel is a business that is legally registered and licensed operating in Tanzania with registration No 181306122.

We were duly registered in united republic of Tanzania and have also carried out all the local requirements needed.

The services offered by our Hotel include Accommodations, Foods and Drinks, Entertainment, Recreational Centre, and Airport Shuttle from our Premises for our customers.

Due to the fact that the market is not only profitable but competitive as well, we strive to always give quality service to our customers, this we do by listening to their requirements and also passing along advices and tips that might best make them become better, while also listening for suggestions to improve our business as well.

Our business premises are in the strategic location that is convenient for customer to connect to any transit Route inside the country and outside as few kilometers from Dar es Salaam International Airport.

We constantly seek for ways, by which our services can be improved, from our Rooms Services, Conference Facility, Entertainment, Food and Drinks to our customer services and even our price rates. We also do not compromise on integrity as we adhere strictly to the company's corporate culture at Laizer Royal Hotel Limited.

3. Summary of Legal Formation

Laizer Royal Hotel Ltd is a Legal corporate body incorporates under the company Act, Cap 212 of R: E 2019 with Registration number 181306122.



4. Company Shareholding Structure and Nationality

The ownership of company as well as nationality of the members, presented in the table below

S/N	Share Holders Name	Number Of Shares	%	Nationality
1	Joseph Saniniu Laizer	15	75	Tanzanian
2	Kayen Saniniu Laizer	5	25	Tanzanian

5. Description of the Project: Location, Mission and Vision

At the outset, our main office will be located in Dar-Es-Salaam, eastern Tanzania.

These are the strategic location with near proximity to key market suppliers of materials, and access to a good road network, communication and other auxiliaries, which gives us the competitive advantage and leverage from our competitors.

The mission of Laizer Royal Hotel Limited is to provide the most cost effective, quality efficient and transparent hotel reservation services paying great attention to every detail of every job regardless of size.

It is our vision to become premier supplier of quality and value for money Royal hotel with a noticeable presence worldwide, within our fifth year of operation. We also intend to provide the best customer service so that our customers not only come back, but refer new clients to us as well, thereby giving us an edge over our competitors.

6. Description of the Project Objective

6.1. Objectives

The objectives for the first three years of operation include:

1. To offer Royal executive and VIP accommodation services to our customers.
2. To provide Entertainment and Creational Facility
3. To Sell Variety of Foods and Drinks our Restaurant and Bar
4. To provide Conference Facility to suits different needs customer
5. The hotel will employ 20 Tanzania's to start operations

6. To attain a regular customer – both in local and foreign market; the first year of operation.
7. The operations will start with 60 rooms charged TZS 100,000 per night with Four VIP Rooms charged TZS 150,000 per night.
8. We expect Accommodations and supporting Services will expect to Achieve First Year Gross Sales of ZS 2.160 Billion and TZS 3.15 Billion Fifth Year
9. To produce a net profit of at least 24% which is above Lending rate.

6.2. Keys to Success

The primary keys to success for the Laizer Royal Hotel Limited will be based on the following factors:

- High-quality of Hotel facility.
- Location to Dar es Salaam Commercial city regions.
- A steady supply of Hotel Auxiliary materials and Services.
- Experienced and expatriate personnel

7. Summary of Market Analysis

7.1. Market Analysis

It is projected that Tanzania's Hotels market will see a revenue of US\$360.80m in 2025, with an expected annual growth rate (CAGR 2025-2029) of 5.38%.

This will result in a projected market volume of US\$445.00m by 2029.

Additionally, the number of users in this market is expected to reach 7.88m users by 2029.

In the food market, 0.4% of total revenue will be generated through online sales by 2024.

In the food market, volume is expected to amount to 11,530.00m kg by 2029. The food market is expected to show a volume growth of 4.8% in 2025.

The average volume per person in the food market is expected to amount to 137.90kg in 2024.

7.2. Market Segmentation

The potential customer groups for Laizer Royal Hotel Limited are:

- Foreign Market: Business Visitors from following countries; Uganda, Kenya, Rwanda, DRC Congo, Burundi, India, Malawi and the rest of African even other continents
- Tanzania wholesalers for other regions coming to Karikoo International Market: this market serves as a safety valve for our internally displaced. By maintaining relationships with Tanzania wholesalers we will have an alternative market with established distribution channels to their shopping areas.
- Local customers surrounding The location as well is potential customer to be saved affordable and quality Accommodations and Entertainment services

7.3. Target Market Segment Strategy

Laizer Royal Hotel will be focusing on the three previously mentioned customer segments because of their desire of having a high-quality product.

The foreign Market segment often appreciates the finest quality of Reservations services.

Local Wholesalers are another customer segment that is attractive because they have a constant need for Accommodations when visiting Dar es Salaam **Kariakoo International Market** offered common and favorable meals, in all occasion be it family, restaurants and hotels or even on different functions.

Dar es Salaam Visitors which forms to a wide range of customer's individuals, Family and institutions. They serve a natural local customer. Many people buy the bulk of the food they consume during the week from a grocery store, including drinks.

7.4. Competition and Buying Patterns

Within the Hotel industry, businesses compete on price, quality, customer service, and delivery. Customer service can include things like ability to produce a range of hotel reservations services, and customer products options. Customers must also trust the supplier for regular, reliable service and consistent quality, since sudden changes in supply can really

disrupt their demand.

We will have established relationships with our customers which extend beyond that of the buyer/seller. The Laizer Royal Hotel Limited labels means that the product will be chosen and prepared with the highest quality standards in mind over the competitor's. We strongly believe that by offering quality services, we will gain a substantial number of new customers, both through the advantages of the new service, and with the new advertising. We will gain the recognition of new customers through our focused marketing plan

7.5. Main Competitors

The cheapest is new heaven Hostel which is along Igesa road.

There are three-star hotels at entire Sinza area and in Sinza mori there are Wanyama Hotel, Vienna Motel, miramonti Hotel Ltd, Gm elegance Hotel, classic Lodge.

Therefore, the hotel will be in a place that has already client title

7.6. Marketing and Sales Strategy

Our marketing strategy would be Made Grand Opening by Making publicity to Television Radio, providing standard high quality services, branding as well as marketing of the same. We intend to cultivate a loyal customer, retention and attract new customers to patronize our services, in and (exporting) out of Tanzania.

We intend to use our loyal customers to get new customers by deploying a referral system that would see the customer get a discount or recognition in return for referring new customers to us.

We will engage existing and potential customers on our social media platforms, and also from time to time give out tips and suggestions that will ensure that the businesses of our clients improve.

Massive publicity through our website as well as other forums that are related so as to garner more customers. Some of the marketing and sales strategies that we will adopt include;

- Introduce our business officially to Tourism Agent and large transport and logistics in business within Dar Es Salaam (to start with) and the immediate environs by meeting personally with them and telling them of the benefits they stand to gain in using our

services

- Ensure we expand our project by building various Hotel facilities across several strategic locations
- Make use of our official website in promoting our products and services by positioning SEO to ensure that it tops the online search for potential customers
- Make use of our social media platforms such as Instagram, TikTok, Facebook, Twitter, LinkedIn, Business WhatsApp, Telegram, Snapchat, YouTube to mention are few we will promote our brand
- Ensure that Hotel brands are advertised on radios, television and even in local and national newspapers
- Meeting and exceeding the expectations of our clients and through this improving the performance of our brand.
- Ensuring there is a consistency in customer experience in all our locations
- Use attractive billboards and banners to ensure that potential customers are aware of our services
- Create awareness by passing out handbills and fliers and pasting same in strategic areas
- Ensure that we deploy the direct marketing approach
- Make use of word of mouth marketing to increase awareness of our existence and invariably our products and services

7.7. Publicity and Advertising Strategy

We have several strategies in place that is aimed at increasing the awareness of our Hotel Services in the minds of our customers.

The use conventional and non-conventional means of promoting Laizer Royal Hotel Limited. It is important for our immediate customers to appreciate our services.

A good standing in the location where we are based, will invariably affect our other branches that will be in other regions positively.

It is our intention to carry out some of the publicity strategies ourselves, we realize that to be able to fully put in our best efforts into the business, we would likely hire a consultant that would help us come up with and deploy the strategies that have been deemed effective.

Some of the publicity and advertising strategies that we intend to deploy for our Laizer Royal Hotel Limited include;

- Create awareness amongst Hotel Reservations Agent by visiting their Office
- Using our social media platforms – such as Facebook, LinkedIn and other agro forums – to educate the public on the benefit of milled rice and the various stages involved
- Engage in community related programs especially those that would target the youths
- Distribute our fliers in target areas and paste our handbills in conspicuous strategic locations
- Place adverts in local and national newspapers, radio stations, and also on television
- Make use of bulk messaging platform to create awareness
- Carry out Facebook targeted advert so that we are able to reach the right customers
- Ensure that we place billboards in and around strategic points in Tanzania in particular

7.8. Our Pricing Strategy

Right pricing structure in Laizer Royal Hotel Limited will ensure customer flowing (attraction). Several pricing packages based on the requirements of our customers and their budget are in place.

Our pricing rates will not be done in isolation, as we would check what is being offered by our nearest competitors and ensure that we peg our prices around what is obtainable especially if the pricing is fair, this way we would not unnecessarily create a price war.

Finally, our pricing will also take into account what our cost of production as well as overhead is; this is so that we do not run the business at a loss. We however, would strive to ensure that we minimize cost to the lowest level.

7.9. Payment Options

We intend to adopt a payment policy that will cater to all the classes of customers that will patronize us at Laizer Royal Hotel Limited. We intend to make sure that our payment options abide by all the financial rules and regulations of the county where we would be operating from.

Listed below are the payment options that Laizer Royal Hotel Limited will make available to its customers;

- Cash Payment
- Point Of Sale (POS) Machine Payment Option
- Payment Via Bank Transfer
- Payment Via Check
- Payment Via Online Bank Transfer
- Payment Via Mobile Phone Transfer

The banks with whom we have partnered with for our business is one that will ensure that customers have a smooth time during payment without unnecessary stress. Our bank accounts will be available on request.

Those that wish to make payments online will need to fill out a contact form that will specify their request and invariably what they would need to pay. Those who would pay offline would need to physically visit our location to obtain a payment voucher which is based on what the requirements of the customer are, as payment differs according to the needs of the customer.

7.10. Sales Strategy

Laizer Royal Hotel Limited will be entering into direct sales for the first time. Our plan is to approach members of our target markets via phone and with direct visits. Where possible, we will ask existing customers to provide us with an introduction or to mention us to their neighbors and friends before we approach them.

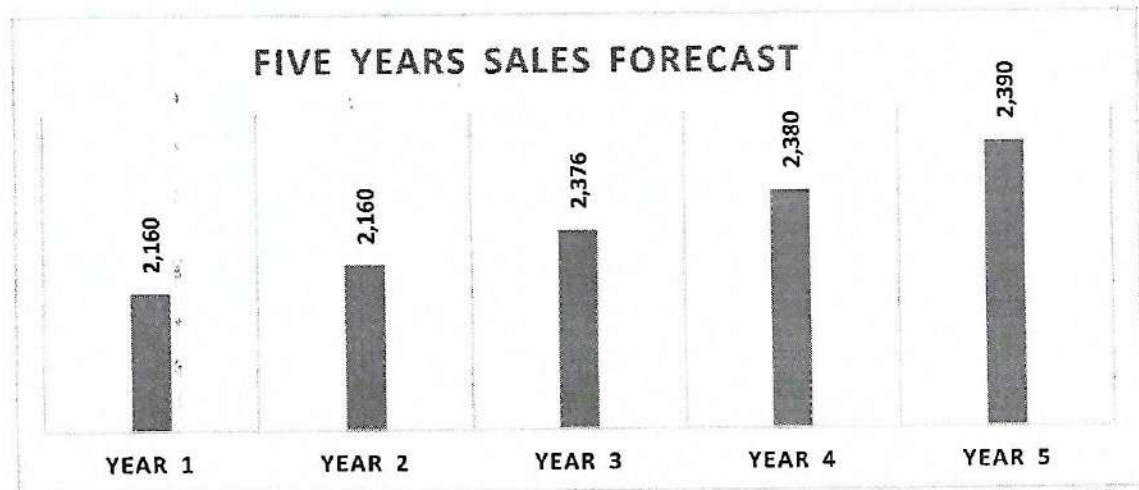
We will tell them about our current products and services, and then ask them clearly what we need to do to earn their business. Considering their desires and individual goals. We will create an individualized sales proposal with their specific needs (products, volumes,

frequency, price, other services) included.

Our attractive proposal detailing for each order will be offered to who accepted. We will then adjust our planned services to include arrival of fresh services necessary for new orders, to be processed and delivered as agreed by the timeline. Deliveries will be automatically scheduled through our point of sale database. Each customer price grid, conditions and all specific comments will be clearly maintained for all to review and to guarantee complete customer satisfaction. Each order will be reviewed by one of the owners prior to delivery to guarantee quality, accuracy and completeness. An invoice for each order will be emailed or called to each customer the day prior to delivery to ensure payment is ready at the time of delivery. (this will all be part of the agreement terms.)

7.11. Sales Forecast

The following chart and table show our present sales forecast. We project healthy growth in sales in 2028, a slightly smaller increase again, and reach maximum for production capacity representing a large growth over the previous year.



Figures in Million TZS

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
SALES UNIT (Rooms)	21,600	21,600	23,760	23,800	23,900
SELING PRICE (TZS)	100,000	100,000	100,000	100,000	100,000
TOTAL REVENUE TZS	2,160	2,160	2,376	2,380	2,390

Table: Sales forecast
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The projection done above is strictly based on all factors being equal such as stable economic growth and lack of strong competitors offering same services and products with same location. Our sales forecast is averagely moderate and stakeholders must be warned that depending on how factors change, projections might increase or decrease.

Key Assumptions

1. Status quo regarding regulation
2. No major change in macro-economic or political situation.
3. We assume our services, product quality, and social media marketing will generate healthy growth in business and steady increase in sales
4. We assume efficient management of multiple sites
5. We will make the first site work before moving to the second.
6. We will not add sites while any site is not working well
7. We expect expansion may cause a constant sale in our second year, but that it will be an acceptable loss and we will have working capital to finance

9. Summary of Project Description

This project remains as resolution for Construction and Operate Laizer Royal Hotel, The company is engaged in the offering the best Accommodations, Entertainment, Food and Drinks of high quality in local market. Laizer Royal Hotel Limited forecasting to launch it operation this very year, and soon or later will expand its operation.

The company is dedicated to providing the highest quality customer service, meeting the agreed delivery dates, and keeping the sales prices controlled in accordance with ongoing market trends.

The focus of this business plan is to identify future target clients, explain our marketing strategy, improve internal procedures so we can substantially increase profitability, and obtain the funding required to expand the business.

9.1. Annual Production Capacity

Laizer Royal Hotel Limited scheduling to a set-up of one Hotel Building Structure In Dar es Salaam Kijitonyama, Kinondoni Municipal Council with input capacity of 60 Rooms, which is equivalent to 21,600 room Reservations per year. Two other Hotel units, will be set up, one at Dodoma then, third one at Arusha once the Dar es Salaam Centre is well operated.

Initially, the first Hotel accommodations and supporting services will run approximately at 60% output capacity:

As the new business ownership takes effect and various marketing plans are implemented, the production volume will increase. There is sufficient room in the production capacity to expand and produce at 80% capacity.

It is planned that the two new centers will be set up for production to meet the customer demand. Not only that but also it is evident that Hotel Services in Tanzania is ever increasing and we are here ready to tap that opportunity

9.2. Human Resources

The company is expecting to employ twenty permanent workers at inception. Plans are in place to increase staffing levels in the second year as we expand the production and opening of various franchise outlets country wide. Our workers are by far the most important assets and we will ensure they are well motivated. A satisfied employee is more goal congruent.

9.3 Investment Costs and Sources of Finance

Start-up costs will be financed through investments business loans (Shareholders Loan & Bank loan) of **TZS 5.2 Billion**

Start-up expenses will comprise of start-up expenses to fund (Land Acquisition cost, Construction and operating expenses and other overhead); Start-up Assets to Fund non-current asset such as plant and machinery, Land and Building, fixtures and fittings

Detailed of the start-up summary are included in the following table.

Table: *Investment Costing Projection*

Start-up Funding	TZS	USD
Start-up Expenses to Fund	96,366,724	37,791
Total Funding Required	96,366,724	37,791
Assets		
Land	1,300,000,000	509,803
Building	2,409,093,100	944,742
Plants and Machinery	900,000,000	352,941
Furniture's & Fittings	300,000,000	117,647
Total Assets	4,909,090,310	1,925,133

Overheads	TZS	
Wages and Salaries	275,184,000	107,915
Legal and Consultation	45,000,000	17,647
Overhead Cost	560,319,200	219,733
Marketing and Promotion	70,000,000	27,451
Insurance	27,000,000	10,588
Total	977,503,200	383,334
Grand Total	5,982,960,234	2,346,258

9. Project Financing Pattern

9.1.Sources of Finance

Laizer Royal Hotel Limited project will be financed through a combination of long-term debt from Bank and directors Loan.

Purchase of Land is 100% Directors Loan and Constructions and Purchase of the larger facility and equipment will require approximately 100% Bank debt financing.

Intended expansion of the project should be primarily financed with cash-flow.

Sound system to manage our accounts receivable will be in place as we expect to maintain our collection days at 30 days with thirty percent of sales on credit but we encourage cash sales.

In addition, we must achieve Gross Margins of 70% and Net Profit Margin of 17% in first year while holding Operating Costs no more than 80% of sales in first year of operation but should be decreasing for the coming year

The company use Shareholder/ Directors Land as Loan acquired capital to buy the land for building of the Laizer Royal Hotel facilities in Dar es salaam, Kijitonyama, Kinondoni Municipal.

Also use Bank Loan for purchasing plants and machinery (inclusive of installation cost), purchasing motor vehicles, Recreational facilities as well as furniture and fittings.

9. Project Implementation Schedule

The company intend to implement the projects in the following schedule and phases.

9.1.Registration of the Project and Compliance Phase

The company is intended to begin to register the project with Tanzania investment center and to apply for the certificate of incentive. The company shall also comply with the requisites laws, local and international standard and requirements.

9.2.Raising Fund

The company has obtained Land from Director, initially expect to obtain fund TZS **5.983 Billion** from various sources such as Shareholder's Loan (Investor) and banks that will be used for initial expenses of the project activities aforementioned in the expenditure break down. More fund will be raised from the aforementioned sources, which will be used to strengthening the initial planned activities and also will be used according to the projects phases as demonstrated in the financial project

9.1.Construction

The company at initial phase the project has already get Land from Shareholder and currently intend to buy building Material and fixtures and Furniture's, which are necessary for the hotel project. The company will take the land from Director to build the Hotel structures and Facilities and offices for the project

9.1.Project operation

That after accomplishing the construction phase, the company is expecting to start its operation of Lounging Hotel Services, marketing and promotion to the customers: locally as well as to other countries that we have experienced frequently visitors.

9. Project Financial Projection for at Least Five Years

The financial projection for the next five years shows that the cost for the fixed assets (Non-Current Assets) for instance; Plant and Machinery, Land and Buildings, Motor Vehicle, Furniture and Fittings in the next two years will be increasing but will be decreasing for the next three years thereafter. The reason behind is that most of the asset will be established/constructed in the first two years and then after the assets will be aging/depreciating (see table below)

Figures in TZ Million Shillings

Non -Current Assets	Year 1	Year 2	Year 3	Year 4	Year 5
Initial Set up Cost	96.3	0	0	0	0
Land	1,300	0	0	0	0
Building	1,000	409	500	500	0
Plants and Machinery	500	100	200	100	0
Furniture & Fittings	150	100	50	0	0
Overheads	500	200	200	77	0.5
Book Value	3,546.3	809	950	677	05

Table: Non -Current Asset Projection for Five Years

13.1 Projected Income Statements

The projected income statement and cash flow shows positive profit and net inflows respectively throughout the investment cycle. Over the projected period (periods under evaluation) from the beginning of year one to five the turnover of Laizer Royal Hotel Limited show a positive growth. Not only that but also the interest cover shows the operation will generate sufficient profit to meet all its interest obligations as its profits

Before financial charges covers interest obligations by above one times for the whole period of the loan

The projected income statement shows net profit after tax of TZS 378 Million from the first year which grow to close follow up and fund injection for expansion, as well requiring customers to deposit money in advance for goods to be delivery and service to be rendered to grow the profit to TZS 418.25 Million in the fifth year.(See annex) the profits indicate the expected positive growth of business.

13.2. Projected Profit and Loss

The Laizer Royal Hotel Limited projected income statement for the next five years as shown in the appendices

Figures in Million TZS

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
SALES UNIT (Rooms)	21,600	21,600	23,760	23,800	23,900
SELING PRICE (TZS) /Room	100,000	100,000	100,000	100,000	100,000
TOTAL REVENUE	2,160	2,160	2,376	2,380	2,390
DIRECT COST (TZS) /Room	30,000	30,000	30,000	30,000	30,000
TOTAL DIRECT COST	648	648	712.8	714	717
GROSS PROFIT	1,512	1,512	1,664	1,666	1,673
	70%	70%	70%	70%	70%
ADMIN AND OPERATING COSTS	972	972	1,070	1071	1,075.5
PROFIT BEFORE TAX	540	540	594	595	597.5
	25%	25%	25%	25%	25%
TAX	162	162	178.2	178.5	179.25
PROFIT AFTER TAX	378	378	415.8	416.5	418.25
	17.5%	17.5%	17.5%	17.5%	17.5%

Table; *Projected Profit & Loss*

13.3. Financing Operations

the operation of the company indicate that its investment expects to earn an internal rate of return of 17.5% this is considered acceptable much as it is above the cost of its borrowing funds from Shareholders namely 16% on which payments start from third year after launch the operations and Bank Loan financing is considered on the Administration and operations cost for the profit before tax.

13.4. Break-Even Analysis

We estimate average monthly fixed costs shown in the appendices. Peak and off-season will have significant impact on the monthly earnings. For the first year, on-season revenues will offset off-season losses. As Laizer Royal Hotel Limited builds its market position among the local patrons, we anticipate that off-season revenues will be enough to break even during that season. Further, a rate increase may be considered in fiscal year 2027.

13.5. Cash Flow Projection

The projected cash flow is positive with sufficient balance to cover all matured obligations, throughout the year. The projected liquidity position of the business is quite healthy in that it will be able to liquidate the loan being applied within a period of forty-eight months (48), while at the same time meeting all its other financial obligations of operating the business. Debt services coverage ratio is above one for the whole period of the loan facility.

13.6. Balance Sheet Projection

The projected balance sheet has positive balances, which are above the term loan. Furthermore, total assets are more than term loan thus suggesting that, the investment is easily liquid.

Basic assumptions and considerations

1. All computations are in Tanzania shillings
2. Period of evaluation: 5 years
3. All prices are based on current levels and are assumed to remain constant
4. Revenue sources: Room Services, Foods and Drinks
5. Sales Capacity: 21,600 Rooms per Year
6. Interest On Bank Loan: 16%
7. Shareholders loan interest free

13.7. Environmental and occupational safety considerations & risk analysis

13.7.1. Environmental impact

Staff Wear

The company will provide the staff with standard uniforms including rubber boots and Gloves during constructions. As well hotel uniforms branded with logo once start operations for

Services Provider Staff and Whenever an opportunity prevails, the company provides them safety training as the businesses get better.

Waste Disposal

Generally, The Business Does Not Produce Significant Waste In The Meantime. As The Business Expands to Accommodate laundry services, We Shall Introduce Liquid and Solid Waste Disposal Mechanisms Including Sewerage Pits.

13.7.2. Project Risk Factor

The risks that Laizer Royal Hotel Limited is likely to face are of three types namely, economic, political/ social and Operational risk

13.7.3. Economic Risk

The major economic risk is that of the recession happening in either Tanzania or in any country to which our customers will be dependent also regular increase in fuel price in the world this can affect our business but it is not in the control of Laizer Royal Hotel Limited and country in general.

13.7.4. Political Social and Religious Risk

The biggest risk associated with any of the above factors is that of disturbances or upheavals, the effect of political social and religious, up -heavals of business are usually bad. It is however reassuring to note that Tanzanian political, social and religious stability is fairly strong and it is likely to continue this way for quite some time.

13.7.5 Operation Risk, Liquidity Risk and Credit Risk

Managing operational risk in the business is an integral part of the day to day operations by the management. This risk is will be closely monitored by the board of Directors through a sound internal control system and insurance cover.

Liquidity risk is the risk that the business faces by not having adequate funds to settle day to day obligations as they fall due. Laizer Royal Hotel Limited will management through maintaining sufficient cash to cover commitment credit facilities received working capital as well as capital project requirements.

Risk associated with trade and other receivables is called credit risk, of which the company will maintain close follow up and requiring customers to deposit money in advance to cover for goods to be delivery and service to be rendered.

9. Conclusions and Recommendation

9.1. Conclusions:

The following conclusions can be drawn from the financial and economic analysis of this project.

- The project is fully accommodations based which is purely involved in the improvement of Hotel reservations industry as well as employment sector in the country.
- The project is profitable; hence it will increase the overall profitability of the company and its ability to contribute to the government by way of taxes.

9.2. Recommendation

Based on the above factors the consultant recommends that the proprietor be granted with the certificate of incentives from TIC for continues improvement of this project at the earliest date possible.

Thanks and I Submit

.....
Joseph Saniniu Laize

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