



MIRACLE EXPERIENCES TANZANIA LIMITED

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# BUSINESS PLAN

Presented To  
Textron Financial Corporation



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## Outline

Executive Summary .....	Page 2
Company Description .....	Page 3
Market Analysis .....	Page 3
Marketing Strategy .....	Page 4
Operations Plan .....	Page 6
Financial Projections.....	Page 7



## EXECUTIVE SUMMARY

### Company Overview

Miracle Experiences Tanzania Limited, a leading hot air balloon safari company in Tanzania, is expanding its operations into chartered and non-scheduled fixed-wing flights. This expansion includes the acquisition of two Cessna Caravans, each with a 12-passenger capacity, to offer high-end luxury charters and other specialized flight-services.

### Expansion Plan

- i) Aircraft Acquisition  
Two Cessna Caravans at a cost of \$3.5 million each, with 20% down payment and 80% financed over 10 years at 8% interest.
- ii) Operations Start Date  
January 2025.
- iii) Initial Operations  
One aircraft will be wet-leased for the first six months of 2025, generating \$576,000 in revenue. The other aircraft will be used for luxury charters, specialized charters, and cargo flights.
- iv) Full Operations  
Both aircraft will be fully utilized from July 2025 onwards.
- v) Future Expansion  
If profits and cash flow are steady by 2026, the company plans to acquire an additional two aircraft, further expanding its fleet and operational capacity.

### Objective

To position Miracle Experience as a premier provider of luxury charter services in Tanzania's Northern Circuit, maximizing revenue and profitability while ensuring the complete repayment of aircraft financing within 10 years.



## COMPANY DESCRIPTION

### Company Background

Miracle Experience has built a reputation for offering unforgettable hot air balloon experiences over Tanzania's iconic landscapes. With a focus on safety, luxury, and customer satisfaction, the company is poised to extend these values into its new fixed-wing charter services.

### Mission Statement

To deliver unparalleled luxury and personalized service in the aviation industry, enhancing the safari experience for elite travellers in Tanzania.



## MARKET ANALYSIS

### Competitor Analysis

- i) Auric Air  
Operates 19 aircraft with a focus on passenger safety and comfort, connecting remote locations.
- ii) Coastal Aviation  
Offers both scheduled and private charters, with an extensive network in Tanzania.
- iii) Regional Air  
Provide scheduled and private charter services with a focus on high-end clientele.
- iv) Safari Plus & Grumeti Air  
Compete in the luxury and non-scheduled charter market.



## Target Market

High-net-worth individuals, private groups, and tourists seeking premium safari and luxury travel experiences in Tanzania.

## Tourism Seasonality

Peak seasons in Tanzania are from June to October and December to March, aligning with the dry season and the Great Migration. Low seasons are from March to June.



## MARKETING STRATEGY

### Unique Selling Proposition

Miracle Experience will offer seamless luxury travel experiences, characterized by comfort, safety, and personalized attention.

### Pricing Strategy

- Luxury/Scheduled Charters: \$2,300 per hour.
- Specialized Charters: Focused packages to destinations like Mt. Kilimanjaro

### Promotional Strategy

- Partner with luxury lodges and travel agencies.
- Targeted online marketing to high-net-worth individuals.
- Collaborate with safari tour operators.



## Other related strategies

### i) Diversification of Revenue Streams

**Offering Additional Services:** We will introduce ancillary services such as in-flight catering, exclusive ground tours, and partnerships with high-end lodges for bundled packages.

**Specialized Charters:** We will provide themed charters such as photographic safaris, bird-watching tours, or honeymoon packages to attract niche markets.

**Corporate Partnerships:** We will establish partnerships with corporations for business travel, executive retreats, and incentive trips.

### ii) Seasonal Pricing Strategies

**Peak Season Premiums:** We aim to charge higher rates during peak tourist seasons (June to October, December to March) when demand is high.

**Off-Peak Discounts:** We aim to offer discounted rates during off-peak seasons to attract price-sensitive customers and maintain aircraft utilization.

### iii) Customer Loyalty Programs

**Frequent Flyer Programs:** We will implement a loyalty program for repeat customers to encourage repeat business.

**Referral Bonuses:** We will be offering incentives for customers who refer new clients.

### iv) Dynamic Pricing Models

**Yield Management:** We plan to use dynamic pricing models to adjust prices based on demand, booking times, and competition. This can optimize revenue by capturing consumer surplus during high demand periods and filling seats during low demand periods.

**Online Booking Platforms:** We will leverage on technology to provide real-time pricing and availability, making it easier for customers to book and for the company to manage pricing dynamically.



v) Cost Management and Efficiency

**Operational Efficiency:** Implement efficient operational practices to minimize costs, such as optimizing flight schedules, reducing turnaround times, and maintaining high aircraft utilization rates.

**Fuel Management:** Invest in fuel-efficient practices and consider hedging against fuel price fluctuations to manage operational costs effectively.



**OPERATIONS PLAN**

**Fleet Details**

Two Cessna Caravans equipped with advanced avionics and safety features, stationed at permanent bases in Seronera, Tarangire, and Kogatende.

**Maintenance and Safety**

Regular maintenance schedules and stringent safety protocols to ensure operational excellence.

**Staffing**

Experienced pilots, ground staff, and customer service teams dedicated to delivering premium service.

**Future Fleet Expansion**

Pending steady profits and cash flow in 2026, the company plans to add two additional aircraft to its fleet, enhancing its capacity to meet increasing demand.



## FINANCIAL PROJECTIONS

## Revenue Breakdown

Year	Wet Lease (USD)	Luxury/Scheduled Charters (USD)	Specialized Charters (USD)	Cargo Flights (USD)	Total Revenue (USD)
2024	\$0	\$0	\$0	\$0	\$0
2025	\$576,000	\$4,140,000	\$125,000	\$12,000	\$4,853,000
2026	\$0	\$6,624,000	\$250,000	\$24,000	\$6,898,000
2027	\$0	\$6,624,000	\$250,000	\$24,000	\$6,898,000
2028	\$0	\$6,624,000	\$250,000	\$24,000	\$6,898,000

## Expense Breakdown

Year	Aircraft Acquisition Down Payment (USD)	Annual Loan Payment (USD)	Operational Costs (USD)	Marketing & Other Expenses (USD)	Total Expenses (USD)
2024	\$1,400,000	\$56,000	\$1,228,800	\$360,000	\$3,044,800
2025	\$0	\$672,000	\$1,656,000	\$360,000	\$2,688,000
2026	\$0	\$672,000	\$3,312,000	\$360,000	\$4,344,000
2027	\$0	\$672,000	\$3,312,000	\$360,000	\$4,344,000
2028	\$0	\$672,000	\$3,312,000	\$360,000	\$4,344,000

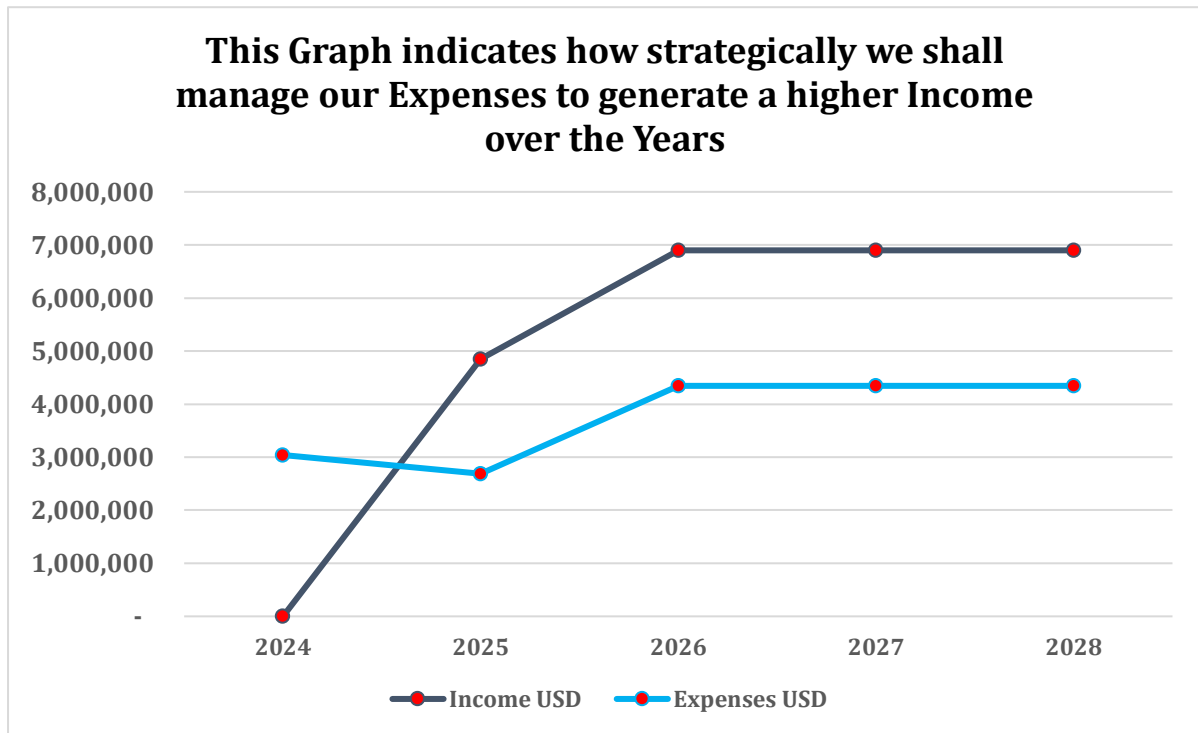
## Net Profit Breakdown

Year	Total Revenue (USD)	Operating Profit (USD)	Asset Financing Cost (USD)	Net Profit (USD)
2024	\$0	-\$2,988,800	-\$56,000	-\$3,044,800
2025	\$4,853,000	\$2,837,000	-\$672,000	\$2,165,000
2026	\$6,898,000	\$3,226,000	-\$672,000	\$2,554,000
2027	\$6,898,000	\$3,226,000	-\$672,000	\$2,554,000
2028	\$6,898,000	\$3,226,000	-\$672,000	\$2,554,000



### Operational Cost Breakdown

Year	Fuel Costs (USD)	Maintenance Costs (USD)	Salaries (USD)	Unforeseen Challenges (USD)	Total Operational Costs (USD)
2024	\$383,400	\$191,700	\$574,500	\$79,200	\$1,228,800
2025	\$552,000	\$276,000	\$828,000	\$110,400	\$1,656,000
2026	\$1,104,000	\$552,000	\$1,656,000	\$220,000	\$3,312,000
2027	\$1,104,000	\$552,000	\$1,656,000	\$220,000	\$3,312,000
2028	\$1,104,000	\$552,000	\$1,656,000	\$220,000	\$3,312,000



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