

**BUSINESS PLAN (BP) FOR PROPOSED ESTABLISHMENT OF A LUXURY
ACCOMMODATION FACILITY IN SERENGETI NATIONAL PARK**

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ACKNOWLEDGEMENT

Praveg Safaris Tanzania Limited, wishes to express gratitude to all individuals, firms, government institutions and authorities for their potential inputs in the preparations of this Business Plan (BP) a procedural requirement for Tanzania National Parks (TANAPA) purposely for the establishment of luxury PTC an accommodation facility at Serengeti National Park (SENAPA).

The Tanzania National Parks (TANAPA) is honored for proper instruction in the letter of offer and in particular the procedures as prescribed in the TANAPA Tourism Investment Manual (2019-2024) which helps the Company to adhere with the TANAPA Manual and SENAPA General Management (GMP) requirements prior to project undertaken.

LIST OF ACRONYMS

BOT	Bank of Tanzania
BP	Business Plan
BRELA	Business Registration and Licensing Agency
DP	Development Prospectus
EIA	Environmental Impact Assessment
ESIA	Environmental and Social Impact Assessment
GDP	Gross Domestic Product
GMP	General Management Plan
HAT	Hotel Association of Tanzania
LDMC	Local Destiny Marketing Company
MNRT	Ministry of Natural Resources and Tourism
NBS	Tanzania National Bureau of Statistics
NEMC	National Environmental Management Council
PTC	Permanent Tented Camp
SWOT	Strength Weakness Opportunity and Threats
TALA	Tourism License Agency
TANAPA	Tanzania National Parks
TATO	Tanzania Association of Tour Operator
TIM	TANAPA Tourism Investment Manual
TIN	Tax Identification Number
TNBS	Tanzania National Business Council
TTB	Tanzania Tourist Board
TRA	Tanzania Revenue Authority
VRN	Value-Added Tax Registration Number
WB	World Bank

1.0 EXECUTIVE SUMMARY

This Business Plan (BP) outlines the proposal by our company to develop a luxury Permanent Tented Camp (PTC) for up to maximum 25 tent units having capacity to accommodate 50 guests in Upper Mbalageti site within Serengeti National Park (SENAPA). Our long term strategy is to develop a series of reputable, experiential luxury camps and restaurants and various other adventurous activities across known and lesser known wildlife areas and attract more people to visit Tanzania. After having an opportunity to visit SENAPA recently, we presented a letter of intent to Tanzania National Parks (TANAPA) seeking permission to invest in construction of luxury PTC in SENAPA.

The letter was received due consideration and the company were awarded a letter of offer with Reference Number AD.170/235/01 "F" dated 11/01/2024. Accordingly, the company were allocated an area named Upper Mbalageti with coordinates 36M 0683610 UTM 9718377 for development of a Luxury Permanent Tented Camp (PTC) with a maximum of 50 beds guests.

In this regard, the company were advised to prepare relevant documents as per procedures prescribed in the TANAPA Tourism Investment Manual (TIM) Of 2019-2024. The procedures/documents include preparation of Site Plan, Development Prospectus (DP), Business Plan (BP) and architectural drawings.

Once these documents are approved by TANAPA, the company will be required to conduct hydro-logical surveys and fund Environmental Impact Assessment (EIA) study for approval by National Environmental Management Council (NEMC). Lastly, the company will be required to sign a license agreement with the Trustees of Tanzania National Parks after obtaining the EIA certificate.

According to our observation, the proposed project location has beautiful landscape and vegetation, which make it appropriate for the proposed facility. It is further envisaged that this type of proposed development will not have significant adverse environmental impacts to the SENAPA. Therefore, in accordance with this procedural requirement we present our BP for your consideration as follows.

The camp will provide a comfortable, affordable experiential and luxurious accommodation option for tourists visiting the park, while also supporting local businesses and promoting sustainable tourism practices. The camp will feature modern amenities, a restaurant serving local and international cuisine, and a variety of activities for guests to enjoy during their stay. We believe that the combination of exceptional service, stunning scenery, unique experience and sustainable tourism practices will make our tented camp a popular choice for travelers to SENAPA.

The property will target all types of clients and provide a more cost effective option than competing properties, contributing to the high value, low impact tourism defined by TANAPA Tourism Investment Manual (TIM) and SENAPA General Management Plan (GMP). It will help to increase the demand for upmarket accommodation facilities in Tanzania by growing numbers of tourists coming to stay in the parks.

The development of the Camp will be done with utmost care and consideration of the environment during the construction phase and operations. The eco-friendly design of the rooms, facilities, utilities and support areas will ensure minimal disturbance to flora and fauna. Natural colors, shapes and materials will protect the view shed for visitors of the park. The forthcoming environmental and Social Impact Assessment (ESIA) will further guide the design of the development and all recommended mitigation measures against adverse impacts and enhancement measures for positive impacts respectively will be strictly adhered to.

Praveg Limited is a leading experiential hospitality company and currently having rooms inventory of 1100+ across India and will have 1500+ rooms by end of 2024. Praveg has collection of experiential resorts nestled across her hidden gems – ancient holy ghats, pristine beaches, magical desert scapes, wildlife sanctuaries and more. Company has a good relationship with government bodies at the central, region, and district levels. The government significant contributions to conservation, community development and anti-poaching is well recognized by our officials. The additional economic value from local employment and purchasing will ensure the proposed development has a lasting positive social impact.

The company is committed to develop an extraordinary safari destination that incorporates ultimate luxury, unbeatable leisure, and exceptional service. With extravagant rooms, intimate dining and variety of activities that will satisfy guest needs, tented camp and unrivaled natural beauty of SENAPA will provide unforgettable experience for visitors and guests. Camp will provide a combination of wilderness experience and varieties of food cuisine at affordable and valuable price.

2.0 BACKGROUND OF THE COMPANY

Praveg began in 2005 as a leading event management company designing and managing landmark national and international events. In 2018, we branched into hospitality with a mission to build a conscious way to travel that sustainably promotes India's vibrant culture.

Praveg leads the way in preserving and promoting India's living cultural assets. Our award-winning properties feature indulgent amenities alongside authentic design, cuisine, wellness, and arts rooted in their destinations.

Fusing world-class hospitality with cultural storytelling, we provide immersive gateways to India's vibrant living heritage. Indulge in the luxury of our diverse accommodations, ranging from pop-up luxury tents to year-round boutique hotels – offering you immersive cultural experiences. With options to suit every preference and occasion, there's a perfect retreat waiting for every traveller.

Praveg is reckoned for its strong leadership in the Hospitality, Tourism and Event and Exhibition Management. Driven by cutting-edge innovation, stringent focus on quality and business excellence, Praveg is built on a foundation of commitment, professionalism, dedication and hard work.

Praveg Safaris Tanzania Limited is a privately owned company, incorporated in Tanzania under the Companies Act of 2002. The Company was incorporated in the United Republic of Tanzania under Company Act No. 212 of 2002 and given Certificate of Incorporation No. 165785177 by Business Registration and Licensing Agency (BRELA) on 25th May 2023 refer Appendix 1. The company is registered by Tanzania Revenue Authority (TRA) as tax payer with Tax Identification Number (TIN) 165 – 785 - 177 with effect from 24th May 2024. refer appendix 2.

The main objectives of the company are to engage in luxury sustainable tourism through the provision of accommodation facilities. Similarly, the company is committed to provide authentic and unique destination experiences with range of innovatively designed hospitality concepts and flagship services across Tanzania.

The vision of Praveg Safaris Tanzania Limited is to establish and manage tourist facilities across all conservation areas in Tanzania, which will provide ongoing sustainable benefits to the local communities, and ensure the conservation of natural and cultural resources. The mission of the company is to create exceptional tourism experiences and products that are self-sustainable, environmentally responsible and economic viable.

The company since its establishment is mainly engaged in provision of tourism services according to tourist need and preferences. Our Company aim at improving the lives of Tanzania citizens and residents in Tanzania and the East Africa Countries at large.

Currently, the company is in the process of the establishment of Luxury PTC with a maximum of 50 beds (25 Guest units only) as a private and exclusive retreat for patrons focusing on high-end client. The Proposed Camp will be located at Upper Mbalageti in SENAPA.

2.1 Organization Aspiration

We love Tanzanian people, culture, landscape, and wildlife. We are dedicated to do our part to make sure they all thrive. We do so by taking significant proceeds from all of our properties and reinvesting them back into the local indigenous cultures, communities, government, and wildlife conservation efforts.

2.2 Vision Statement

Building an Impact Legacy by Igniting Passion and Purpose In Wildlife Conservation And Responsible Tourism Driven By Kindness, Inspired By Excellence In Our Pursuit Of Success.

2.3 Mision Statement

We strive to re-imagine the possibilities of African expeditions to create experiences that leave an indelible impact on our travelers, communities, wildlife, and the world at large.

3.0 BUSSINESS AND MARKET ANALYSIS

Tourism is a critical industry in Tanzania, accounting for a significant portion of the country's Gross Domestic Product (GDP) and providing jobs and revenue for many communities. The industry has experienced steady growth over the past decade, with an increasing number of international visitors traveling to Tanzania to experience its natural beauty, wildlife, and cultural heritage.

3.1 Tourism Industry Trend in Tanzania

According to a Tanzania Invest recent article; In 2023, tourist arrivals to Tanzania increased by 24.3% to a record-breaking 1,808,205, from 1,454,920 tourists in 2022, 922,692 in 2021, and 616,491 in 2020. Tanzania's tourism receipts reached a record-high USD 3,368.7 million in 2023, compared to USD 2,527.8 million in 2022 (USD 1,310.3 million in 2021). This increase is consistent with the rise in the number of tourist arrivals as shown in figure 1.

In 2020, revenues were down to USD 1 billion as it was severely affected by the Covid-19 pandemic and its impact on international travel, from a peak of USD 2.6 billion in revenues and 1.5 million arrivals in 2019. The sector's contribution to GDP fell from 10.6% in 2019 to 5.3% in 2020 and climbed to 5.7% in 2021.

However, given the ongoing fast recovery of the sector, the Tanzania National Business Council (TNBC) forecast that the share of tourism in the country's GDP will reach 19.5% in 2025/26.

Europe traditionally accounts for the largest share of arrivals, followed by Asia and the Pacific, the Americas, Africa, and the Middle East.

Tanzania's hotel occupancy rate was estimated at 53.8% in December 2019 compared to 44.9% in December 2018.

The increase in tourist arrivals in 2023 was attributed to the rebound of travel activity post-COVID. Additionally, it was driven by the continued efforts of the Tanzanian government to promote tourism attractions within and outside the country.



Figure 1: tourist arrivals to Tanzania in 2023 increased by 24.3% to a record-breaking 1,808,205, from 1,454,920 tourists in 2022, 922,692 in 2021, and 616,491 in 2020.

3.2 The Royal Tour Documentary

In April 2022 Tanzania's President Samia Suluhu Hassan unveiled the "The Royal Tour" documentary while promoting FDIs during her official visit to the US.

Filmed throughout Tanzania in 2021, it features Emmy Award-winning journalist Peter Greenberg traveling to Tanzania with President Hassan. She's the ultimate guide for a week, exhibiting Tanzania's history, culture, environment, food, and music, as well as telling the stories of Tanzania's hidden jewels.

3.3 Source Markets

In 2022, the United States of America recorded the highest number of arrivals from the rest of the world at 100,600 followed by France (100,371), Germany (67,718), the United Kingdom (60,116) and Poland (46,431). Meanwhile, arrivals from Africa were from Kenya (166,324) Burundi (100,851), Zambia (46,787), Malawi (44,438) and Rwanda (44,288).

Tourist arrivals from the top 10 countries out of 214 account for 53.2% of all arrivals.

3.4 Tanzania Tourism Offer

Tanzania's incredibly rich natural tourism offer earned it the title of "Africa's Leading Destination" in 2021. The natural attractions fall into two main categories Wildlife and beach. Tanzania's wildlife resources are considered among the finest in the world. The country boasts many of Africa's most renewed destinations; *in the north the Serengeti National Park where our proposed property is located*, the Ngorongoro Crater, Lake Manyara, and Mount Kilimanjaro, and in the south Mikumi and Ruaha National Parks and the Selous Game Reserve.

According to a survey conducted by SafariBookings.com, Tanzania's Serengeti National Park was voted Africa's best safari destination for 2020, followed by Mana Pools (Zimbabwe), Mala Mala (South Africa), Okavango Delta (Botswana), and Lower Zambezi (Zambia). Mount Kilimanjaro was declared Africa's leading tourist attraction in 2016 during the World Travel Awards Africa and the Indian Ocean Gala Ceremony in Zanzibar. Other additional natural attractions include the white sandy beaches of the Zanzibar archipelago, those north and south of Dar es Salaam, and excellent deep-sea fishing at the Mafia and Pemba Islands.

3.5 Investments in the Tanzanian Tourism Sector

The Tanzanian Government is engaged in developing and promoting sustainable growth in the travel and tourism sector in Tanzania, to preserve its natural and cultural

resources.

The Government, therefore, is focused on attracting high-income tourists who are less likely to spoil the culture and the natural environment. *Last Update: 23rd February 2024*
Sources: Bank of Tanzania (BoT), Statista, Tanzania Immigration Department, Tanzania National Bureau of Statistics (NBS), World Bank (WB).

In this regard, we will develop the property that will have a unique and individually defined identity which in turn will set it apart from other tourist brands, namely those that cater to a broader, higher volume of visitors. Furthermore, the companies through marketing efforts will promote the United Republic of Tanzania itself as a brand destination, to attract the type of clientele that is required to fulfill low impact tourism. Our branding effort will be directed towards high income, low impact eco-tourism as emphasized in National tourism policy and National policies for National Parks.

The company also intends to widen its networks and be part of the growing wave of international tourists from emerging leisure focused societies supporting people with a yearning for exotic travel and increasing disposable income. Additionally, our company intends to service the needs of Tanzanian based companies & Government through established partnerships with a wide variety of operators in Tanzania.

The main market leaders for luxury tourist arrivals into Tanzania are the USA, UK & Europe. However, Europeans and North Americans are seen as the key nationalities to enter the National Parks. Emerging markets are also being seen from wider Europe, Australasia and South America. With established agents in the USA, Europe, Asia and Africa and strategic alliances with other tour companies operating in Tanzania, our company has the scope and connections to reach high-value patrons around the world and use its positioning as a reputable and respected resort company to attract clientele to experience the exclusive Legendary Expeditions product in Serengeti National Park.

3.6. Tourist Trend in SENAPA

In total, tourists who entered SENAPA over a five-year period (2017/18-2021/22) decreased by approximately 21% from 440,656 in the financial year 2017/2018 to 346,902 in 2021/2022. Whereas the overall decrease was accounted for by about 39% decline in international tourists from 223,077 in 2017/18 to 136,650 in 2021/22 due to travel restrictions in 2019 following Covid-19 pandemic, domestic tourists including Tanzania citizens, expatriates and other citizens from the East African countries increased by about one percent (1.0%) from 207,579 to 210,252 over the same period of time (Table 4.1). Notwithstanding the sharp decline that was recorded in 2020/21 and rebounding in 2021/2022, if all other things remain constant there are good signs that the industry will continue to grow in the coming years.

Table 1: Trends in tourist numbers to SENAPA between 2017/18 and 2021/22

Year	International tourists	Domestic tourists	Total
2017/18	223,077	207,579	440,656
2018/19	268,015	250,240	518,255
2019/20	232,127	219,002	451,129
2020/21	39,768	130,786	170,554
2021/22	136,650	210,252	346,902

4.0 SWOT ANALYSIS:

Serengeti National Park is home to other tourism accommodation facilities. In order to better understand proposed Upper Mbalageti Luxury PTC market position, Strength, Weaknesses, Opportunities and Threats (SWOT) analysis has been carried out.

The analysis shows that the forces driving market demand, both economic and geographic, are positive, with more tourist visiting SENAPA each year. On the negative side, emerging from the pandemic traveler trends are unpredictable and although there is optimism, there is a cautious approach adopted to revenues and revenue generation ability.

The Company shareholders/Directors already have immense and ample experience in successfully developing, establishing, and operating hospitality projects in India ranging from Beach Resorts, Hotels, Luxury Safari Lodges and Safari Camps and now want to bring this experience to Tanzania. They have the requisite experience and know-how to profitably operate and market the proposed upper Mbalageti Luxury Permanent Tented Camp.

The Company and the proposed luxury PTC therefore have specific and considerable advantages in terms of the numerous strengths and opportunities available while no significant weaknesses and threats are noted. The SWOT analysis are enumerated hereunder:

4.1 Strengths:

- ✓ The company shareholders/ directors are with high credibility and repute.
- ✓ They have excellent business relationships with a host of companies/entities which include other Private companies, various Government Offices, Travel and Tour Operators (Both Foreign and Local) which generates significant synergy effects.
- ✓ The shareholders/directors possess a huge and extensive client/customer database.
- ✓ The company is a member of various hotel and travel agents' associations including TATO, ATTA,
- ✓ The completion of the upper Mbalageti Luxury PTC, will boast as one of the finest

luxury PTC in Serengeti National Park and in Tanzania - competing with international branded Safari Camps and Lodges.

- ✓ The project is strategically located in High Use Zone of the Serengeti National Park.
- ✓ The Company shall eventually manage the PTC under Praveg luxury PTC which will further enhance the PTC's appeal and market.

4.2 Weakness:

Basically, there is no significant weakness for this project, However, Logistics challenges and costs due to transportation since all materials and all supplies during all project phases have to be brought in from outside the Serengeti National Park, Nevertheless , nearby towns Such as Bunda and Mugumuare not very far away.

4.3 Opportunities:

- ✓ Growing Tourism industry of Tanzania contributing directly to the country's economy through Tourism and related investment activities by both foreign and local investors.
- ✓ The Royal Tour by the President of Tanzania H.E Mama Samia Suluhu Hassan has shone a bright spotlight onto Tanzania and its various tourist attractions, which has resultantly caused an increase in tourism arrivals into the Country.
- ✓ Increased marketing and promotion of Tourism and related products and services of the country by the Tanzania Government (through the Ministry of Tourism, Tanzania Tourist Board).

4.4 Threats:

There is competition within Serengeti National Park which can be considered as a threat nevertheless, the proposed quality, standards and competitive pricing of our proposed camp coupled with current and predicted increase in number of tourist arrivals in Tanzania that requires more quality tourist accommodations facilities, this will mitigate this foreseen threat and enhance visitors enjoyment.

5.0 MARKET SIZE AND TRENDS

5.1 Market position

Our camp will target both domestic and international tourists looking for a unique and authentic experience in Tanzania. We will differentiate ourselves from other accommodations in the park by offering comfortable, spacious tents with modern amenities, such as en-suite bathrooms, hot showers, and comfortable beds. Additionally, our restaurant will offer a mix of local and international cuisine, providing guests with a taste of Tanzania while also catering to their individual preferences.

5.2 Market demand

Our company conducted market survey and study to find out the general structure of the Lodges and Tented Camps business as the one envisaged in this Business Plan. The findings of the survey and study were;

- ✓ Factors influencing demand include, the type of customers, pricing, competitive conditions, quality, diversity and accessibility.
- ✓ Understanding and observation of these subjects will significantly help to determine the type of investment required, capacity build up, marketing and promotion strategies and the general project's feasibility.

Our company through branding name of Praveg Upper Mbalageti Luxury PTC has been growing in reputation and extending its reach over the last few years in India and now wants to extend this growth to Tanzania, The company is expecting to cement its standing as a luxurious safari outfit offering a glimpse of the most pristine areas of Tanzania.

Positioned at the top end of the luxury safari market, it is renowned for its specialist knowledge and exclusive offerings enabling people to experience the true wild areas of Tanzania. Our Company will build upon the strength of our Expeditions brand to market, nationally and internationally across trade fairs, the Praveg Upper Mbalageti Luxury PTC website and through strategic partnerships with established tour operators.

5.3 Target Market

Our Company is targeting travelers with nature, wildlife and activities in mind who want to immerse themselves in wildlife and nature with competent guiding and off the beaten track accommodations.

Specifically, Our company targets high level visitors with the following characteristics

- ✓ Age - Youngsters to Old age, single married, currently past college age Family unit - We highly appeal to families (young families) with children;
- ✓ Gender - We will target both sexes. With a slight skew for males due to their higher attention to wildlife concerns
- ✓ Income - We will appeal to the high-income bracket market;
- ✓ Psychographics - people with high aspirations and high values to nature and wildlife at large According to a recent research Tourism in Tanzania, the following behavioral traits were noticed;
- ✓ People have three long holidays a year; most people around the world love to travel to Africa - mostly to Tanzania and to the Serengeti National Park to come see the seven (7) wildlife wonders and as they do, they will need a place to rest, eat and sleep;
- ✓ People come in small to large groups; this can be from six (6) people to maximum 20 people per group, this means that expenses are shared among individuals and all gain the benefits;

- ✓ Families travel out of their countries at least once per year for vacations. One of the first choices is Safari and game. Therefore, this makes the families a great Target market.

5.4 Competitive advantage

Overall, we believe our proposed PTC has significant potential for success. We have identified a gap in the market for well-priced, comfortable accommodations in the park, and we are confident that our unique offering will attract a steady stream of visitors. By providing exceptional service, exceptional guiding, promoting sustainable tourism practices, unique camp design and leveraging online platforms and local partnerships for marketing, we are confident that our camp will become a popular choice for travelers visiting SENAPA.

In addition we have professional team with global experience

- ✓ Well placed pricing strategy appealing to a global market Enthusiastic and friendly staff
- ✓ Owning a circuit of safari experiences that can be connected together within Tanzania Innovative techniques with a future lens
- ✓ Ability to satisfy our clients through a privatized safari experience

6.0 SALES AND MARKETING STRATEGY

Praveg safari Tanzania Limited has commissioned a marketing company to undertake a brand awareness campaign, including social media channels, websites, webinars, branding of merchandise and general brand awareness campaigns.

The primary aim of our promotional strategy is to establish and maintain productive communication avenues with varied stakeholders. This is to ensure the following:

- ✓ The market and its rapidly changing needs and trends are well understood;
- ✓ Booking agencies and tour operators have comprehensive and up to date information;
- ✓ Client feedback is received and reviewed with changes being made where necessary.

6.1 Marketing Promotion Strategy

To achieve these aims, the company will implement a marketing promotional strategy that utilizes a professional, visually stunning website linked to carefully managed social media platforms. Top professional quality collateral will be shared and distributed widely in hard print and online. Consistent branding across uniforms, guest gifts, souvenirs and marketing collateral will be used to increase brand awareness of Praveg Upper Mbalageti Luxury PTC and SENAPA attraction.

The company will ensure that representatives attend and make a big impact at industry trade fairs including We are Africa, 1TB Berlin, INDABA, World Travel market Africa, OTM Mumbai,

FITUR, ITB Asia and PURE Life Experiences, offering stylized souvenirs to delegates and using experienced marketing personnel to share the vision and experience of our camp. The company will support local and international promotional events through in-kind sponsorship and in support of charitable initiatives.

We will deploy different marketing tactics to increase customer awareness of our Camp. Our most important approach will be "word-of-mouth" and "Social Media "marketing. This will be by far the cheapest and most effective of our marketing programs because of the location. Likewise, the In-store and local store marketing approach will be used as regards low-budget plans that will provide community support and awareness of our facility. Local and social media will also be employed to market the camp.

Marketing implementation will involve:

- ✓ Brochure inclusions in both local and international trade partner publications (Online digital brochures).
- ✓ High quality website, driven by consumer analytics (Visually appealing itineraries).
- ✓ Digital marketing campaigns (Direct mail piece- containing brochures sent to trade partners).
- ✓ Social campaigns focusing on platforms such as Facebook, Instagram and Twitter amongst others
- ✓ Travel agents' network across world (online and offline network)
- ✓ Centralised reservation call center team
- ✓ As Praveg is already operating at various locations across India, cross selling of all praveg's resorts

6.3: Sales Strategy

The sales strategy will be based on generating global awareness of the Praveg Upper Mbalageti PTC brand as the very best safari company in Africa. This will allow us to increase revenues and make an increased and tangible contribution to Tanzania, its people and its wildlife. The company will exist in the higher end of the Tanzanian tourism market, with rates thought out and curated to offer value in line with the breathtaking architecture, quality furnishings and exceptional service.

The sales strategy therefore will be based on the cost of providing these high quality services and will offer competitive rates for the high standards provided whilst demonstrating value for money against comparative properties in the SENAPA and surrounding. Sales will be handled primarily through external tour operators, who will be offered competitive rates to incentivize sales and makes our camp as one of the best choice for luxury accommodation in SENAPA.

Likewise, our company shall affiliate with local and international agencies, promotes direct sales through its webpage and google campaigns, packaging of safaris and sales channels e.g., booking.com. Our sales team shall frequently visits East African and international trade shows like Karibu Fair, Magical Kenya, ITB Berlin, We are Africa in South Africa to mention but just a few in order to promote and sell our product and SENAPA attractions.

7.0 STRATEGIC PARTNERSHIP

Through partnering with a complementary company in the travel or tourism industry, our company will expand their customer base and increase their revenue, while also offering their customers a more comprehensive travel experience. Strong partnership with a Local Destiny Marketing Company (LDMC) offering additional content and access to different markets.

Generally, partnerships with key stakeholders will form the backbone of our marketing campaign. Maintaining good relationships with Ministry of Natural Resources and Tourism (MNRT) and Government bodies including Tanzania Tourist Board (TTB) TANAPA, SENAPA is vital to ensure continued cooperation and smooth operations. As a member of Tanzania Association of Tour Operators (TATO) and Hotel Association of Tanzania (HAT) the company is therefore part of a wider representatives working to ensure that tourism can and will continue to thrive in Tanzania.

We have created effective relationships with tour operators and travel companies which secures Praveg Safari Tanzania Limited position as a reliable and professional accommodation provider under the Praveg Upper Mbalageti Luxury PTC brand. This will increase the company's scope and reach to wider markets and create a shared platform for marketing Tanzania as the safari destination. Relationships will be established through professional networks and industry marketing events such as Kilifair and We Are Africa.

Through these initiatives and more, the company is intending to leverage its strong current market position and attract more people to come to Tanzania to experience the exceptional and unique natural beauty in particular the SENAPA.

8.0 FINANCIAL ANALYSIS

8.1 Source Financing:

The project will be financed by our investors through an Owners Loan and or owners' equity 100% of total investment

8.2: Investment Cost for Proposed PTC.

The proposed project is expected to cost about USD 14,50,000 under the Praveg Safaris Tanzania Limited. This will involve pre construction cost (hydrological survey and EIA). subsequently, the total investment cost is enumerated in in table 2.

Table 2: Estimated Total Investment Cost

Phase	Description	Estimated Cost USD
1	Hydrological survey and EIA), site clearing Construction of workers camp and access road, Installation of bore-hole pump, excavation of pipeline, laying of pipeline, construction of water reservoir.	,135,000
2	Layout of Main and welcoming centre, tents foundation, Layouts of driver’s quarters, staff quarters and staff canteen.	, 425,000
3	Commence of Guest Tents, Digging of French drains and sinking of prefabricated Septic Tanks. Installation of Diesel Generator sets, fabrication of pathways, laying of electrical cables, water line from main etc Installation of septic tank systems installation of solar Electric systems.	,565,000
4	Finishing and final decking of roofs of Guest tents and provision of furniture and equipment and general Final finishes and staff training and orientation	,325,000
	Total estimated cost	1,450,000

8.3 Payback period

Payback period for this project is expected to be five years. Cash flow projection was done for a period of five years (2024 - 2029) refer table 3.

Table 3. Cash flow projection Five years

Upper Mbalageti Luxury PTC Camp							
All amounts in US \$							
Owners Loan and Equity							
Owners loan							
PV			14,50,000				
Period			5				
Interest			8.00%				
Period per Year			1				
Year	Grace Period 1	Grace Period 2	1	2	3	4	5
Principal			500,000.0	511,703.72	524,226.69	537,626.27	551,963.27
Interest	200,000.00	\$ 200,000.00	200,000.00	188,296.28	175,773.73	162,373.73	148,036.73
Payment	200,000.00	\$ 200,000.00	700,000.00	700,000.00	700,000.00	700,000.00	700,000.00

8.4 Cash flow projection Assumptions

Cash flow projects for the proposed Luxury PTC were based on the following assumption:

- ✓ Tanzania will maintain its competitive advantage in terms of tourist attraction both wildlife based tourism, cultural and ecotourism.
- ✓ Number of tourists visiting SENAPA will increase progressively.
- ✓ The company will capture the Momentum of the Royal Tour and its associated promotion of Tanzania as a tourism destination.
- ✓ Global economy will continue to stabilize and there will be no major natural disasters, political and social unrest that may have significant adverse impact on tourism growth in Tanzania.
- ✓ There will be political stability in the East Africa region.
- ✓ Inflation will not exceed 5%.

8.5 Factors used to project the cash flow

- ✓ Annual Average occupancy rate from year one will be 40% and by year 5 it will reach 85 %.
- ✓ Rate to be charged from the year one will be US \$ 650 to 750 per person. This rate will be increased progressively as business picks up.
- ✓ Concession fees to be paid to TANAPA will be at a reasonable rate agreed between the company and TANAPA.
- ✓ Minimum salary will be US \$ 350 and highest USD \$ 1,200.

Table 4: Cash Projection Summary THIS IS AN EXAMPLE MAKE FOR THE COMPANY AS APPROPRIATE PLEASE SHARE EXCEL SHEET WORKING OF THIS.

	1	2	3	4	5	6	7	8	9	10
NET PROFIT(LOSS)	48,909	142,416	278,992	476,721	528,404	581,100	635,350	691,630	725,900	760,320
Income Tax	14,673	42,725	83,698	143,016	158,521	174,330	190,605	207,489	217,770	228,096
Profit After Income Tax	34,237	99,692	195,294	333,704	369,883	406,770	444,745	484,141	508,130	532,224
Owner's Investment	961,500	961,500	961,500	961,500	961,500	961,500	961,500	961,500	961,500	961,500
Return on the Investment	3.56%	10.37%	20.31%	34.71%	38.47%	42.31%	46.26%	50.35%	52.85%	55.35%
Cash Flow Before Payment of Principal	98,201	211,899	290,904	415,562	440,248	467,457	497,228	529,632	547,632	566,576
Principal of Owners Loan	0	167,195	178,900	191,423	204,822	219,160				
Cash Flow After Payment of Owners Loan Principal	98,201	44,704	112,004	224,139	235,426	248,297	497,228	529,632	547,632	566,576
Ratio of Cash Flow to Equity	10.21%	4.65%	11.65%	23.31%	24.49%	25.82%	51.71%	55.08%	56.96%	58.93%
Accumulated Cash Flow	98,201	142,905	254,909	479,049	714,475	962,772	1,460,000	1,989,632	2,537,264	3,103,840

9.0: CONCLUSION

This BP of the Proposed establishment of Luxury PTC at Upper Mbalageti area in SENAPA has been developed with careful consideration of TANAPA requirement, Park (SENAPA) GMP and general trends of Tourism in Tanzania and SENAPA. Our company is looking forward to the proceedings, implementation of advised procedures and recommendations as far as Investment in National Parks are concerned. All requirements will be adhered as per recommendations prior to commencing investment as will be guided by TANAPA and SENAPA management and according to different National Laws governing investment in National Parks.

REFERENCES

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<https://www.worldbank.org/en/country/tanzania/publication/tanzania-economic-update-how-to-transform-tourism-into-a-more-sustainable-resilient-and-inclusive-sector>

TANAPA (2014), Serengeti National Park General Management Plan 2014-2024. Tanzania National Parks, Arusha, Tanzania.

TANAPA (2017). Guidelines for Waste Management in National Parks. Tanzania National Parks, Arusha, Tanzania.

TANAPA (2018). Mid-Term Strategic Plan (2018/2019-2022/2023). Tanzania National Parks. Arusha, Tanzania

TANAPA (2019). Tourism Investment Manual. Tanzania National Parks, Arusha, Tanzania


APPENDICES

APPENDIX 1: CERTIFICATE OF INCORPORATION

	TANZANIA	<p>C.1</p> 
Certificate of Incorporation of a Company		
Section 15		
No: 165785177		
I HEREBY CERTIFY THAT		
PRAVEG SAFARIS TANZANIA LIMITED		
is this day incorporated under the Companies Act, 2002 and that the Company is Limited.		
GIVEN under my hand at Dar es Salaam this 24 th day of MAY TWO THOUSAND AND TWENTY THREE.		
		
<i>PRINC ASST. REGISTRAR OF COMPANIES</i>		

APPENDIX 2: CERTIFICATE OF REGISTRATION FOR TIN

CTIN: 1294437



TANZANIA REVENUE AUTHORITY

CERTIFICATE OF REGISTRATION
FOR
TAXPAYER IDENTIFICATION NUMBER (TIN)
(ISSUED UNDER SECTION 23 OF THE TAX ADMINISTRATION ACT 2015)

THIS IS TO CERTIFY THAT

PRAVEG SAFARIS TANZANIA LIMITED

HAS BEEN REGISTERED WITH THE TANZANIA REVENUE AUTHORITY
AND ASSIGNED THE TAXPAYER IDENTIFICATION NUMBER


165-785-177


WITH EFFECT FROM: **24 MAY 2023**

TRA LOCATION: **ARUSHA** TAX OFFICE: **ARUMERU**

PHYSICAL LOCATION:

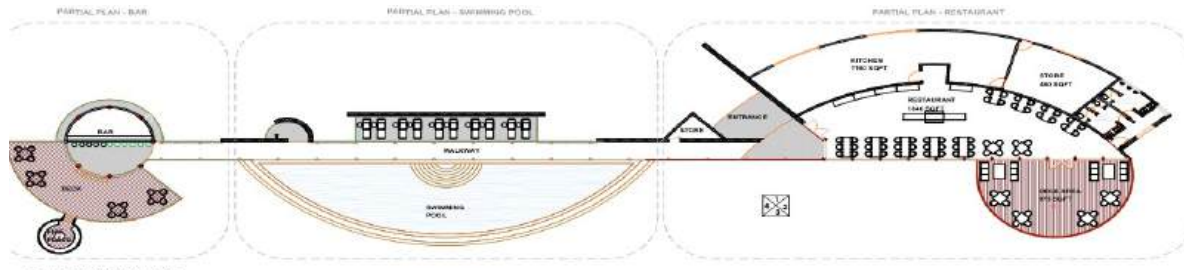
STREET / AREA: **NEAR USA RIVER POLICE STATION**



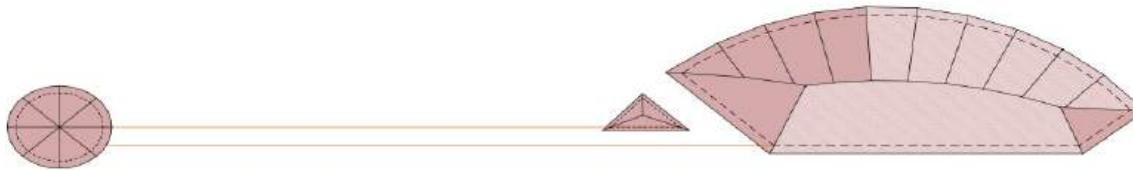

HERBERT M.T KABYEMELA
COMMISSIONER FOR DOMESTIC REVENUE

NOTE: THE REQUIREMENTS UNDER WHICH THIS CERTIFICATE IS ISSUED ARE STATED OVERLEAF

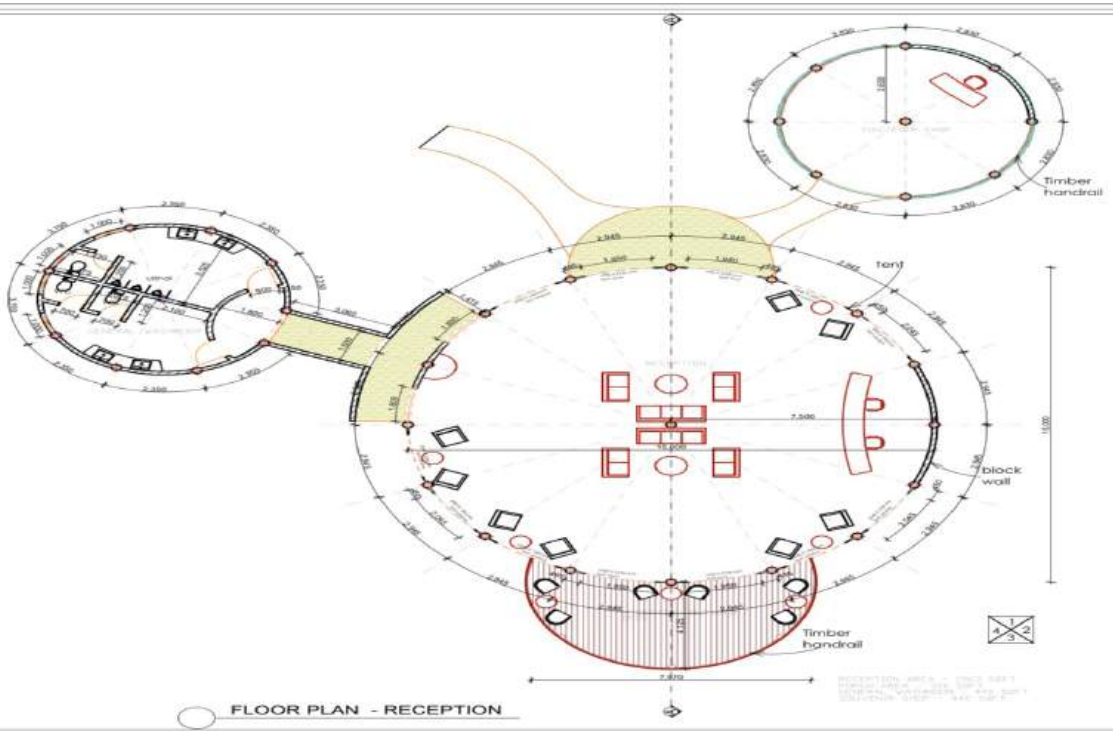
APPENDIX 3: GENERAL SITE LAYOUT AND ARCHITECTURAL DRAWINGS CONCEPT



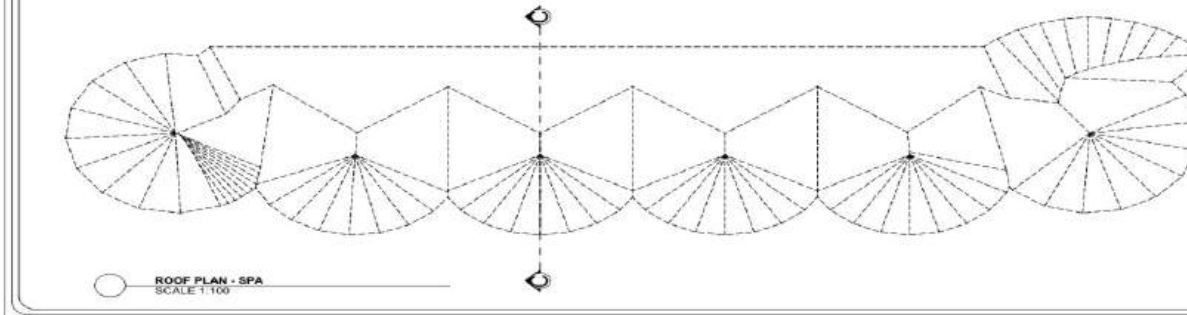
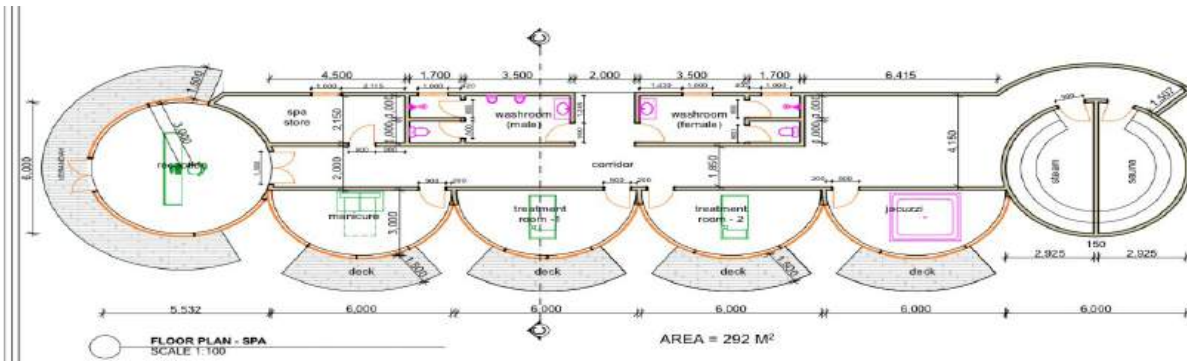
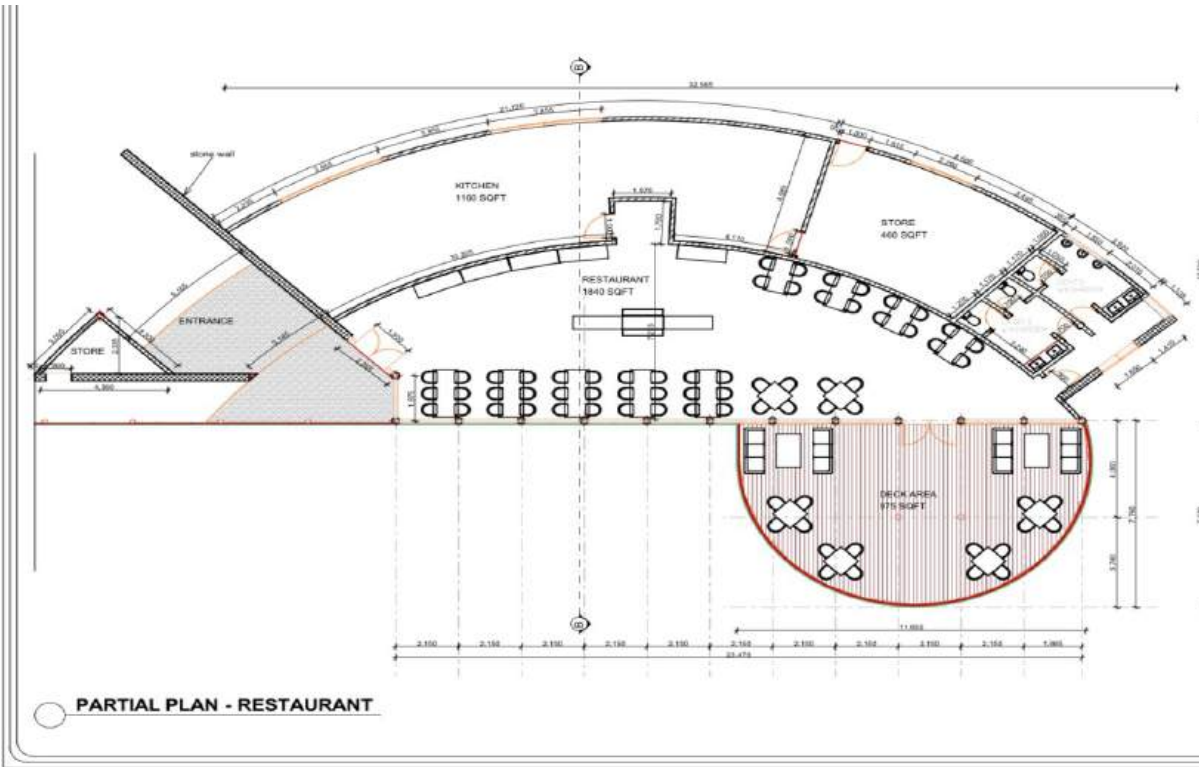
FLOOR PLAN - MAIN BUILDING

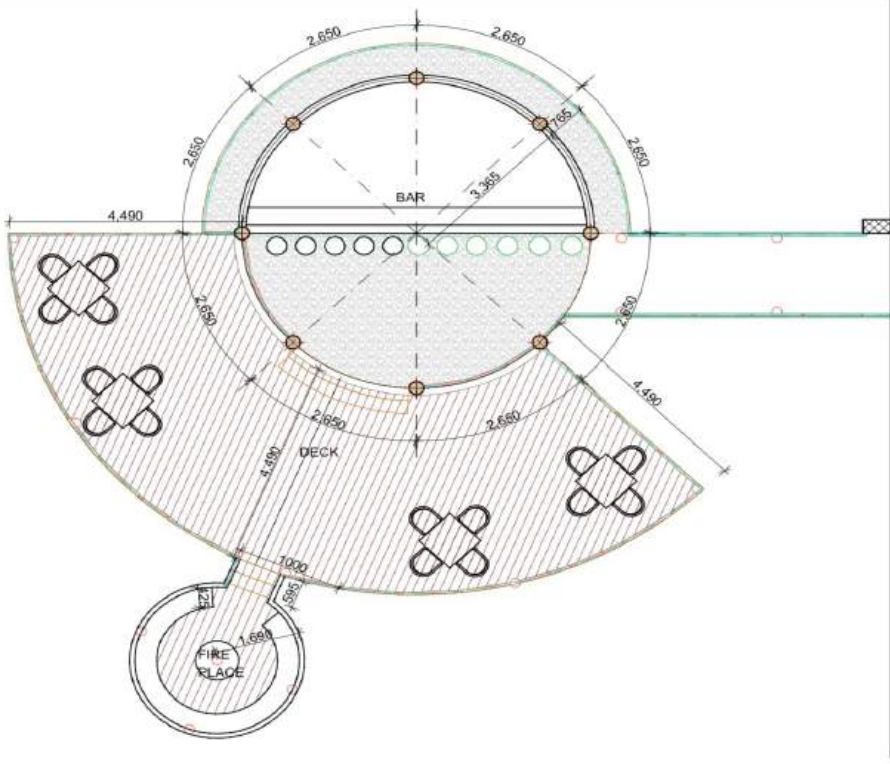


ROOF PLAN - MAIN BUILDING

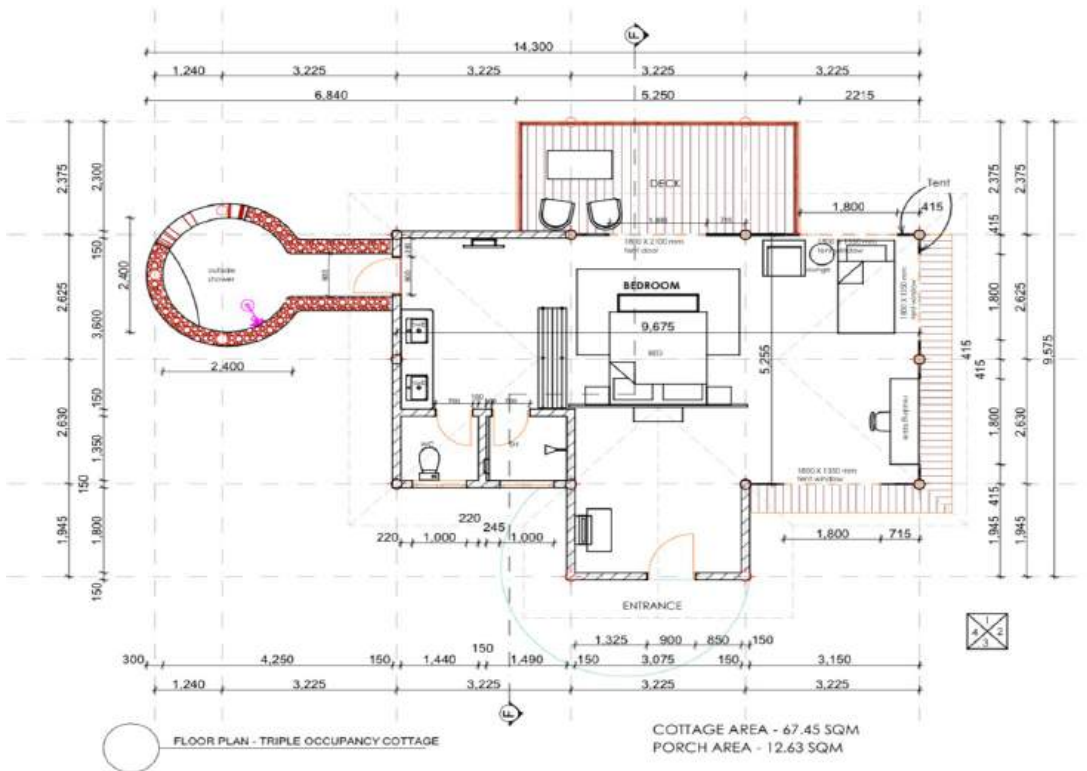
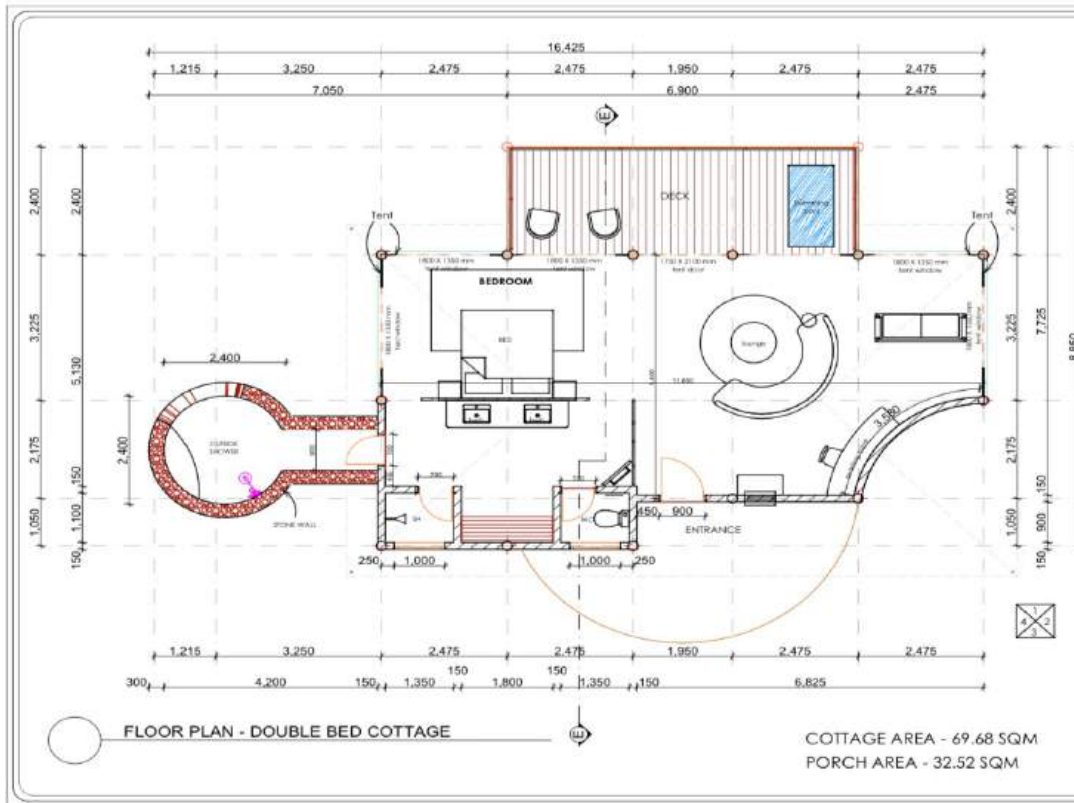


FLOOR PLAN - RECEPTION





○ PARTIAL PLAN - BAR



APPENDIX 4: PRAVEG SAFARIS TANZANIA LTD TIN CERTIFICATE

CTIN: 1294437



TANZANIA REVENUE AUTHORITY

CERTIFICATE OF REGISTRATION
FOR
TAXPAYER IDENTIFICATION NUMBER (TIN)
(ISSUED UNDER SECTION 23 OF THE TAX ADMINISTRATION ACT 2015)

THIS IS TO CERTIFY THAT

PRAVEG SAFARIS TANZANIA LIMITED

HAS BEEN REGISTERED WITH THE TANZANIA REVENUE AUTHORITY
AND ASSIGNED THE TAXPAYER IDENTIFICATION NUMBER

165-785-177

WITH EFFECT FROM: **24 MAY 2023**

TRA LOCATION: **ARUSHA** TAX OFFICE: **ARUMERU**

PHYSICAL LOCATION:

STREET / AREA: **NEAR USA RIVER POLICE STATION**




HERBERT M.T KABYEMELA
COMMISSIONER FOR DOMESTIC REVENUE

NOTE: THE REQUIREMENTS UNDER WHICH THIS CERTIFICATE IS ISSUED ARE STATED OVERLEAF

APPENDIX 5: TAX CLEARANCE CERTIFICATE



TANZANIA REVENUE AUTHORITY

ISO 9001: 2015 CERTIFIED

TAX CLEARANCE CERTIFICATE

(Issued Under Regulation 103 of Tax Administration (General) Regulations, 2016)

Licensing Authority; TIN : 103-419-115
MERU DISTRICT COUNCIL
USA RIVER
4
DULUTI

Tax Certificate Number:
151-0202-0590

Issuing Office: Arusha
Telephone: 027-2502946
Date of issue: 25 April 2024
Expiry Date: 31 December 2024

Taxpayer Name	PRAVEG SAFARIS TANZANIA LIMITED		
Trading Name			
Taxpayer Identification Number	165-785-177	Vat Registration Number	
Company Registration Number			

Business Premises located at :
REGION : ARUSHA,
DISTRICT : ARUMERU,
STREET : NEAR USA RIVER POLICE STATION

This is to certify that the above registered Taxpayer has complied with tax laws and has been granted Tax Clearance Certificate with respect to the following business(es):

1	Tour operator activities
2	Short term accommodation activities
3	Travel agency activities

Alfred T. Mregi
COMMISSIONER FOR DOMESTIC REVENUE
25 April 2024



Disclaimer :

1. This certificate is issued free of charge
2. This certificate should be tendered in its original form and it is valid only if it is embossed with QR Code
3. This Tax Clearance Certificate shall not preclude the Commissioner General from demanding and recovering taxes established after issuance of this Certificate.