

**BUSINESS PLAN FOR  
INVESTMENT ON  
COMMERCIAL  
BUILDING AND  
COMMERCIAL  
COMPLEX  
DEVELOPMENT**

**ORIENT TRAIL INVESTMENT  
LIMITED**

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## 1. EXECUTIVE SUMMARY

**ORIENT TRAIL INVESTMENT LIMITED** is limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated 12<sup>th</sup> March 2025 and bears Certificate of Incorporation No 183118110.

**ORIENT TRAIL INVESTMENT LIMITED** will be located Plot No 35, block No 35 visiga, Kibaha Township Pwani Region.

## 2. COMPANY GOALS AND OBJECTIVES:

In Summary **ORIENT TRAIL INVESTMENT LIMITED** aims to;

### • **Business & Financial Objectives**

- Achieve an annual revenue growth of 20–25% over the next 5 years.
- Maintain a profit margin of at least 15% per project.
- Secure funding and investments for land acquisition and development.
- Diversify portfolio across residential, commercial, and plotted developments.

### **b. Project Development Objectives**

- Acquire and develop strategically located land parcels in emerging markets.
- Complete all projects within planned timelines and budget.
- Incorporate smart technologies and sustainable design practices in all developments.
- Achieve and maintain 90%+ occupancy within one year of project handover.

### **c. Customer & Market Objectives**

- Deliver top-quality homes with a customer satisfaction score above 90%.
- Establish a strong brand presence in key metropolitan and Tier 2 cities.
- Build long-term relationships with buyers, investors, and agents.
- Launch customer-centric programs (e.g., referral bonuses, loyalty plans).

The project will be managed and operated by **ORIENT TRAIL INVESTMENT LIMITED** is owned by Chinese CITIZEN with the following share distribution;

NAME OF SHAREHOLDERS	NATIONALITY	SHARES%
XU JINGWEI	CHINESE	60
LIN SHAOPENG	CHINESE	40

**3. PURPOSE OF BUSINESS PLAN**

The investment objective of this business plan is to establish and develop a comprehensive real estate enterprise focused on delivering high-quality residential, commercial, and mixed-use developments. The company will place a strong emphasis on sustainability, ensuring both environmental stewardship and social responsibility are central to every project.

In addition to real estate development, the business will engage in complementary activities such as the acquisition, development, and management of properties, as well as supporting operations in construction logistics and procurement of sustainable building materials. The company will also explore importing and manufacturing value-added construction products to vertically integrate its supply chain and reduce reliance on third parties.

With growing urbanization, housing demand, and infrastructure development across Tanzania and the East African region, the company is strategically positioned to meet market demands with innovative, affordable, and eco-conscious real estate solutions.

The company’s real estate offerings will cater to both domestic and international clients, with a focus on long-term growth, profitability, and maintaining strong commitments to environmental sustainability and social impact.

**4. INDUSTRY OVERVIEW:**

The real estate and construction industry in Tanzania is a vital contributor to the national economy, accounting for a significant share of GDP and providing employment to a large segment of the population. With rapid urbanization, infrastructure expansion, and increasing housing demands, the sector is experiencing consistent growth both domestically and across the East African region.

**ORIENT TRAIL INVESTMENT LIMITED** is strategically positioning itself within this dynamic industry by engaging in real estate development and integrated construction operations in the Coast Region of Tanzania. The company is focused on delivering high-quality residential and commercial developments, supported by in-house production both quality and supply chain efficiency.

The growing demand for affordable, modern, and sustainable housing in Tanzania is fueled by population growth, rising incomes, and urban migration. This provides an opportune environment

for the company to deliver value-added developments while integrating green building standards and sustainable practices throughout the development lifecycle.

In addition to core property development, the company will explore value-added construction services such as property management, materials processing, and exportation, aiming to serve both local and regional construction demands. By adopting modern building technologies and environmentally responsible practices, **ORIENT TRAIL INVESTMENT LIMITED** will contribute meaningfully to the advancement of the region's infrastructure while upholding environmental and social governance (ESG) principles.

With a strong focus on quality assurance, local resource management, and community engagement, the company is well-positioned to capture a significant share of the real estate and construction market in Tanzania and beyond—contributing to both economic development and sustainable urban growth.

## 5. MARKET ANALYSIS:

**ORIENT TRAIL INVESTMENT LIMITED** is strategically entering the real estate sector at a time of sustained growth in Tanzania's construction and housing markets. With a population of approximately 65 million people and a growing urban middle class, the demand for stable, modern, and affordable housing is on the rise. The increasing population, combined with rural-to-urban migration, is creating a significant and expanding need for residential and mixed-use developments.

The Tanzanian real estate market is expected to grow alongside the broader construction industry, which is projected to expand at a compound annual growth rate (CAGR) of 5% over the next five years. Urbanization trends, rising disposable incomes, and government investment in infrastructure are key drivers of this growth.

As a vertically integrated real estate company, **ORIENT TRAIL INVESTMENT LIMITED** will leverage its capabilities in both property development and building materials production to ensure high-quality, cost-efficient construction. This dual capacity gives the company a competitive edge in controlling both pricing and delivery timelines, ensuring customer satisfaction and investor confidence.

Additionally, government-led infrastructure initiatives, including housing, transportation, energy, and irrigation projects, are reinforcing demand for real estate investment and construction activity. Fiscal spending on public infrastructure is contributing to national economic growth, which is projected to average 6.3% annually through 2025 and beyond.

Tanzania's transition from a low-income to a lower-middle-income economy signals enhanced investment potential, particularly in residential housing, urban expansion, and export-oriented construction products.

## 6. INVESTMENT OBJECTIVE:

The primary investment objective of **ORIENT TRAIL INVESTMENT LIMITED** is to establish a large-scale, sustainable real estate development and construction operation in the Coast Region of Tanzania. The company aims to design, build, and deliver high-quality residential, commercial, and mixed-use properties, addressing the increasing demand for modern and affordable infrastructure across the country and East Africa.

While the company's foundation is rooted in the production of essential construction materials which will leverage this capacity to support its broader real estate ambitions. This integrated approach ensures cost efficiency, quality assurance, and streamlined project execution across the entire development cycle.

In addition to real estate development, the company will explore value-added opportunities through the vertical integration of operations, such as processing, branding, and marketing of construction materials for domestic use and export. By aligning material production with real estate project timelines and specifications, **ORIENT TRAIL INVESTMENT LIMITED** can offer premium developments at competitive prices.

By focusing on efficient construction practices, strategic land acquisition, and market expansion, the company will contribute significantly to the growth of Tanzania's urban landscape while maintaining a core commitment to sustainability, social responsibility, and long-term profitability.

## 7. PRODUCTS:

**ORIENT TRAIL INVESTMENT LIMITED** is committed to delivering high quality, sustainable real estate solutions across Tanzania and the East African region. The company will focus on the development, sale, and management of residential, commercial, and mixed-use properties tailored to meet the evolving needs of urban populations.

### a. Residential Developments

The company's core real estate product will consist of affordable and mid-range housing units, including:

- Single-family homes
- Multi-family apartments
- Gated community housing
- Affordable housing units aligned with government development goals

These projects will cater to first-time homeowners, growing families, and middle-income professionals seeking modern, comfortable, and secure living environments.

## **b. Commercial Properties**

**ORIENT TRAIL INVESTMENT LIMITED** will also develop commercial buildings, including:

- Office complexes
- Retail centers
- Warehousing and logistics hubs

These properties are designed to support Tanzania's growing business community, offering well-planned, accessible, and scalable spaces for commerce and trade.

## **c. Mixed-Use Developments**

The company will invest in mixed-use developments that integrate residential, retail, and leisure components into cohesive urban environments. These developments will promote sustainable urban living by reducing the need for long commutes and supporting vibrant, walkable communities.

## **d. Real Estate Investment and Property Management**

In addition to development, **ORIENT TRAIL INVESTMENT LIMITED** will manage a portfolio of income-generating properties and offer property management services to third-party property owners. This includes:

- Leasing and tenancy services
- Facility management
- Real estate asset maintenance and upgrades

This recurring revenue model ensures long-term profitability and stability for the company and its investors.

## **8. INVESTMENT COSTS AND SOURCES OF FINANCES:**

The total investment required for the project is estimated around \$1 million. The funding will be an equity financing from shareholders.

## **9. JOB CREATION:**

The proposed real estate development business by **ORIENT TRAIL INVESTMENT LIMITED** is expected to generate significant employment opportunities in Tanzania, particularly in the Coast Region. The company projects the creation of over 5 direct jobs and an additional 40 indirect jobs throughout the real estate value chain.

### a. Direct Employment Opportunities

Direct employment will span a wide range of skilled and semi-skilled roles required in the planning, construction, and management of real estate projects. These roles will include:

- Civil Engineers and Architects
- Construction Site Managers and Supervisors
- Skilled Tradespeople (masons, electricians, plumbers, carpenters)
- Real Estate Sales and Marketing Agents
- Legal and Compliance Officers
- Property Management Staff
- Administrative and Support Personnel

The company is committed to employing local talent wherever possible, supporting skill development, and contributing to workforce empowerment in the region.

### b. Indirect Employment Opportunities

Indirect job creation will arise across multiple support sectors such as:

- Transportation and logistics (movement of materials and equipment)
- Suppliers of construction materials and services
- Equipment rental and maintenance
- Real estate financing and insurance services
- Hospitality and retail services in completed mixed-use developments

These opportunities will help stimulate the local and national economy, providing sustainable livelihoods and contributing to Tanzania's broader socioeconomic development goals.

## 10. OPERATIONS PLAN:

Location: **ORIENT TRAIL INVESTMENT LIMITED** will be headquartered in a strategic farm location that offers easy access to roads and urban areas.

Premises: Our office space will be designed with sustainability in mind, incorporating energy-efficient features and eco-friendly materials.

## 11. MARKETING PLAN:

The marketing plan for real estate business will focus on the following strategies:

1. **Word of Mouth Marketing:** This strategy remains a powerful tool in the real estate sector. To ensure positive word of mouth, the company will maintain strong relationships with customers,

delivering high-quality services exceeds expectations. Regular follow-ups and excellent customer service will be key to controlling the narrative and ensuring repeat business.

2. **Engaging Key Stakeholders:** Influential stakeholders shall participate in marketing. The company will build strong partnerships with these stakeholders, showcasing the quality and sustainability. This approach will position our company as a top choice in both local and regional markets.
3. **Building a Reputable Brand:** Establishing a trusted brand is vital in the real estate industry. The company will focus on building a strong reputation for producing high-quality services both sustainably and affordably priced. Our brand will become synonymous with reliability and excellence, making it the preferred choice.
4. **Utilizing Online Marketing:** In today's digital world, online marketing is essential even in real estate business. The company will leverage social media platforms such as Facebook, Instagram, and LinkedIn to reach potential customers, distributors, and partners. Additionally, the company will use targeted email marketing campaigns and online ads to promote its products to both local and international markets.

By implementing these strategies, the company aims to capture a significant share of the real estate market, both domestically and abroad.

## FINANCIAL PROJECTION:

The financial projections for the real estate business process are as follows:

**TABLE 1**  
**INVESTMENT COST PLAN**

<i><b>COST INVESTMENT STRUCTURE</b></i>	<b>\$</b>
<b>Current assets</b>	
Working capital	100,000

<b>Property and equipment</b>	
Land	3,500
Building	5,000
Equipment	25,000
Furniture and fixtures	2,000
Pre expenses	2,500
Plant	7,000
Motor Vehicles	550,000
Other _____	5,000
<b>Total assets</b>	<b>1,000,000</b>

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As shown in the cash flow statement, we expect to have a steady inflow of cash from sales in the next three years. Our outflow will mainly consist of inventory costs, employee salaries, rent and utilities and marketing and advertising expenses. The net cash flow and cumulative net cash flow are expected to increase annually due to the growth in sales and efficient operation of the business. We aim to achieve profitability within the first five years of operations and this projected cash flow statement shows that we are on track to achieving

These projections assume that the company will gradually increase production capacity and expand its customer base over the years. It also assumes that the cost of raw materials and operating expenses might have slightly variation.

It is important to note that these projections are only estimates and are subject to change based on market conditions, operating costs, and other factors.

**CONCLUSION:**

As our real estate business grows, we are committed to hiring knowledgeable and experienced staff who can provide exceptional customer service and technical advice. We will offer competitive hourly wages and comprehensive benefits, including health and dental insurance, paid time off, and retirement plans. Our employees will be integral to the success of the business, working collaboratively to ensure a seamless shopping experience for our customers and contributing to the overall growth and efficiency of operations.

As our real estate business grows, we are committed to hiring knowledgeable and experienced staff who can provide exceptional customer service and technical advice. We will offer competitive hourly wages and comprehensive benefits, including health and dental insurance, paid time off, and retirement plans. Our employees will play an integral role in the success of the business, working collaboratively to deliver a seamless and positive shopping experience for our customers. Their expertise and dedication will be vital as we continue to grow and expand our real estate operations.

**ORIENT TRAIL INVESTMENT LIMITED**

**CASH FLOWS PROJECTION FOR FIVE YEARS FROM 2025 TO 2030**

	Pre-Startup EST	2026	2027	2028	2029	2030	Total
<b>Cash on Hand</b> (beginning of month)	\$ -	\$ 1,000,000	\$ 1,000,000	\$ 2,400,000	\$ 3,840,000	\$ 5,424,000	\$ 13,664,000
<b>CASH RECEIPTS</b>							
Cash Sales			\$ 1,000,000	\$ 1,000,000	\$ 1,100,000	\$ 1,210,000	\$ 4,310,000
Collections from CR accounts		\$ -	\$ 400,000	\$ 440,000	\$ 484,000	\$ 532,400	\$ 1,856,400
Estimated Capital for startup	\$ 500,000		\$ -	\$ -	\$ -	\$ -	\$ 500,000
Loan	\$ 500,000						\$ 500,000
<b>TOTAL CASH RECEIPTS</b>	\$ 1,000,000	\$ -	\$ 1,400,000	\$ 1,440,000	\$ 1,584,000	\$ 1,742,400	\$ 7,166,400
<b>Total Cash Available</b> (before cash out)	\$ 1,000,000	\$ 1,000,000	\$ 2,400,000	\$ 3,840,000	\$ 5,424,000	\$ 7,166,400	\$ 20,830,400

<b>CASH PAID OUT</b>							
Purchases other fixed		\$ -	\$ 7,200	\$ 7,920	\$ 8,712	\$ 9,583	\$ 33,415
Purchases vehicles		\$ 80,000	\$ -	\$ 41,000	\$ -	\$ -	\$ 121,000
Gross wages (exact withdrawal)		\$ 15,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 255,000
Payroll expenses (taxes, etc.)		\$ 4,500	\$ 20,400	\$ 20,400	\$ 20,400	\$ 20,400	\$ 86,100
Supplies (office & operation.)		\$ 1,000	\$ 1,100	\$ 1,210	\$ 1,331	\$ 1,464	\$ 6,105
Repairs & maintenance		\$ 1,250	\$ 1,375	\$ 1,513	\$ 1,664	\$ 1,830	\$ 7,631
Advertising		\$ 150	\$ 165	\$ 182	\$ 200	\$ 220	\$ 916
Car, delivery & travel		\$ 1,800	\$ 1,980	\$ 2,178	\$ 2,396	\$ 2,635	\$ 10,989
Accounting & legal		\$ 4,500	\$ 4,950	\$ 5,445	\$ 5,990	\$ 6,588	\$ 27,473
Rent		\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 180,000
Telephone & internet		\$ 120	\$ 132	\$ 145	\$ 160	\$ 176	\$ 733
Utilities		\$ 150	\$ 165	\$ 182	\$ 200	\$ 220	\$ 916
Insurance		\$ 21,200	\$ 21,412	\$ 21,626	\$ 21,842	\$ 22,061	\$ 108,141
Taxes (real estate, etc.)		\$ 240	\$ 240	\$ 240	\$ 240	\$ 240	\$ 1,200
Interest		\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 375,000
Miscellaneous		\$ 200	\$ 220	\$ 242	\$ 266	\$ 293	\$ 1,221
<b>SUBTOTAL</b>	\$ -	\$ 241,110	\$ 230,339	\$ 273,282	\$ 234,400	\$ 236,710	\$ 1,215,840
Loan principal payment		\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 2,431,681
Capital purchase (land)		\$ 100,000					\$ 4,829,946
Capital purchase (excavators)		\$ -	\$ 1,000,000	\$ 100,000	\$ -	\$ -	\$ 9,538,892
Owners' Withdrawal			\$ -	\$ -	\$ 10,000,000	\$ 12,500,000	\$ 18,736,684
<b>TOTAL CASH PAID OUT</b>	\$ -	\$ 1,091,110	\$ 1,980,339	\$ 1,123,282	\$ 10,984,400	\$ 13,486,710	\$ 36,753,042
<b>Cash Position (end of month)</b>	\$ 1,000,000	\$ (91,110)	\$ 419,661	\$ 2,716,718	\$ (5,560,400)	\$ (6,320,310)	\$ (15,922,642)