

Business Plan

For

K&F Wild Expedition Limited

Jan.2025

Executive Summary

- Company Name: K&F Wild Expedition, Ltd
- TIN : 180-610-278
- TIC Certificate :
- Location: Kilwa Open Area Nakiu Hunting Block
- Business Description: Providing tourist hunting experiences to professional hunters and VIP guests, with a focus on Chinese and Asian tourists.
- Capital: \$1.10 Million USD
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- Staffing Structure:
 - Director General-----1
 - Directors-----2
 - Marketing Manager -----1
 - Operational Manager -----1
 - Finance Manager-----1
 - Property Manager-----1
 - Sales&Market -----4
 - Cashier-----1
 - Secretary-----2
 - Drivers/Guides-----6
 - Cleaners-----6
 - Security Officers-----6

1. Company Overview

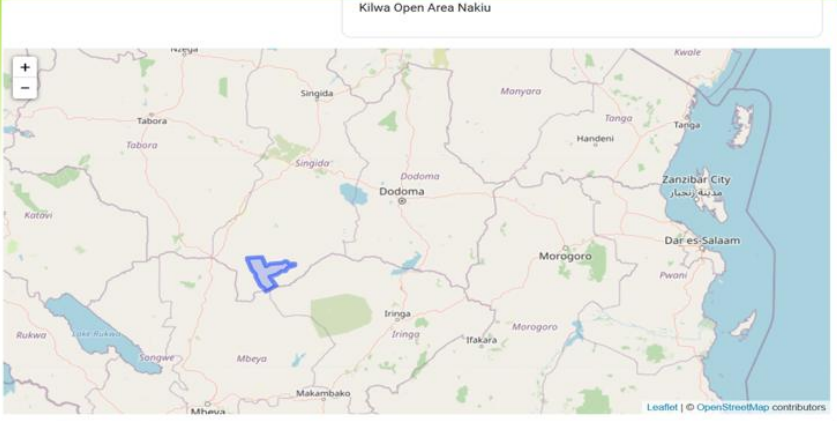
1.1 Company Name and Location

K&F Wild Expedition Limited is a tourism company specializing in tourist hunting & camping experiences. Our operations are based in the Kilwa Open Area Nakiu Hunting Block, Lindi Region ,known for its diverse wildlife and scenic landscapes.

Kilwa Nakiu OA

- Description
- Is a category two hunting block located within the Selous- Mikumi ecosystem in the South-Eastern part of Tanzania and Elevation range between 49-496m ASL.The size of Kilwa Open Area Nakiu is 1,841Km2 and is situated about 600 Km from Dar es Salaam and 1,000 Km from Arusha. The block has well-established road network. Distance from airstrip is about 40 Km. Major Road is about 20 Km away. Kilwa Kisiwani is the nearest town.
- The block is home to hundreds of wildlife with about 63% of huntable species in the country. Some of the huntable species include Elephant, Lion, Leopard, Sable Antelope, Greater Kudu, Buffalo, Crocodile, Eland, Hippo, Klipspringer, Zebra, Waterbuck, Hartebeest, wildebeest, Hyaena, Warthog, Bushpig, Impala, Ratel, Duiker, Genet, Jackals, Wattled Crane, Civet, Suni, Porcupine, Zorilla, Vervet Monkey, Baboon, Francolin, Guineafowl, Pigeon, Sandpiper, Serval Cat, Monitor Lizard, Aardvark, Hare, Hedgehog, Bushbaby, Pangolin, Hyrax, Kite, Spur Winged goose, Storks, Vultures, White faced Whistling duck, Puku, Caracal, Mongoose, Python, Bat eared fox, steinbuck and Reedbuck.Other species in the block include Wild dog.
- The block has Multiple permanent and seasonal water sources
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- Location Details
- Kilwa Open Area Nakiu

Kilwa Nakiu OA



The map shows the Kilwa Open Area Nakiu (highlighted in blue) located in the southern part of Tanzania. It is situated between the regions of Morogoro and Pwani. Major cities and towns shown include Dodoma, Morogoro, Iringa, Ifakara, Mbeya, Makambako, Mtwara, Tabora, Singida, Manyara, Handeni, Tanga, Dar es Salaam, and Zanzibar City. The map also shows the Indian Ocean to the east and Lake Rukwa to the southwest. A scale bar and a compass rose are visible in the top left corner of the map area.

1.2 Business Description

We offer tailored hunting tours to professional hunters and VIP guests, catering specifically to Chinese and Asian tourists who seek unique and thrilling adventures. Our services include accommodation in luxurious tents, guided hunting tours, and safety and security measures.

2. Market Analysis

2.1 Industry Background

The hunting tourism industry is gaining popularity, especially among affluent tourists who seek unique experiences and adventures. The demand for such services is high, particularly in Asian markets.

2.2 Target Customers

Our primary target customers are professional hunters and VIP guests, primarily from China and other Asian countries. These customers are looking for a unique and thrilling hunting experience combined with luxury accommodation and excellent service.

2.3 Competitor Analysis

Identify and analyze the main competitors in the area, their strengths and weaknesses, and how K&F Wild Expedition, Ltd can differentiate itself in the market.

3. Product and Services

3.1 Hunting Tours

We offer guided hunting tours led by experienced and licensed guides. Our tours are designed to ensure safety while providing an exciting and memorable hunting experience.



3.2 Accommodation

Luxurious tents and camping sites equipped with all necessary amenities will be provided for our guests. The accommodation will be comfortable and stylish, ensuring a pleasant stay.



3.3 Safety and Security

The safety and security of our guests are paramount. We will have a dedicated team of security officers to ensure the safety of our guests throughout their stay.



4. Staffing Structure

4.1 Management Team

- Director General: Overall responsibility for the company's operations.
- Marketing Manager: Responsible for marketing and sales strategies.
- Operational Manager: Oversees daily operations and service delivery.

MALOA , A professional guide who has more than 30 years experiences in the industry and he is very familiar with Kilwa Area .

- Finance Manager: Handles financial planning, budgeting, and accounting.
- Property Manager: Manages accommodation and property maintenance.

4.2 Operational Staff

- 6 * Drivers/Guides: Experienced and licensed guides who will lead the hunting tours and provide transportation.
- 6 * Cleaners: Responsible for maintaining cleanliness and hygiene in the accommodation and common areas.
- 6 * Armed Security Officers: Ensure the safety and security of guests and property.

5. Capital Requirements

5.1 Total Capital Needed

The total capital required for the business is **\$1.10 Million USD**.

5.2 Capital Allocation

- Construction of Tents and Camping Site: **\$400,000 USD** for camping site and 12 tents



- Vehicles: **\$300,000 USD** for 5 * 4WD vehicles



- Hunting Block Annual Fee: **\$81,000 USD**
- Operational Expenses: **\$100,000 USD**
- Marketing and Advertising: **\$50,000 USD**
- Miscellaneous Expenses: **\$69,000 USD**
- Contingency Fund: **\$100,000 USD**

6. Marketing Strategy

6.1 Target Markets

Our primary target markets are China and other Asian countries. We will focus on marketing our services through travel agents, online platforms, and hunting clubs.

6.2 Marketing Channels

- **Online Marketing:** Utilize social media, travel websites, and search engine optimization to reach our target audience.
- **Partnerships:** Collaborate with travel agents, hunting clubs, and luxury travel companies.
- **Events and Promotions:** Participate in travel fairs, hunting expos, and other relevant events to showcase our services.

7. Financial Analysis

7.1 Revenue Streams

- **Hunting Tours:** Our main revenue source will be from guided hunting tours.
- **Accommodation:** Additional revenue will be generated from accommodation services.
- **Other Services:** Revenue from additional services such as transportation, meals, and souvenirs.

7.2 Expected Cash Flow

Here's a detailed cash flow projection for the first three years of operations for hunting tour business, including expected revenues, expenses, and profit margins.

Cash Flow Projection

	Revenues			Expenses			Profit	Margin
	Hunting Tours	Accommodation	Other Services	Hunting Tours	Accommodation	Other Services		
Year 1	100,000	40,000	20,000	80,000	30,000		40,000	25%
Year 2	150,000	60,000	30,000	120,000	40,000		80,000	33%
Year 3	200,000	80,000	50,000	160,000	50,000		120,000	36%

Explanation:

- **Revenues:**
 - **Hunting Tours:** Expected to increase annually by 30% as the business gains reputation and attracts more clients.
 - **Accommodation:** Projected to grow at a similar rate to hunting tours, reflecting increased demand for overnight stays.
 - **Other Services:** Includes transportation, meals, and souvenirs, expected to grow at a slightly lower rate of 25% annually, reflecting ancillary revenue streams.
- **Expenses:**
 - **Operating Costs:** Include direct costs associated with running hunting tours (e.g., guide salaries, equipment maintenance, permits). These are projected to increase with revenue growth but at a slightly lower rate to maintain efficiency.

- Marketing & Administration: Includes marketing efforts to attract new clients, administrative costs, and overhead. These are expected to increase annually but remain a constant percentage of total revenues to ensure effective management and growth.

- Profit Margin:

- Calculated as $(\text{Total Revenues} - \text{Total Expenses}) / \text{Total Revenues}$.

- Projected to increase annually as the business scales and becomes more efficient, reflecting healthy profit margins and growth potential.

Please note that these projections are based on assumptions and should be revised based on actual market conditions, business performance, and strategic decisions. Regular monitoring and adjustment of the cash flow projection will be essential for the successful management and growth of the business.

7.3 Break-even Analysis

To analyze the break-even point of a hunting expedition business, given an initial total investment of \$1.10 million USD, we need to consider several factors: the revenue generated per expedition, the variable costs per expedition, and the annual fixed costs (which may include depreciation of the initial investment over the 10-year period).

Step-by-Step Analysis:

1. Initial Total Investment: \$1,100,000 USD

2. Annual Fixed Costs:

- This includes all costs that do not vary with the number of expeditions, such as salaries, rent, insurance, maintenance (excluding variable maintenance costs), and depreciation of assets.

- Let's denote the annual fixed costs as F .

- Over 10 years, the total fixed costs will be $10F$.

3. Depreciation of Initial Investment:

- The initial investment of \$1.10 million needs to be depreciated over the 10-year period.

• Simple straight-line depreciation: Annual Depreciation = $\frac{1,100,000}{10} = 110,000$ USD/year
 $\text{Annual Depreciation} = \frac{1,100,000}{10} = 110,000 \text{ USD/year}$
 Annual Depreciation = 110,000 USD/year.

• Thus, F F (annual fixed costs) should include this depreciation amount plus other annual fixed expenses.

4. Revenue per Expedition (R R R):

• This is the income generated from each expedition.

5. Variable Costs per Expedition (C C C):

• These are the costs that vary with the number of expeditions, such as fuel, food, guides' fees, etc.

6. Contribution Margin per Expedition:

• Contribution Margin per Expedition = $R - C$
 $\text{Contribution Margin per Expedition} = R - C$

• This is the profit earned per expedition after covering variable costs.

7. Break-Even Point in Number of Expeditions per Year (BEP_{yearly}):

• The number of expeditions needed to cover annual fixed costs.

• $\text{BEP}_{\text{yearly}} = \frac{F}{R - C}$

8. Break-Even Point Over 10 Years (BEP_{10years}):

• The total number of expeditions needed to cover 10 years of fixed costs.

• $\text{BEP}_{10\text{years}} = 10 \times \text{BEP}_{\text{yearly}}$

Example Calculation:

Assume:

• Annual fixed costs F F (including depreciation) = \$250,000 USD.

- Revenue per expedition $R = \$10,000$ USD.
- Variable costs per expedition $C = \$6,000$ USD.

Then:

- Contribution margin per expedition $= 10,000 - 6,000 = \$4,000$ USD.
- Break-even point in number of expeditions per year $= \frac{250,000}{4,000} = 62.5$ expeditions/year.
- Break-even point over 10 years $= 62.5 \times 10 = 625$ expeditions.

Conclusion:

The hunting expedition business needs to conduct approximately 62.5 expeditions per year (or a total of 625 expeditions over 10 years) to break even, assuming the annual fixed costs are 250,000, the revenue per expedition is 10,000, and the variable costs per expedition are \$6,000. Adjust these assumptions based on actual business conditions for a more accurate calculation.

8. Risk Analysis

8.1 Market Risks

- Changes in consumer preferences and demand.
- Competition from other hunting tourism companies.
- Global pandemic

8.2 Operational Risks

- Safety and security incidents.
- Natural disasters and wildlife hazards.

8.3 Financial Risks

- Fluctuations in foreign exchange rates.
- Unexpected increases in operational costs.

8.4 Mitigation Strategies

Develop strategies to mitigate these risks, such as diversifying revenue streams, implementing strict safety protocols, and maintaining a contingency fund.

9. Benefits to Local Content

9.1 Economic Impact

The business will create job opportunities for locals, boosting the local economy. Additionally, the purchase of supplies and services from local vendors will further contribute to economic growth.

9.2 Community Engagement

We will engage with the local community and TAWA office through corporate social responsibility initiatives, such as conservation projects, community development programs, and supporting local businesses.

9.3 Environmental Sustainability

We are committed to sustainable tourism practices. We will implement measures to minimize our environmental footprint, such as using eco-friendly materials, waste management programs, and supporting wildlife conservation efforts.

10. Conclusion

K&F Wild Expedition, Ltd offers a unique and thrilling hunting experience combined with luxury accommodation and excellent service. With a strong management team, a well-defined marketing strategy, and a commitment to economic and environmental sustainability, we are poised for success in the hunting tourism industry. By addressing potential risks and leveraging our competitive advantages, we aim to become the leading provider of hunting tourism services in the Kilwa Open Area Nakiu Hunting Block.

Appendix

Include additional information such as detailed financial projections, market research data, resumes of key personnel, and legal and regulatory compliance documents.