

Business Plan

Mafia Island Boutique Resorts LTD

Date of Submission: 27 October 2025

Currency: USD

Language: British English

1. Investment Objective, Sector and Products

Mafia Island Boutique Resorts LTD is a registered Tanzanian company established to develop and operate a high-end boutique resort on Mafia Island, Pwani Region. The project falls within the tourism and hospitality sector and aims to offer premium accommodation, dining, and leisure services within the Mafia Island Marine Park (MIMP). The objective is to attract international and domestic leisure travellers seeking quality, privacy, and a sustainable tourism experience. Products and services include 10 guest rooms accommodating up to twenty guests, a restaurant, a lounge area, and a swimming pool.

2. Investment Costs and Sources of Finance

The total investment for the project amounts to USD 525,000. Financing is structured as follows:

- Loan financing: USD 480,000 at 8% annual interest.
- Equity contribution: USD 45,000, representing land contributed by one of the company directors.

This combination of loan and equity ensures adequate capitalisation to complete construction, purchase furnishings, and cover pre-opening expenses.

3. Job Creation

The project will create a total of twelve full-time jobs, all sourced from the local village community. The staffing plan is as follows:

Position	Number of Employees
Head Chef	1
Chef	2
Dishwasher	2
Service	2
Housekeeping	3
Gardener	1
Security (night)	1
Facility / Maintenance	1

In addition to permanent positions, temporary employment will be provided during the construction and set-up phase.

4. Investment Funds Expenditure Breakdown

The allocation of the USD 525,000 investment is summarised as follows:

Category	Amount (USD)
Land and Buildings	80,000
Plant / Construction	160,000
Vehicles	30,000
Furniture and Fittings	140,000
Pre-Operating Expenses	35,000
Other Expenses	45,000
Working Capital	35,000

5. Sources of Supply of Inputs

Wherever possible, inputs will be sourced locally from Mafia Island. Local suppliers will provide food, beverages, maintenance materials, and labour. Items not available on the island, such as specific equipment or furnishings, will be procured from suppliers based in Dar es Salaam or any other region in Tanzania. This approach supports the local economy while ensuring consistent quality and availability of goods.

6. Marketing Plan

The marketing strategy focuses on attracting international and domestic leisure travellers through digital platforms and strategic partnerships. Key marketing channels include online travel agencies (Booking.com, Expedia, etc.), direct bookings via a dedicated website, and collaborations with local and international tour operators. The company also plans to build partnerships with complementary service providers such as safari operators to create combined packages.

7. Implementation Schedule

The implementation schedule is as follows:

- Construction and infrastructure development: Oct-2025 to Oct-2026
- Procurement and interior works: Q2–Q3 2026
- Recruitment and training of staff: Q3 2026
- Soft opening and operational testing: October 2026
- Official opening: November/December 2026

The first full financial year of operation will be 2027.

8. Financial Projection (2027–2031)

The following table presents the 5-year financial projection for the project based on conservative assumptions. Loan interest at 8% per annum is included as a separate expense. Management remuneration and principal repayments are excluded.

Room Rate (USD)	Average Occupancy 10 Villas	Room nights of 10 Villas	Room Revenue (USD)	Dinner Revenue (USD)	Total Revenue (USD)	Operating Costs (USD)	Loan Interest (USD)	Profit After Interest (USD)
275	0.13	376	103'400	12'032	115'432	60'000	38'400	17'032
285	0.15	448	127'680	14'336	142'016	66'000	38'400	37'616
295	0.16	480	141'600	15'360	156'960	78'000	38'400	40'560
310	0.18	528	163'680	16'896	180'576	90'000	38'400	52'176
325	0.20	576	187'200	18'432	205'632	96'000	38'400	71'232

The projection demonstrates steady growth in occupancy and profitability over the five-year period, ensuring a sustainable financial outlook.

9. Capacity of the Project

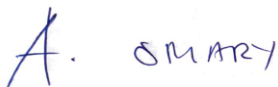
The resort will operate with 10 guest rooms capable of hosting up to 20 guests at any one time. The operational capacity is approximately 3,000 room nights per year based on seasonal occupancy variations and closure during the rainy season.

10. Compliance and Sustainability

The project operates fully within the Mafia Island Marine Park (MIMP) and complies with all environmental protection standards. Sustainability measures include local employment, renewable energy use where feasible, responsible waste management, and water conservation. All construction and operational practices adhere to the environmental and tourism regulations set by the MIMP authority.

11. Signatures

Signed by the Directors:



Abdulkadir Omar Abdallah



Denise Silvia Kelterborn



Stefan Thomas Heissler

