

**BUSINESS PLAN FOR  
INVESTMENT IN  
TOURISM AND HOSPITALITY**

WINCI INTERNATIONAL DEVELOPMENT

LIMITED

**EXECUTIVE SUMMARY**

**WINCI INTERNATIONAL DEVELOPMENT LIMITED** is limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated 29/04/2024 and bears Certificate of Incorporation No. 174200378.

**WINCI INTERNATIONAL DEVELOPMENT LIMITED** plans to develop a mid-to-high-end boutique hotel located at Plot No. 96, Regent Estate, Kinondoni, and Dar es Salaam. The project aims to offer premium hospitality services targeting business travelers, tourists, and long-stay guests through a combination of hotel rooms and serviced apartments. The total investment is projected at USD 2 million, fully financed through foreign equity. The project will create employment, stimulate local procurement, and contribute to the tourism economy in Tanzania. Financial projections adopt conservative, phased model, with gradual ramp-up and initial operating losses in line with market reality.

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Company Goals and Objectives:

In Summary **WINCI INTERNATIONAL DEVELOPMENT LIMITED** aims to;

- To provide exceptional hospitality and tourism experiences in Tanzania by delivering high-quality accommodation, personalized travel services, and authentic cultural adventures, while promoting sustainable tourism practices, supporting local communities, and highlighting Tanzania’s rich natural and cultural heritage to both domestic and international travelers.
- Manage **WINCI INTERNATIONAL DEVELOPMENT LIMITED** by human resource policies which encourage and reward individual and unified effort and achievement, provide training and personal development opportunities and create a working environment in which staff can feel a real sense of job involve
- Build relationships with investors in the sector and conducts the business of promoting sustainable tourism practices, supporting local communities, and highlighting Tanzania’s rich natural and cultural heritage to both domestic and international travelers.
- Represent persons at meetings of local, national and international organizations and bodies concerned with activities connected or associated with any of the business of the company, to provide services of all kinds to such organizations and bodies and to negotiate and enter into national and international agreements/standards relating to matter of concern or interest to the company.
- To enter into any commercial or other arrangements with authority, corporation, government, company or persons to obtain or enter into any legislation, orders, charters, contracts, decrees, rights, privileges, licenses, franchise, permits and concessions for any purpose and to carry out, exercise and comply with the same and to make prosecute and defend all steps, contacts, arrangements, negotiations, legal and other proceedings, compromises, arrangements and schemes and to do all other acts that shall at any time appear conducive or expedient for the advantage of the company.
- Adopt best commercial practice and ethical standards in dealing with clientele, suppliers of services and other contacts.

The project will be managed and operated by **WINCI INTERNATIONAL DEVELOPMENT LIMITED** is owned by Chinese citizens form China with the following share distribution;

|  | Names           | Number of shares |
|--|-----------------|------------------|
|  | CHENG<br>LINGYU | 70%              |
|  | RAO QIYUAN      | 30%              |

**PURPOSE OF BUSINESS PLAN**

The investment objective of this business plan is to establish the project of premium hospitality services targeting business travelers, tourists, and long-stay guests through a combination of hotel rooms and serviced apartments. The total investment is projected at USD 2 million, fully financed through foreign equity. The project will create employment, stimulate local procurement, and contribute to the tourism economy in Tanzania. Financial projections adopt a conservative, phased model, with gradual ramp-up and initial operating losses in line with market reality.

The products of the company will be conducted from sustainable sources, ensuring environmental sustainability and social responsibility. The company will target both domestic and international markets.

## INDUSTRY OVERVIEW:

Tourism and hotel management are interrelated sectors that play a critical role in the global and local economy. Tourism involves the travel and stay of people outside their usual environment for leisure, business, or other purposes, while hotel management focuses on the operation and administration of lodging facilities that serve these travelers.

As the tourism industry grows, demand increases for quality accommodation, transportation, guided experiences, and hospitality services. Hotel management encompasses a wide range of responsibilities including front office operations, housekeeping, food and beverage service, human resources, marketing, and financial management—all aimed at ensuring guest satisfaction and operational efficiency.

In Tanzania, tourism is one of the largest foreign exchange earners and a key sector for economic growth. The country is globally renowned for its natural beauty, including world-famous destinations such as the Serengeti National Park, Mount Kilimanjaro, Zanzibar, and the Ngorongoro Crater. These attractions draw millions of tourists annually, creating a strong demand for well-managed hotels, lodges, and tour services.

The successful integration of hotel management with tourism services is vital in delivering exceptional travel experiences, enhancing Tanzania's global competitiveness, and promoting sustainable development. Companies operating in this space must prioritize quality service delivery, environmental conservation, cultural preservation, and community engagement to thrive in an increasingly competitive market.

## MARKET ANALYSIS:

### 1. Industry Overview

The tourism and hospitality sector is one of the fastest-growing industries in Tanzania, contributing significantly to GDP and employment. According to government and World Bank data, tourism accounts for approximately **17–20% of Tanzania's GDP** and generates hundreds of thousands of direct and indirect jobs. The sector attracts over **1.5 million international tourists** annually (pre-COVID figures), and the numbers are steadily recovering and growing post-pandemic due to improved infrastructure, marketing, and renewed global interest in eco-tourism and wildlife safaris.

### 2. Key Market Segments

- **International Tourists:** Mainly from Europe, North America, and Asia, attracted by Tanzania's wildlife, Mount Kilimanjaro, Zanzibar beaches, and cultural heritage.
- **Domestic Tourists:** A growing market, especially among middle-income Tanzanians exploring national parks and coastal areas.
- **Business Travelers:** Frequent travel to cities like Dar es Salaam, Arusha, and Dodoma for government, NGO, and private-sector activities.
- **Eco and Cultural Tourists:** Increasing global interest in sustainable travel and authentic cultural experiences positions Tanzania as a prime destination.

### 3. Demand Drivers

- **Natural Attractions:** Serengeti, Ngorongoro Crater, Kilimanjaro, Selous, and Zanzibar.
- **Government Support:** Investment incentives, public-private partnerships, and infrastructure development (airports, roads).
- **Rising Middle Class:** Both locally and in African markets, fueling demand for domestic tourism.
- **Adventure and Eco-Tourism Trends:** Global travelers are seeking authentic, responsible, and immersive travel experiences, which Tanzania is well positioned to offer.

### 4. Competitive Landscape

Tanzania's hospitality and tourism market includes:

- **Luxury Lodges & Resorts:** Catering to high-end tourists in places like Serengeti and Zanzibar.
- **Mid-range Hotels and Guesthouses:** Serving both international and domestic travelers.
- **Budget Accommodations and Hostels:** Popular with backpackers and younger tourists.
- **Tour Operators and Travel Agencies:** A mix of well-established and new companies offering guided safaris, cultural tours, and custom packages.

There is growing competition, especially in the mid-range and budget segments. However, the industry still offers room for innovation—particularly in **customer service, digital booking platforms, sustainable practices, and unique local experiences.**

### 5. Opportunities

- **Expansion into Untapped Regions:** Areas such as southern Tanzania (Ruaha, Selous) and western regions are still underdeveloped in terms of accommodation and services.
- **Eco-friendly and Community-Based Tourism:** Strong demand for socially responsible and sustainable offerings.
- **Digital Transformation:** Growing reliance on online booking, mobile marketing, and virtual tourism experiences.

- **Integrated Services:** Providing end-to-end travel solutions—accommodation, transport, guides, and cultural activities.

## 6. Challenges

- **Infrastructure Gaps:** In rural and remote tourist areas.
- **Seasonality:** Tourist flow can fluctuate by season, affecting revenue.
- **Regulatory Hurdles:** Licensing and taxes can be complex and may require local partnerships and expertise.
- **Global Economic Uncertainty:** Can affect international travel trends.

## INVESTMENT OBJECTIVE:

The primary investment objective in tourism and hotel management is to generate sustainable returns through the development, ownership, and operation of hospitality assets, while contributing to the growth of the tourism sector. This involves:

- **Capital Growth:** Acquiring and developing hotel and tourism properties in high-potential markets to achieve long-term asset appreciation.
- **Revenue Generation:** Operating hotels, resorts, and related tourism services efficiently to generate steady income from occupancy, food and beverage, events, and leisure activities.
- **Market Expansion:** Targeting both domestic and international tourists through strategic marketing, partnerships, and service excellence to increase market share.
- **Economic Development:** Supporting local employment, cultural preservation, and community engagement to enhance the socio-economic impact of tourism investments.
- **Sustainability:** Implementing eco-friendly practices and sustainable tourism principles to align with global environmental standards and appeal to responsible travelers.

## PRODUCTS:

### 1. Accommodation Services

- Hotel rooms, suites, and villas with varying levels of luxury (budget, mid-range, luxury).
- Short-term and long-term stay options.
- Amenities such as Wi-Fi, air conditioning, housekeeping, and room service.

### 2. Food and Beverage (F&B) Services

- On-site restaurants offering local and international cuisine.
- Bars, cafes, lounges, and event catering services.
- Theme nights, buffets, and culinary experiences.

### 3. Tourism Packages

- Guided tours, cultural excursions, and eco-tourism experiences.
- Adventure tourism (safaris, hiking, marine tours).
- Transportation, ticketing, and itinerary planning.

### 4. Wellness and Recreation

- Spa, massage, gym, and wellness retreats.
- Swimming pools, sports facilities, and recreational areas.
- Yoga and meditation services.

### 5. Business and Events

- Conference rooms, meeting halls, and event management.
- Services for corporate retreats, weddings, and conventions.

## 6. Customer Service and Experience

- 24/7 concierge and reception services.
- Multilingual staff, customized experiences, and local hospitality.
- Digital booking platforms and feedback systems.



Investment Costs and Sources of Finances:

The total investment required for the project is estimated around \$2 million. The funding will be an equity financing from shareholders.

### JOB CREATION:

The proposed business of import and sale of manufacturing of steel and iron is expected to create over 150 direct jobs and an additional 300 indirect jobs in the supply chain and related industries. The business will employ skilled and experienced personnel, including engineers, technicians, economist, production staff and local people to ensure smooth operations and adherence to quality standards. Additionally, indirect employment opportunities will be created in the supply chain, including transportation, raw material suppliers, and other support services.

Investment Funds Expenditure Breakdown:

The funds raised from the equity will be utilized as follows (USD):

|                       |                    |
|-----------------------|--------------------|
| Land/Building:        | \$600,000          |
| Plants:               | \$400,000          |
| Vehicles:             | \$200,000          |
| Furniture & Fittings: | \$14,000           |
| Pre-expenses:         | \$16,000           |
| Others:               | \$170,000          |
| Working capital:      | \$600,000          |
| <b>TOTALS</b>         | <b>\$2,000,000</b> |

### OPERATIONS PLAN:

**Location:** WINCI INTERNATIONAL DEVELOPMENT LIMITED will be headquartered in a strategic urban location that offers easy access to construction sites and client meetings.

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

**Equipment:** We will invest in state-of-the-art construction equipment to ensure efficient project execution and maintain high standards of quality.

**Staffing:** Our team will consist of experienced architects, engineers, project managers and skilled laborers who share our passion for innovation and sustainability.

## MARKETING PLAN:

The marketing plan for the import and sale of manufacturing of steel and Iron will focus on the following strategies:

### 1. Executive Summary

The goal of this marketing plan is to position the hotel as a preferred destination for tourists and business travelers by emphasizing comfort, unique experiences, and exceptional service. This will be achieved through a mix of digital marketing, partnerships, brand positioning, and customer engagement strategies.

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### 2. Marketing Objectives

- Increase occupancy rate to 80% within 12 months
  - Boost online bookings by 50%
  - Increase brand awareness locally and internationally
  - Achieve 4.5+ star average ratings on major travel sites
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### 3. Target Market

- **Domestic Tourists** – Families, couples, and solo travelers
  - **International Tourists** – Mainly from Europe, Asia, and North America
  - **Corporate Clients** – For business travel and conferences
  - **Event Travelers** – For weddings, workshops, or retreats
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### 4. Key Strategies

#### A. Digital Marketing

- **Website Optimization** with a user-friendly interface and booking engine
- **Search Engine Optimization (SEO)** to rank on Google for hotel-related keywords
- **Social Media Marketing** (Instagram, Facebook, TikTok) to showcase experiences, rooms, and customer stories
- **Influencer and Blogger Partnerships** for reviews and exposure

#### B. Online Travel Agency (OTA) Partnerships

- Partner with platforms like **Booking.com, Airbnb, TripAdvisor, Expedia** to increase visibility
- Run limited-time promotions and flash deals

#### C. Branding and Positioning

- Develop a strong **brand identity** (logo, tagline, service culture)
- Position as a boutique hotel offering **local experiences** (cultural tours, food, safaris)

#### D. Customer Loyalty Program

- Implement a rewards system for repeat customers
- Offer discounts and free upgrades for returning guests

#### E. Email and SMS Marketing

- Collect guest data for newsletters and special offers
- Send automated messages for abandoned bookings and post-checkout surveys

#### F. Corporate and Event Packages

- Create attractive packages for **business meetings**, retreats, and conferences
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- Offer **wedding/event planning services** in collaboration with local vendors

**G. Local Community and Tourism Board Engagement**

- Collaborate with **local tour operators**, artisans, and cultural groups
- Partner with **tourism boards** for joint marketing campaigns

**5. Budget Allocation**

- 30% – Digital Advertising (Google Ads, Social Media)
- 25% – OTA commissions and promotions
- 20% – Branding and creative development
- 15% – Events and partnerships
- 10% – Staff training and guest experience improvement

**6. Monitoring & Evaluation**

- Use **Google Analytics**, OTA dashboards, and customer feedback tools
- Track KPIs: Occupancy rate, booking sources, ROI on ads, guest satisfaction

**IMPLEMENTATION SCHEDULE:**

The implementation schedule for the Tourism and Hotel Management is estimated to be 15 months, as follows:

Pre-construction phase: 2 months. This will involve site selection, land acquisition, and obtaining necessary permits and approvals.

Design and engineering phase: 2 months. This phase will involve the design and engineering of the materials, including the layout, equipment and machinery selection, and other technical aspects.

Construction phase: 10 months. This phase will involve the construction of the materials and installation of equipment and machinery.

Testing and commissioning phase: 1 months. This phase will involve testing and commissioning of the material and equipment to ensure proper functioning before the start of production.

**FINANCIAL PROJECTION:**

The financial projections for the Steel and iron manufacturing primary input are as follows:

**WINCI INTERNATIONAL DEVELOPMENT LIMITED**

| WINCI INTERNATIONAL DEVELOPMENT LIMITED                |                 |              |              |               |               |               |               |
|--|-----------------|--------------|--------------|---------------|---------------|---------------|---------------|
| CASH FLOWS PROJECTION FOR FIVE YEARS FROM 2025 TO 2029 |                 |              |              |               |               |               |               |
|  | Pre-Startup EST | ,2025        | 2026         | 2027          | 2028          | 2029          | Total         |
| <b>Cash on Hand</b> (beginning of month)               | \$ -            | \$ 2,000,000 | \$ 2,000,000 | \$ 9,000,000  | \$ 16,500,000 | \$ 24,750,000 | \$ 54,250,000 |
| <b>CASH RECEIPTS</b>                                   |                 |              |              |               |               |               |               |
| Cash Sales   |                 |              | \$ 2,000,000 | \$ 2,000,000  | \$ 2,200,000  | \$ 2,420,000  | \$ 8,620,000  |
| Collections fm CR accounts                             |                 | \$ -         | \$ 5,000,000 | \$ 5,500,000  | \$ 6,050,000  | \$ 6,655,000  | \$ 23,205,000 |
| Estimated Capital for startup                          | \$ 2,000,000    |              | \$ -         | \$ -          | \$ -          | \$ -          | \$ 2,000,000  |
| Loan   |                 |              |              |               |               |               | \$ -          |
| <b>TOTAL CASH RECEIPTS</b>                             | \$ 2,000,000    | \$ -         | \$ 7,000,000 | \$ 7,500,000  | \$ 8,250,000  | \$ 9,075,000  | \$ 33,825,000 |
| <b>Total Cash Available</b> (before cash out)          | \$ 2,000,000    | \$ 2,000,000 | \$ 9,000,000 | \$ 16,500,000 | \$ 24,750,000 | \$ 33,825,000 | \$ 88,075,000 |
| <b>CASH PAID OUT</b>                                   |                 |              |              |               |               |               |               |

|                                     |              |              |              |               |               |               |               |
|-------------------------------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|
| Purchases other fixed assets        |              | \$ -         | \$ 7,200     | \$ 7,920      | \$ 8,712      | \$ 9,583      | \$ 33,415     |
| Purchases vehicles                  |              | \$ 8,000     | \$ -         | \$ 41,000     | \$ -          | \$ -          | \$ 49,000     |
| 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 & oper.)           |              | \$ 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>                     | \$ -         | \$ 169,110   | \$ 230,339   | \$ 273,282    | \$ 234,400    | \$ 236,710    | \$ 1,143,840  |
| Loan principal payment              |              | \$ 750,000   | \$ 750,000   | \$ 750,000    | \$ 750,000    | \$ 750,000    | \$ 2,287,681  |
| Capital purchase (land)             |              | \$ 100,000   |              |               |               |               | \$ 4,541,946  |
| Capital purchase (excavators)       |              | \$ -         | \$ 1,000,000 | \$ 100,000    | \$ -          | \$ -          | \$ 9,034,892  |
| Owners' Withdrawal                  |              |              | \$ -         | \$ -          | \$ 10,000,000 | \$ 12,500,000 | \$ 17,728,684 |
| <b>TOTAL CASH PAID OUT</b>          | \$ -         | \$ 1,019,110 | \$ 1,980,339 | \$ 1,123,282  | \$ 10,984,400 | \$ 13,486,710 | \$ 34,737,042 |
| <b>Cash Position (end of month)</b> | \$ 2,000,000 | \$ 980,890   | \$ 7,019,661 | \$ 15,376,718 | \$ 13,765,600 | \$ 20,338,290 | \$ 53,337,958 |

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.

## CAPACITY OF THE PROJECT:

### Capacity of the Project: Tourism and Hotel Management

#### 1. Physical Capacity

This refers to the size and infrastructure of the facility.

- **Total Number of Rooms:** 80 guest rooms (50 standard, 20 deluxe, 10 executive suites)

- **Conference Facilities:** 2 meeting rooms and 1 conference hall with a total seating capacity of 250 guests
  - **Dining Facilities:**
    - Main Restaurant (seating 100 guests)
    - Rooftop Bar & Grill (seating 50 guests)
    - Room service for all rooms
  - **Recreation and Wellness:**
    - Swimming pool
    - Spa and fitness center
    - Tour desk for arranging excursions and local experiences
  - **Parking:** Onsite capacity for 60 vehicles
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## 2. Operational Capacity

This refers to how many guests and services the hotel can serve efficiently on a regular basis.

- **Maximum Daily Guest Capacity:** Up to 160 guests staying overnight
  - **Dining Service Capacity:** Can serve over 300 meals per day
  - **Event Handling:** Able to host 3 simultaneous small events or one major event (wedding/conference)
  - **Staff Strength:** 60 full-time staff (front office, housekeeping, kitchen, wait staff, security, and management)
- 

## 3. Service Capacity

This focuses on quality and range of services.

- **Guest Services:** Concierge, 24/7 reception, airport shuttle, multilingual staff
  - **Tourism Services:** Safari packages, cultural tours, travel desk partnerships
  - **Technology:** Online booking system, keycard room access, fiber internet
  - **Accessibility:** Wheelchair-friendly rooms and facilities, elevator access
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## 4. Expansion Potential

- Room for future extension of 30 additional rooms
  - Land set aside for eco-lodges or tented camps
  - Plan to add an executive business center and rooftop garden by year 3
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## 5. Sustainability Capacity

- Solar panels powering 40% of electricity
  - Rainwater harvesting system in place
  - Waste management system separating recyclables and compostables
  - Partnerships with eco-tour operators and local communities
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## CONCLUSION:

The proposed tourism and hotel management project is strategically designed with a robust physical, operational, and service capacity to meet the demands of both local and international travelers. With 80 well-appointed rooms, modern conference and dining facilities, and a dedicated team of hospitality professionals, the hotel is well positioned to deliver high-quality service and memorable guest experiences.

The project's ability to host a large number of guests, offer diverse tourism services, and maintain high operational efficiency ensures long-term sustainability and competitiveness in the hospitality sector. Moreover, the hotel's commitment to eco-friendly practices and community engagement enhances its appeal to the modern, conscious traveler. With room for future expansion, the project demonstrates not only immediate readiness but also strong growth potential.

This capacity framework lays a solid foundation for profitability, customer satisfaction, and a strong brand presence in the tourism and hospitality industry.