

Business Plan - Keshumi Resort Project

Company Name: K Byggtjänster AB

K Byggtjänster AB is a legally registered company specializing in construction, real estate development, and property management.

Business Activity: The Keshumi Resort project will develop 14,100 square meters of prime beachfront property on the mainland. The development will include:

- 10 holiday homes for sale
- 2 holiday homes for rental (owned by Keshumi)

Additional services: Property rental & management (Optional service for homeowners at 15% of rental revenue) and Resort service fee of \$300 per month (Includes water, electricity, land lease, sanitation, and facility maintenance)

Source of Funds: The project will be funded through initial capital investment from K Byggtjänster AB and revenue generated from home sales.

Use of Funds:

- Land acquisition & development
- Construction of homes & resort facilities
- Infrastructure setup (Water, electricity, sanitation)
- Marketing & sales efforts

Target Market: (Tanzania): Local & international investors seeking beachfront holiday homes, Tourists & visitors interested in short-term rentals and Retirees & expatriates looking for long-term coastal living

Year	Initial Cost (USD)	Revenue (USD)	Net Profit (USD)
Year 1	-142,500	-	-142,500
Year 2	-94,000	-	-94,000
Year 3	-179,000	-	-179,000
Year 4	-61,000	-	-61,000
Year 5	-515,000	1,024,450	509,450
Total	-991,500	1,024,450	32,950

Sales & Pricing Strategy: The resort will feature two different house designs with an average price of \$100,000 USD per unit. The project will commence once 7 out of 10 homes are sold.

Payment Plan: 5% Booking fee 50% At construction start 45% Upon project completion

Rental Revenue Projection: Each rental property is calculated at \$150 USD per night, assuming 50 days of occupancy annually, ensuring profitable returns.

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