

# KUSUDI CAMPS

by SABABU SAFARIS

**BUSINESS PLAN & PITCH DECK**

[WWW.KUSUDICAMPS.COM](http://WWW.KUSUDICAMPS.COM)

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KUSUDI CAMPS  
LUXURY WITH PURPOSE



SABABU  
— SAFARIS —

# ABOUT US

Tripadvisor  
Travelers'  
Choice Awards  
Best of the Best



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Sababu Safaris is one of Tanzania's leading midsize safari specialists. Now entering their seventh year of their own successful tour operating journey, they have opened a subsidiary company called Kusudi Camps to capitalise on the under served needs of their existing client base.

Kusudi Camps is to be a selection of intimate safari camps in Tanzania – the first of which is to be in the central area of the iconic Serengeti.



# THE PROBLEM

TANAPA recently released a [statement](#) calling out for investors saying, *“at the moment, Serengeti is in dire need of at least 1,500 more beds”*.

Apart from this, tourists visiting the Serengeti can also often encounter overcrowded game drives, diminishing their safari experience and many camps fail to provide an immersive connection to the natural environment and local Tanzanian culture.

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# THE SOLUTION

We are adding an initial six beds (organically taking this to ten in our second year) to Serengeti's bed deficit of 1,500, bringing an exclusive experience with excellent service in an under-served area near the park's centre, providing less crowded locations for game drives and one of the best in the whole park for spotting rhino.

Our unique, luxurious accommodation will blend into the local environment, providing intimate wildlife encounters and meaningful engagement with local communities. We will be satisfying our guests' desire for an authentic, uncrowded safari adventure – *Luxury with a Purpose*.

*Luxury with Purpose*

# MARKET ANALYSIS

USD \$250 million  
Total Available Market (TAM)

USD \$1.97 million  
Serviceable Obtainable Market (SOM) Year 1

USD \$1.21 million  
Serviceable Attainable Market (SAM) Year 1

Our target market includes affluent American and European honeymooners seeking romantic African getaways, and adventurous families worldwide wanting to expose their children to the Serengeti's wonders.

According to TANAPA, the 2023 accommodation spend in the Serengeti was approximately USD \$250 million. We have the capacity to capture USD \$1.97 million (0.79% market share), with a Year 1 operational forecast of USD \$1.21 million (0.48% market share).

The Serengeti is Tanzania's most visited national park, with our central location being the highest-demand area. Safari demand is expected to grow at 6.9% CAGR to 2030 with a current bed deficit of 1,500. **Kusudi has a minimum guaranteed market of USD \$164,700.**

# CURRENT ALTERNATIVES



The main competitors near Kusudi Camps are Escarpment Luxury Camp Serengeti and Serengeti Luxury Retreat. Our differentiation lies in our community activities and *Luxury with a Purpose* approach, which these competitors don't offer.



Nearby alternatives are either lower-end or ultra-high-end like Singita.



Grumeti Hills offers competitive rates but is located outside the park, limiting wildlife viewing opportunities and adding costs and inconvenience for park entry.



Safari-goers may also consider destinations like Botswana, Kenya, and South Africa. However, the Serengeti maintains a distinct advantage as an iconic 'bucket list' location due to its renowned wildlife migration and our uncrowded central park location combined with our *Luxury with a Purpose* approach means we are well primed to offer something that is in demand.

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# KUSUDI'S COMPETITIVE ADVANTAGE



Kusudi Camps offers a luxury, uncrowded safari experience with a purpose in the heart of Serengeti.



Our prime location provides guests with intimate access to the Big Five, the wildebeest migration and one of the best locations in the whole park for spotting rhino.



Starting with six luxury tents, we will deliver personalised services and custom itineraries.



As an eco-conscious operator, we utilise solar power, recycle water, and source local materials.



We offer unique opportunities for meaningful community engagement while maintaining a high-end experience. This sustainable approach distinguishes us from larger, more impersonal lodges.

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# SALES & MARKETING

Kusudi Camps will leverage the strong SEO of its sister company, Sababu Safaris, which ranks highly for Tanzanian safari-related terms. The camp will maintain an active social media presence and generate organic PR through its unique design as well as partnerships with local communities and conservation organisations.

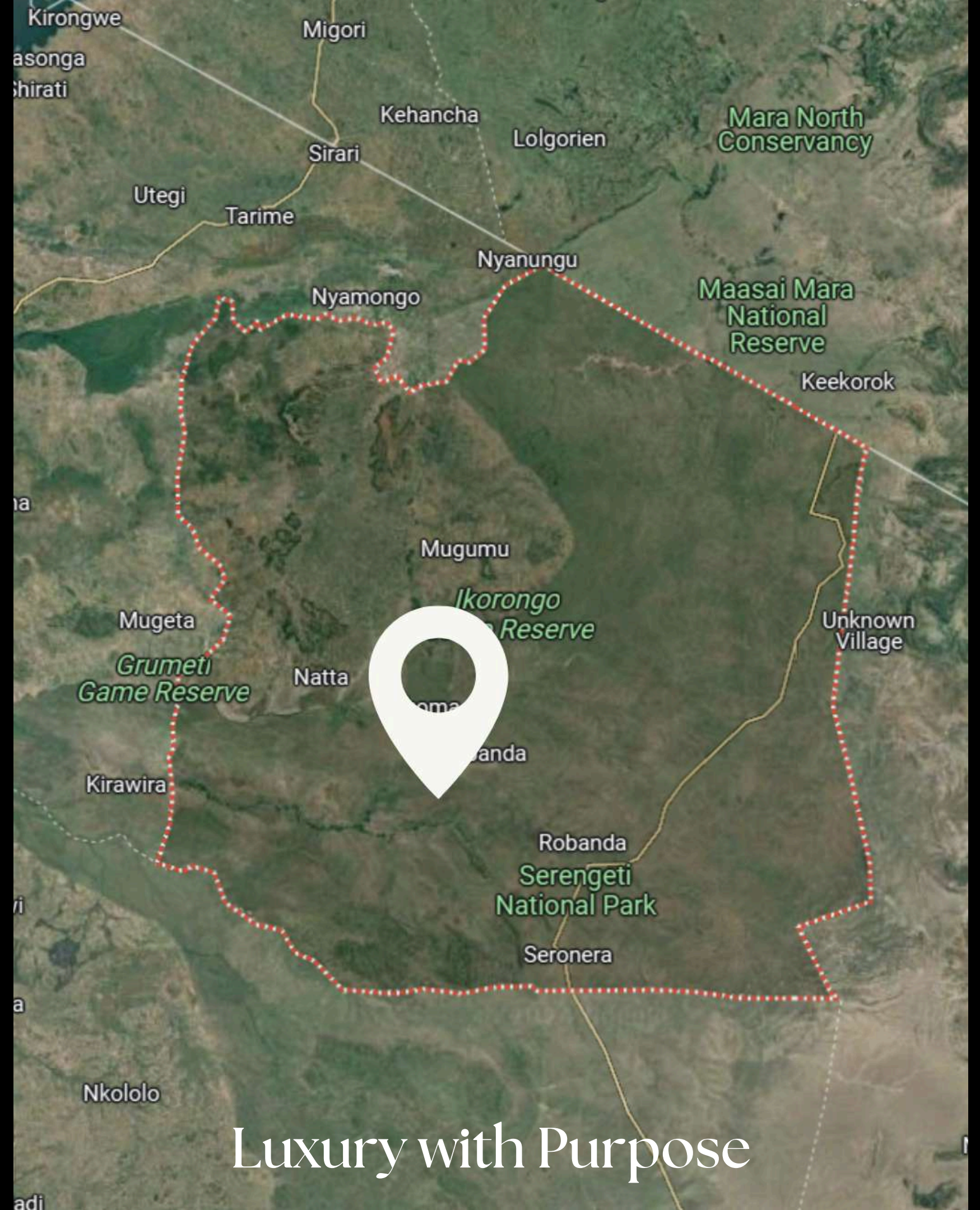
Building relationships with tour operators will be crucial. Kusudi will keep operators informed through regular communications, conduct in-person presentations, and organise familiarisation trips when occupancy allows. This approach will help gather feedback and promote the camp effectively within the industry.

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# LOCATION & FACILITIES

Kusudi Camps will be located in the central part of the Serengeti. This prime location will allow our guests unparalleled access to witness the annual wildebeest migration and observe a wide variety of wildlife, including the Big Five and the best location in the park for uncrowded rhino spotting opportunities.

Our camp will feature an initial six spacious safari tents, each with private decks overlooking the sweeping grasslands. The tents will be tastefully appointed with plush furnishings, en-suite bathrooms, and modern amenities to provide a truly comfortable and indulgent safari experience.



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# OUR GALLERY



Kusudi Camps is to be designed and built by Ubora Design. Headquartered at Gran Melia in Arusha, they specialise in designing and building high-end safari and hospitality sites in Tanzania with a competitive advantage in achieving considerable cost savings whilst maintaining quality in the design and build of their projects while using mainly sourcing local materials that blend into the natural environment.

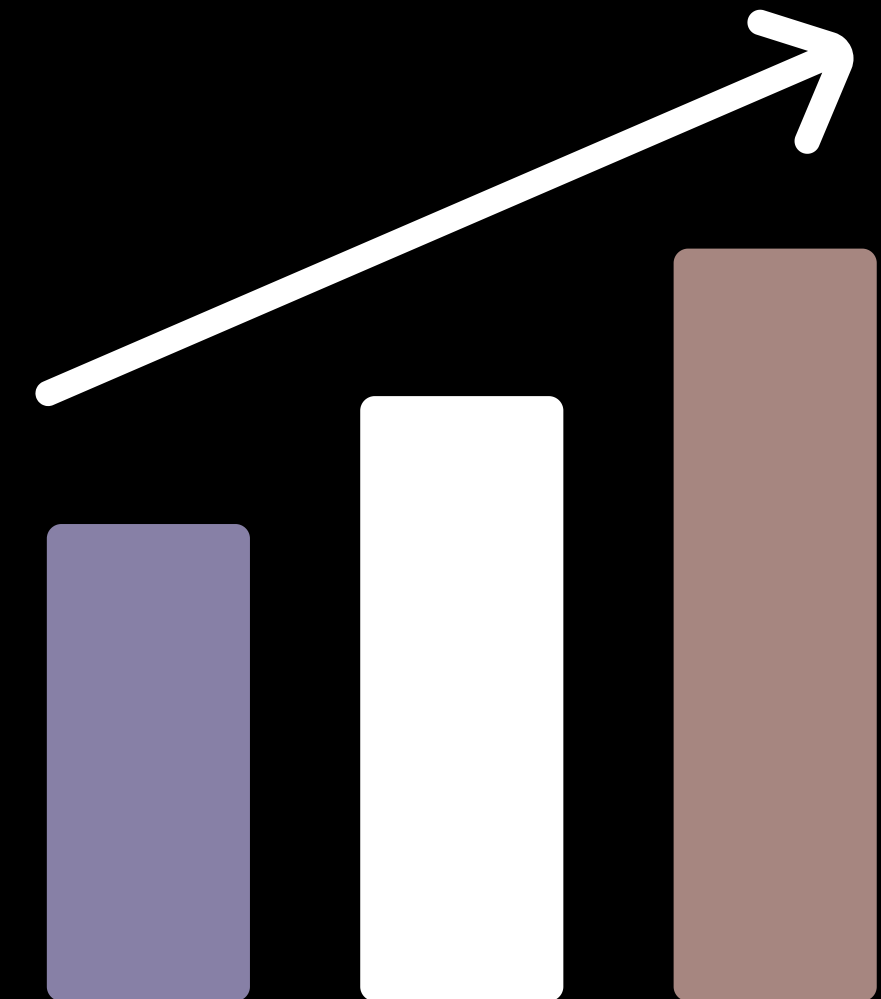
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# KEY METRICS

Key metrics for Kusudi Camps' first year:

- 20%+ average occupancy rate low season
- 50%+ average occupancy rate mid-season
- 80%+ average occupancy rate high season
- \$600 minimum daily room rate
- 95%+ average guest satisfaction
- 90% 5-star reviews on Tripadvisor and Booking.com
- \$65,000 minimum cash balance
- 100% Tanzanian staff
- 10% of profits dedicated to community projects (by end of Y1)



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# TIMELINES & MILESTONES

JAN'25   APR'25   JUL'25   OCT'25   JAN'26   APR'26   JUL'26   OCT'26   JAN'27

1

2

3

4

5

6

PROCESS 1:

Approaching banks and financiers with our business plan and pitch deck in order to secure enough build and infrastructure funds at reasonable and viable enough rates to start construction through to disbursement of funds.

PROCESS 2:

Projected grace period on loan.

PROCESS 3:

Procurement and construction period for all build and infrastructure through to completion for six rooms. **(Worst case scenario build period)**

PROCESS 4:

Soft launch with friends, family, media and tour operators.

PROCESS 5:

Full opening of camp at six rooms with listed introductory room rates of \$600 for low season, \$900 for mid-season and \$1200 for peak season.

PROCESS 6:

Building out of an additional four rooms to take the total room number to the maximum 10 allowed by TANAPA for this style of camp in the Serengeti.

# OUR TEAM

**DENISE BROWN**  
**CO-FOUNDER/ SALES & MARKETING DIRECTOR**



Denise, a German native who has lived in the US for over a decade, now calls Arusha, Tanzania home. Her deep-rooted love for Africa blossomed into an unbreakable bond with Tanzania and its people after her first visit. With extensive event management experience spanning over ten years, Denise has worked with high-profile clients worldwide. Her passion lies in crafting exceptional experiences and meticulously detailed itineraries that surpass expectations.

**ROBERT TARIMO**  
**CO-FOUNDER/ OPERATIONS DIRECTOR**



Robert, a Tanzanian native with 24 years of guiding experience, studied Wildlife Management and Ecology. As a founding member of the Interpretive Guides Society, he's highly respected amongst peers for his conservation-minded approach and extensive knowledge of Tanzania's diverse habitats. Driven by a lifelong desire to support his fellow Tanzanians, Robert has found his purpose in showcasing his country while giving back to the community. This unique combination has allowed him to fulfil his dream of sharing his passion for Tanzania's wildlife while making a positive impact on local lives.

# OWNERSHIP & STRUCTURE

Kusudi Camps will be 100% owned by Sababu Safaris as a subsidiary.

Sababu Safaris has the following shareholding:

 • **Robert TARIMO – 51% shareholding**

 • **Denise BROWN – 49% shareholding**

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# COMPANY HISTORY

Sababu Safaris, founded in 2018 has shown great promise in rebounding post-COVID as follows:

## **Year-on-Year Growth:**

- From 2021 to 2022, turnover increased by 120%, demonstrating a strong recovery trajectory as the company rebounded post-COVID.
- From 2022 to 2023, turnover increased further by 71%, to a turnover of over USD \$1.5 million, indicating sustained growth, market confidence and business acumen in the tourism sector.

## **Responsible Borrowing Indication:**

- The consistent increase in turnover showcases the company's ability to adapt and thrive in a challenging environment, making it a suitable candidate for financial support.
- The projected upward trend in revenue including successful track record of paying off TRA debts on time, indicates strong cash flow generation, enhancing the company's ability to meet its debt obligations and indication of a successful business venture with a subsidiary company in Kusudi Camps.

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# USE OF FUNDS

<b>Total build &amp; infrastructure costs</b>	<b>\$ 623,255</b>
<b>Miscellaneous costs</b>	<b>\$13,500</b>
<b>Permit costs</b>	<b>\$10,910</b>
<b>TOTAL</b>	<b>USD \$647,665</b>

**Sababu Safaris and their shareholders are investing USD \$180,000.**

**Loan being sought for USD \$467,441 - 75% of the total build & infrastructure costs**

**Overdraft sought for USD \$100,000 to cover soft launch and early operating expenses**

**\*See attached Excel spreadsheet for detailed cost breakdown**

# 5 YEAR PROFIT/LOSS & GROWTH

USD \$	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
<b>EXPENSES</b>					
Annual recurring costs	\$22,115	\$22,115	\$22,115	\$22,115	\$22,115
Labour and related costs	\$111,780	\$115,770	\$119,760	\$123,750	\$127,740
Food and beverage costs	\$82,880	\$138,040	\$144,900	\$152,110	\$160,580
Finance Repayments	\$241,000	\$127,500	\$127,500	\$127,500	\$127,500
VAT losses & miscellaneous taxes	\$210,125	\$349,917	\$384,955	\$422,678	\$466,061
<b>SUBTOTAL</b>	<b>\$654,073</b>	<b>\$767,146</b>	<b>\$751,955</b>	<b>\$863,364</b>	<b>\$920,054</b>
<b>Sales</b>	<b>\$1,228,880</b>	<b>\$2,043,600</b>	<b>\$2,251,200</b>	<b>\$2,471,800</b>	<b>\$2,725,500</b>
<b>GROSS PROFIT</b>	<b>\$574,727</b>	<b>\$1,279,154</b>	<b>\$1,437,480</b>	<b>\$1,608,436</b>	<b>\$1,805,447</b>
<b>Corporation Tax</b>	\$0	\$249,547	\$335,307	\$374,720	\$421,001
<b>Retained earnings for reinvestment/ refurb</b>	\$157,000	\$86,209	\$191,873	\$215,622	\$241,265
<b>CSR Activities</b>	\$0	\$57,473	\$127,915	\$143,748	\$160,844
<b>NET PROFIT</b>	<b>\$417,727</b>	<b>\$885,925</b>	<b>\$782,384</b>	<b>\$874,346</b>	<b>\$982,336</b>

\*See attached Excel spreadsheet for detailed 5 Year Cashflow projection

# PERFORMANCE CHART



# THE ASK

Based on the strength of the historic performance of Sababu Safaris, the need for additional beds as defined by TANAPA and the strength of the design concept and business plan, we are asking for the following:

- **5 year loan of USD \$467,441** with 6 months grace period to cover 75% of the build costs repayable at **11.5% APR.**
- **12 months overdraft facility of USD \$100,000** to cover contingencies, soft launch and early operating expenses before the business is guaranteed cashflow positive at **13.5% APR.**

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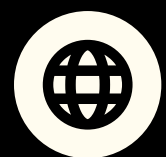
# CONTACT US



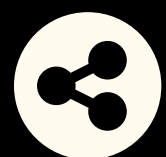
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