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## **Executive Summary:**

This document provides a business plan for WildEdge Safaris Limited (WSL), a professional tourist hunting company based in Arusha, Tanzania, incorporated in April 2025. The global hunting industry is a growing market, valued at \$59.8 billion and projected to reach \$66.8 billion by 2028. North America dominates the market, with the U.S. accounting for over 70%. Africa is a popular destination for hunting safaris, with a well-established history of wildlife conservation through regulated hunting. Tanzania, in particular, has devoted 28% of its mainland to protected areas, aiming to use hunting tourism to contribute to the national economy and conservation.

WSL's vision is to be a leading provider of high-end, ethical, and responsible hunting products and services in Tanzania. The company aims to address the challenges faced by big game hunters, such as concerns about safety, ethical practices, and the availability of tailored packages. WSL offers guided hunting expeditions with customizable packages to cater to various preferences and budgets, featuring dangerous game (lions, buffaloes, leopards) and plain game (kudu, zebra, eland) e.t.c. The company is owned by two citizens of the United Arab Emirates, Mohamed Hareb Bradha Khalfan Almehairbi and Mohamed Faraj Mohamed Masoud Almehairbi, with a 90% stake, and a Tanzanian citizen, Bernard Okare, with a 10% stake. The company intends to invest over six (6) billion TZS in tourism hunting and photographic safaris in Tanzania.

WSL targets big game hunters from North America, Europe, and the Middle East who seek authentic, high-quality African safaris. The company will also focus on conservation-minded hunters who prioritize sustainable practices and support for local communities. The primary marketing approach will be direct marketing, specifically leveraging online marketing through a corporate website, email, and social media to reach a wider audience and build customer relationships.

The document includes projected financial statements for the first three years of WSL operation.

Cognizant of the national development vision 2025-2050, WildEdge Safaris Limited intends to invest over six (6) billion TZS in tourism hunting and photographic safaris in Tanzania which will further amplify economic development efforts in the country, This investment will be directed in purchasing specialized hunting vehicles, establishment of luxury hunting camps and lodges, office premises, trophy warehouse and stores, earth movers, high-tech tele-communication equipment's, hunting block fees & community conservation fees, wildlife conservation projects as well as funding community development projects among others.

The document also identifies several challenges facing the hunting industry in Tanzania, including poaching, encroachment on hunting areas, and inconsistent client numbers due to global economic factors and public perception. However, it also highlights significant opportunities, such as political stability in Tanzania, a growing global tourism hunting market, and the presence of quality trophies. WSL aims to mitigate threats and capitalize on opportunities by adhering to ethical practices, supporting conservation, and engaging with local communities.

## **INTRODUCTION**

## Global Hunting Tourism Industry

The world hunting industry has been growing constantly over the years because of some factors such as the increasing demand for wildlife products, tourism sports and recreational activities. According to a report by Grand View Research, the world hunting market size was valued at \$59.8 billion and is expected to reach \$66.8 billion by 2028, growing at more than 1.4%.

The global hunting activities have also contributed hugely to other segments such as hunting equipment demand, licensing, and permits. With this growth, there is also a growing demand for high-quality hunting gears such as firearms, optics, hunting accessories, clothes, footwear even the well-trained professional hunters/guides. The global hunting products and services have also attracted significant investment and other opportunities. The growing market, diverse client base has created a room for growth of technical innovation. Also, major improvement in hunting regulations to ensure sustainable hunting and ethical practices.

Generally, North America dominates the global hunting market, for a long time the USA has a well-established hunting culture that is mostly empowered by traditions of inheritance from fathers to son and it is still going on. USA represents more than 70% of global hunting market; therefore, it has become a potential source market for hunting tourism.

Europe also has a strong tradition of hunting dating back in centuries. Countries such as Germany, France and Spain are good source of hunting tourism.

**Asia/Pacific** is also coming up, we are expecting significant growth of hunting market mostly driven by countries like China, India and Australia, and this is because the rise of disposable income has increased demand for hunting activities. e.g., trophy hunting, game hunting and sports shooting has increased too; in addition, the demand for trophy products in Asia has grown significantly. The world hunting products and services has also attracted a significant investment and other opportunities.

**Africa** is a well-known destination for its wildlife potential; the landscape and rich history of the African continent make it a popular destination for both photographic and hunting safaris for tourists around the world. Hunting in Africa started very early by local communities, settlers and explorers, but this was uncontrolled hunting. However, after recognizing the impact of this type of hunting, the hunters came up with the idea of establishing protected areas for wildlife during the twentieth century. The private landowners permitted hunting of game on their land. In the 1970s, the landowners saw the importance of selling hunting packages to foreign tourists, and this is how hunting tourism started in Africa. Today, sub-Saharan Africa has allocated 1.4 million square kilometers of land for game hunting, which exceeds the area established as national parks (1,087,320 sq. km) by 22% or more than twice the size of the USA, state of Texas.

The economic and social impact of hunting in Africa can be well noticed in 8 countries in eastern and southern Africa. The annual economic impact from hunting tourism in these countries is more than \$426 million as contribution to GDP and more than \$326 million in direct spending and support more than 69,000 jobs. Tourism hunting has become a main contributor of conservation efforts in rural areas. Tourism hunting has changed the attitudes of local communities by giving wildlife positive value, providing incentives against poaching and reduced the conflicts between human and wildlife.

### Map of Africa showing the eight countries with big potential in hunting tourism



More than 18,000 tourist hunters visit these eight countries yearly and these are the top 8 hunting destinations in Africa:

- ❖ South Africa
- ❖ Tanzania
- ❖ Botswana
- ❖ Namibia
- ❖ Mozambique
- ❖ Zambia
- ❖ Zimbabwe
- ❖ Ethiopia

Tourism hunting has become an important sector of the region's economy. By taking into consideration, that tourism hunting takes place in areas where photographic tourism and agriculture practice is limited, the positive economic impact of hunting tourism can well be noticed in many local communities, in these countries hunting tourism is one of the good sustainable land uses that offers economic value, social development and motivation for wildlife conservation activities.

### **Sport hunting plays an integral role in conservation and in the economy of Africa**

- ❖ If game populations within those areas are not controlled, they will soon destroy their own habitat and die of starvation.
- ❖ It is a harsh fact of African life and economics that anything which does not pay for itself very soon disappears.
- ❖ Unless wildlife earns its own keep (income) as a renewable resource, its doomed.
- ❖ Sport hunting is what is saving African's wildlife for instance programs like the camp fire scheme in Zimbabwe, whereby local tribes-people derive direct cash benefits from hunting safaris, have been enormously successful, poaching has stopped and the tribes-people now nurture and protect the game in their areas.
- ❖ Only 18% of South African's wildlife is in game reserves- 82% exist on private game ranches. These have proved so successful in the past 30 years that a great many cattle farmers have converted their farms to game ranches-consequently there is far more game in South Africa today than there was 50 or even 100 years ago. Hunting has done more for Southern African's game population than any amount of animal rights campaigning.
- ❖ Government and wildlife conservation bodies depend on the proceeds of sport hunting for much of their funding.
- ❖ Tourist hunters spend an average of 14 days in their visited destinations, but they spend 11 of those days on hunting activities.
- ❖ The travel group mainly consists of at least three people, but two among them go for hunting while the third one will provide an economic value for the destination visited.
- ❖ Most of the hunting tourism clients come from USA and account for about 74% followed by Europe 16%

- ❖ In sub-Saharan Africa, South Africa is leading destination as it receives more than 8,000 hunting tourism tourists, followed by Namibia, Tanzania, Zimbabwe, etc.
- ❖ Average spending per hunter is about \$26,000 with the average in-country expenses for the professional hunters' package and fees, transportation, food, souvenirs and more is approximately \$20,600.
- ❖ Tourism hunting companies also play a good role in the maintenance of degraded wildlife areas by enabling income generation from wildlife without affecting the population growth of trophy species.
- ❖ Hunting operators also conduct anti-poaching activities to protect the wildlife resources on which they depend.
- ❖ Tourism hunting creates a financial incentive for wildlife conservation.
- ❖ Hunting tourism also generates income where another type of Tourism like photograph cannot exist.
- ❖ Tourism hunting can also reduce illegal hunting.
- ❖ Hunting tourism also generates high revenues from low volume of clients.
- ❖ It has low revenue linkage.

## **Hunting Tourism Industry in Tanzania.**

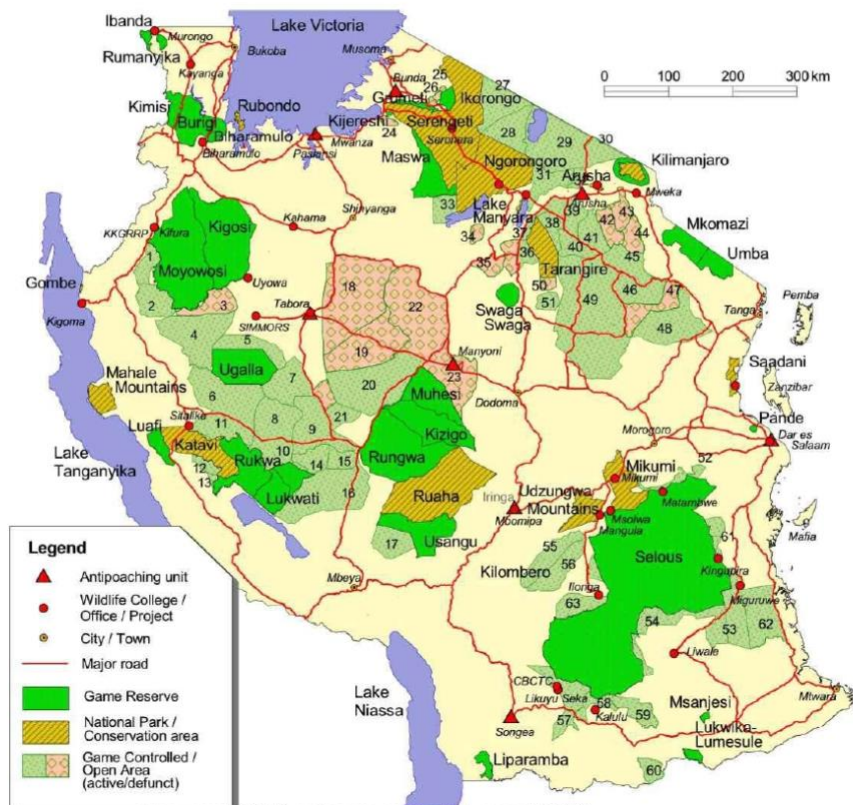
### **Tanzania perspective:**

Much of Tanzania's surface area is devoted to protected areas — 33 Game Reserves, 43 Game controlled areas, but wildlife still occurs in open areas. Network covers 233,300 km<sup>2</sup>, equal to 28% total Tanzanian mainland surface area, mainly for wildlife conservation. Hence, Tanzania has sought to find ways to utilize its wildlife that contribute significantly to the national economy as well as achieving the objectives of conservation. Apart from the ban from 1973 to 1978, Tanzania has been involved with hunting tourism since the end of the 19<sup>th</sup> century. Since hunting re-opened in 1978, and in contrast to neighboring Kenya and Uganda, Tanzania has sought to build up its hunting tourism industry. Within many game reserves, game-controlled areas, wildlife management areas and wildlife open areas, hunting tourism is the most economically rewarding form of land use. Hence, Tanzania believes that this form of wildlife utilization can make significant contributions to the future conservation of such areas, which are being set aside for conservation. When properly managed at sustainable off-take levels, hunting tourism has little impact on wildlife populations and provides high returns from a low-volume but exclusively priced market. The hunting tourism market has two further advantages over other forms of wildlife utilization. First, hunting tourism appears to be a reasonably stable and even growing market. In comparison, the high-volume tourist game

viewing market is often fickle and prone to fluctuations arising from recessions, civil disturbance and the like. A second advantage is that hunting tourism can contribute to the economy of the local community.

If local people receive direct benefits from their local wildlife, they will probably wish to conserve it. The Department of Wildlife aims to continue to promote hunting tourism within Tanzania. Hunting tourism is a vital way to gain funding for the infrastructure of protected areas and has multiplier effects on social-economic development. Hunting tourism conducted within Game Controlled Areas, wildlife management areas and open wildlife areas has great potential for providing considerable benefits to local people and involving them more fully in conservation activities. In the early 18<sup>th</sup> century, Tanzania started involving local communities in conservation within three of its major ecosystems, of which currently and more WMAs were established. Through WMA's communities receive tangible economic benefits from the legal utilization of wildlife. On the other ends Tanzania's future as a hunting tourism destination for wealthy overseas clients will depend on its performance in a competitive market. Tanzania has certain advantage over its competitors in Africa. Tanzania can offer hunting clients a balanced package of species, including gerenuk, lesser kudu and oryx that are less readily available elsewhere. Tanzania is also fortunate to possess some unbeatable safari destinations. In addition, Tanzania must also strive to provide impeccable service at all stages of the hunters' visit to our country, from his welcome at the airport to well managed camps and well-maintained vehicles to meet high paying guests' expectations. TAWA encourages all other government departments involved directly or indirectly with the tourist hunting to help to develop and maintain the standards necessary for this industry. Further mores future industry success must be determined by the caliber of the professional hunters working in Tanzania, which is extremely important at every stage of the hunting safari and maintaining the improvement in the handling of trophies. Nothing can be more harmful to the reputation of a tourist hunting industry than the poor handling, poor quality control, poor packing, loss or delays in delivery of the trophies after a safari. Since private companies have entered the trophy handling market, the situation has improved greatly, but TAWA wishes to encourage further improvement. This must be coupled with government commitment to its utmost to expedite permitting requirements.

## **TANZANIA OPEN AREAS AND GAME CONTROLLED AREAS**



Open areas (OA) and game controlled areas (GCA)

**Western Tanzania**

- 1 Makere Forest
- 2 Uvinza OA
- 3 Gombe GCA
- 4 Luganzo GCA
- 5 Ugalla OA

**Masailand**

- 24 Maswa OA
- 25 Nyichoka OA
- 26 Sibora OA
- 27 Loliondo GCA
- 28 Loliondo South GCA
- 29 Lake Natron GCA
- 30 Longido GCA

**Selous / SE Coastal**

- 52 Gonabis / Jukumu WMA
- 53 Liwale OA North
- 54 Liwale OA South
- 55 Kilombero GCA North

- 6 Msima GCA
- 7 Uganda GCA
- 8 Inyonga West GCA
- 9 Inyonga East GCA
- 10 Rungwa River GCA
- 11 Mlele North GCA

- 31 Mto wa Mbu GCA
- 32 Monduli Juu
- 33 Maswa Makao
- 34 Yaeda Chini OA
- 35 Lake Balangida
- 36 Babati OA
- 37 Burunge

- 56 Kilombero GCA South
- 57 Namtumbo WMA
- 58 Tunduru WMA
- 59 Sasawara Forest

- 12 Mlele South GCA
- 13 Lake Rukwa GCA
- 14 Piti West OA
- 15 Inyonga East
- 16 Chunya OA
- 17 Utengule Swamp OA

- 38 Lolkisale
- 39 Simanjiro West
- 40 Simanjiro Kitangare
- 41 Simanjiro Naberra
- 42 Simanjiro East
- 43 Sanya Lelatema
- 44 Ruvu Same

- 60 Tunduru Forest
- 61 Tapika OA
- 62 Kilwa OA North, Central & South

- 18 Wembere OA North
- 19 Wembere OA Central
- 20 Wembere OA South
- 21 Itulu Forest East
- 22 Singida OA
- 23 Manyoni OA

- 45 Ruvu Masai
- 46 Kitwai North
- 47 Kitwai Central
- 48 Kitwai South
- 49 Masai OA
- 50 Mkungunero
- 51 Kondoa OA

- 63 Mahenge OA South

Conclusively, Tanzania has long been recognized for its superb trophy hunting (also known variously as sport hunting or safari hunting). This reputation arises from the varied game found in Tanzania, from the

high quality of its trophies, from the vast areas of wilderness and magnificent scenery, and from the caliber of its top professional hunters.

Since the 1960s, Tanzania has aimed to conserve its wildlife resources by using strategies that include utilization for the benefit of the people of Tanzania. The sport hunting involves the off-take of mature males from populations managed through issuing low quotas, high quality trophy hunting has long been credited as a sustainable form of wildlife use. Sport hunting business have long been recognized as an economically viable form of wildlife use that is consistent with promoting high quality, yet low-density tourism. Therefore, sport hunting industry contributes significantly to government revenues. Furthermore, sport hunting is an important way to utilize wildlife sustainably in remote areas that are not visited by game viewing tourists, and to provide benefits to local people from wildlife protected areas.



Hunting Tourism in East Africa is widely known in Tanzania compared to other East African states where hunting was banned for example in Kenya 1977 due to over shooting, Uganda hunting tourism was banned in 1979, but now they are running a pilot program in special efforts to create incentives for wildlife conservation and assist the communities surrounding the conservation Areas, in other East African countries hunting tourism is not practiced. E.g., Rwanda, Burundi.

Tanzania hunting tourism has developed over a long period; it is now a well-established destination for hunting safaris. It has one of the largest populations of big game in Africa and great variety of wildlife than most other countries in the world. It is a country where you can see a lot of animals at one place like wildebeest, zebras followed with large predators; Lions, leopards, hyenas etc.

Tanzania is rank first in-terms of Lion population and third in regard to elephant population in the world. It is also rich in bird species there are more than 1,000 of them. It's lakes and islands are also rich in different fish species.

It is the only country in the world to allocate more than 28% of its territory to wildlife conservation. It is a large country with total land  $\text{Km}^2$  945,000 it is the largest country in East Africa, but more than 264,600 $\text{Km}^2$  is for wildlife conservation It has 33 protected areas and 44 game reserves. It is very interesting that these wildlife areas are not fenced, so games are moving freely.

Tourism hunting in Tanzania contributes effectively to conservation of wildlife, it contributes also to the social economic development of communities living around conservation area. Revenue generated from hunting tourism support direct the efforts of conservation through Tanzania Wildlife Management (TAWA).

**Table 41: Wildlife Management Areas (WMAs) by Location and Land Size**

S/N	WMA	Location	GN	Sq. kilometre
1.	Burunge (JUHIBU)	Babati-Manyara	37 of 2006	617
2.	Chingoli	Tunduru-Ruvuma	64 of 2012	938.1
3.	Enduimet	Longido-Arusha	57 of 2007	751.44
4.	Ikona (JUHIWAIKO)	Mara	57 of 2007	242
5.	Iluma	Morogoro	102 of 2013	509
6.	Ipole (JUHIWAI)	Tabora	37 of 2006	2,406
7.	JUHIWANGUMWA	Pwani	204 of 2016	496.5
8.	Ukutu (JUKUMU)	Morogoro	261 of 2010	639
9.	Kimbanda	Namtumbo-Ruvuma	63 of 2012	2,150
10.	Kisungule	Namtumbo-Ruvuma	62 of 2012	1,345
11.	Magingo	Liwale-Lindi	103 of 2009	4,515
12.	Makame (INDEMA)	Kiteto-Manyara	385 of 2009	5,372
13.	Makao	Meatu-Simiyu	369 of 2009	768.9
14.	Mbarang'andu	Namtumbo-Ruvuma	37 of 2006	2,471
15.	MBOMIPA(Pawaga-Idodi)	Iringa	57 of 2007	777
16.	Nalika	Tunduru-	217 of 2007	1,391
17.	Ngarambe/Tapika (MUNGATA)	Rufiji-Pwani	37 of 2006	767
18.	Randilen (Lolkisale)	Monduli-Arusha	21 of 2013	312
19.	UMEMARUWA	Mbeya & Njombe	185 of 2015	600.92
20.	Uyumbu (UWIMA)	Urambo- Tabora	37 of 2006	839
21.	Waga	Mbarali-Mbeya	184 of 2015	315.27

Source: Ministry of Natural Resources and Tourism, 2024

## Competitive Advantage:

Tanzania has good advantage over its competitors in Africa; it can offer hunting tourists a well-balanced package of species including gerenuk, lesser kudu and oryx, which cannot be found in other countries

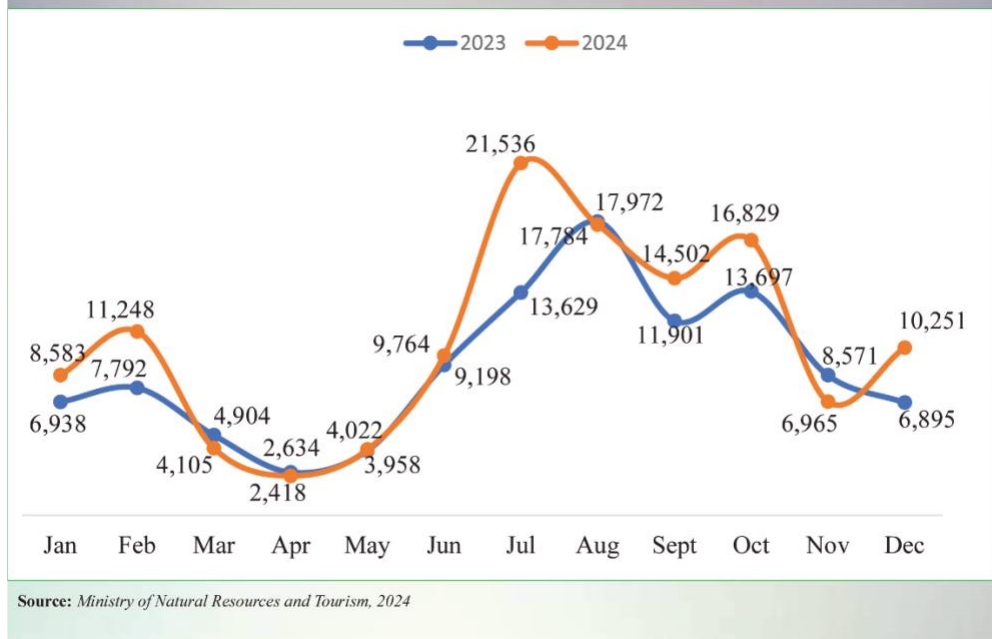
- ❖ Tanzania has many good attractions for both hunting tourism and other forms of tourism compared to other countries in Africa.
- ❖ We are also good at providing good hunting products and services to clients like well managed hunting camps, well-maintained vehicles to meet the client expectations.
- ❖ We have also well-trained professional hunters /guides.
- ❖ In addition, we are good at handling trophies from ensuring the quality, packaging, exportation, etc.

**Table 24: International Visitor Arrivals at TAWA Managed Areas; 2022-2024**

Month	Visitors			Change	Change%
	2022	2023	2024	2023/2024	2024/2023
January	4,714	6,938	8,583	2,224	47.2
February	8,383	7,792	11,248	-591	-7.0
March	3,898	4,904	4,105	1,006	25.8
April	3,202	2,634	2,418	-568	-17.7
May	5,601	3,958	4,022	-1,643	-29.3
June	9,398	9,198	9,764	-200	-2.1
July	17,148	13,629	21,536	-3,519	-20.5
August	13,458	17,972	17,784	4,514	33.5
September	10,219	11,901	14,502	1,682	16.5
October	11,391	13,697	16,829	2,306	20.2
November	7,876	8,571	6,965	695	8.8
December	1,600	6,895	10,251	5,295	330.9
<b>Total</b>	<b>96,888</b>	<b>108,089</b>	<b>128,007</b>	<b>11,201</b>	<b>11.6</b>

Source: Ministry of Natural Resources and Tourism, 2024

Chart 23: Monthly Trend of International Visitor Arrivals at TAWA Managed Areas; 2023-2024



We also have a well-structured government department that are involved daily in hunting tourism to check the standard of hunting products and services.

Tanzania hunting tourism continues to do well after realizing that, reinvest revenues from hunting to conservation and share them with the local communities where hunting takes place is a fundamental way of insuring sustainable wildlife conservation. It is also a major concern for the tourist hunting client to see that their hunting activities are conducted in a conservation-friendly manner and that is why even the clients to select a conservation friendly tourist hunting company is a very important step towards sustainable hunting practices. It is a good way of developing a principle of conservation hunting by ensuring the best practices, which are important for hunting tourism to keep contributing effectively to conservation and social-economic development of the communities.

### Trend of Hunting and Photographic Tourism, 2020-2024

Year	Number of Tourists				Revenue (Million Shillings)
	Hunters	Observers	Photo tourists	Total	
2020	251	185	34,981	35,417	15,590.6
2021	548	101,382	66,648	168,578	35,726.0
2022	687	503	139,967	141,157	63,030.3
2023	599	498	190,378	191,475	58,730.5
2024	671	718	231,035	232,424	85,229.0

## **COMPANY DESCRIPTION**

### **INTRODUCTION:**

WildEdge Safaris Limited is a professional tourist hunting company based in Arusha, Tanzania, incorporated in April 2025 by the registrar of companies, with the prime activity of guided hunting expeditions for big game hunters. The company aims to provide tailored hunting packages that cater for varying preferences and budgets, allowing clients to experience the rich wildlife of Africa in a sustainable and responsible manner. With a focus on customer satisfaction and safety, WildEdge will operate with a flexible pricing structure that accommodates different duration and types of hunts. Currently, the business is in its infancy state and aims to outline a comprehensive business strategy, marketing plan and operational framework to effectively attract and serve hunting enthusiasts from around the globe.

The problem we are solving is the challenge that big game hunters face when seeking a reliable and enjoyable hunting experience in Africa. Many hunters are often overwhelmed by the variety of options available, with concerns about safety, ethical practices and the quality of the guided experience. This can lead to frustration and uncertainty, particularly for those who are travelling from abroad and may not have local knowledge or connections. Additionally, hunters may struggle to find tailored packages that meet their specific preferences in terms of duration, animal types and overall budget.

WildEdge addresses those concerns by providing expertly guided hunting expeditions that prioritize safety, sustainability and customer satisfaction. Our tailored packages ensure that hunters can easily choose options that fit their needs while enjoying a seamless experience in the rich landscapes of Tanzania. By offering a flexible pricing structure, an emphasis on responsible and sustainable hunting practices, we aim to alleviate the anxiety associated with planning a big game hunt, allowing our clients to focus on the thrill of the adventure.

### **VISION:**

To become one of the leading providers of high end and exceptional tourism hunting products and services in Tanzania, known for professional, ethical and responsible hunting practices in Africa.

### **MISSION:**

To provide excellent hunting safaris that meet and exceed our client's expectations that are unique, seamless and unforgettable while ensuring sustainable hunting practices, support conservation efforts and community development projects as well as contributing to the tourism industry and national economy.

### **GOAL:**

Operating hunting tourism business in Tanzania as major activity as well as photographic safaris.

### **OBJECTIVE:**

To offer our esteemed clients the best hunting tourism safaris that meet their demands and aspirations in Tanzania.

### **CORE VALUES:**

Our Values drive WSL's culture - The five values that we focus on at WSL are integrity, respect, innovation, safety and excellence. These values are important to us because they define the standard, we strive to hold ourselves as highlighted hereunder;

**Integrity** – We are a company that is always working to do the right thing. We honor our commitment to our clients. Maintaining culture of integrity means we do what we say we are going to do;

**Respect** – No matter client's diverse backgrounds, cultures and perspectives, we embrace and respect client. We want to build other's strengths to create and deliver value and we're committed to creating an inclusive environment where all clients and employees feel welcomed, valued, respected, safe and heard;

**Innovation** – We are a company that thrives on doing things that have never been done before to our clients, our innovative solutions create long-term value for our clients;

**Safety** – Is our first priority, safety requires unity among everyone to achieve, and we are responsible for client's safety. We strive to be the safest company that taking care of clients, first and foremost, and it's in everything we do; and

**Excellence** – We always aim for a higher standard trophy.

**WSL's Keys to Success:**

- ❖ We arrange and provide travelling advice and guidance to our clients.
- ❖ We organized and timely weapons and weaponry importation on behalf of our clients.
- ❖ Offer hunting clients a balanced package of species.
- ❖ Excellent professional hunters' services from professional experienced professional hunters.
- ❖ We are accountable for our deeds.
- ❖ Hiring highly trained staff thus assurance of undisputed services.
- ❖ Best accommodation, amenities and services through our luxury tents and,
- ❖ Availability of best trophies, which went through proper skinning, processing and handling at initial stages up to final destination.

## PRODUCTS AND SERVICES:

The products and services we offer are guided hunting expeditions tailored for big game hunters seeking a unique, authentic and unforgettable African experience. Our packages are designed to cater for varying preferences and budgets, featuring options that include different durations of stay as well as a selection of game animals, dangerous games such as lions, buffalos and leopard as well as plain games such as kudu, zebra and eland etc. Each expedition is led by experienced professional hunters familiar with the terrain and wildlife, ensuring both safety and an immersive experience in the rich biodiversity of Tanzania.

In addition to the hunting expeditions, WildEdge will provide supplementary services such as equipment rental, transportation to and from hunting locations, and accommodations that reflect the local culture and hospitality. We strive to create a comprehensive and ultimate experience that not only meets and exceeds the expectations of our clients but also promotes sustainable hunting practices and conservation efforts in the country. By offering diverse pricing tiers and customizable packages, we aim to attract a broad range of enthusiast eager to engage in responsible hunting while enjoying the unique landscapes of Tanzania.

### Products:

WSL products that would be sold at the market are as follows here under

S/N	Hunting package	Number of days	Animal species offered as per given hunting quota and client choice
1	Regular	10	2 Baboon, 2 buffaloes, 2 bush pigs, 1 bushbuck, 1 crocodile, 1 dik-dik, 1 grant's gazelle, 1 robert gazelle, 1 Thomson gazelle, 2 jumping hare, 2 hartebeest, 1 hippopotamus, hyaena (each sub spp), 1 mongoose, 1 oribi, 1 ostrich, 1 puku, 1 reedbuck, 1steinbook, 1 topi, 1 velvet monkey, 1 warthog, 2 waterbuck, 1wildebeest, 1 zebra, 5 ducks, 5 geese, 5 guineafowl, 5 spurfowls,5 francolin, 5 partridges, 5 quails, 5 sandgrouse, 5 pigeons, 5doves, 5 snipes, 2 impalas
2	Major	14	1 civet cat, 1 eland, 1 genet, 1 greater kudu, 1 grysbok, 1hartebeest, 1 honey badger, 1 klipspringer, 1 porcupine, 1 sable antelope, 1 suni 2 Baboon,2 buffaloes, 2 bush pigs, 1 bushbuck,1 crocodile, 2 dik-dik, 2 grant's gazelle, 2 robert gazelle, 2 Thomson gazelle, 3 jumping hare, 2 hartebeest, 1 hippopotamus, 1 hyaena (each sub spp), 1 mongoose, 1 oribi, 1 ostrich, 1 puku, 2 reedbuck,2 steinbook, 1 topi, 2 velvet monkey, 2 warthog, 2 waterbuck, 1 wildebeest, 2 zebra, 5 ducks, 3 impala, 5 geese, 5 guineafowl, 5spurfowls, 5 francolin, 5 partridges, 5 quails, 5 sandgrouse, 5 pigeons, 5 doves, 5 snipes 1 hyrax

3	Premium	21	1 African elephant, 1 gerenuk, 1 leopard, 1 lesser kudu, 1 lion, 1 leopard, 1 lesser kudu, 1 lion, 1 oryx, 1 roan antelope, 1 serval cat, 1 sitatunga, 1 wild cat, 1 civet cat, 1 eland, 1 genet, 1 greater kudu, 2 grysbok, 1 hartebeest, 1 honey badger, 1 klipspringer, 1 porcupine, 1 sable antelope, 1 suni 3 Baboon, 4 buffaloes, 2 bush pigs, 1 bushbuck, 2 crocodile, 2 dik-dik, 2 grant's gazelle, 3 robert gazelle, 3 Thomson gazelle, 6 jumping hare, 3 hartebeest, 2 hippopotamus, 2 hyaena (each sub spp), 2 hyrax 2 mongoose, 2 oribi, 1 ostrich, 2 puku, 3 reedbuck, 2 steinbook, 2 topi, 2 velvet monkey, 3 warthog, 2 waterbuck, 3 wildebeest, 4 zebra, 5 ducks, 4 impala, 5 geese, 5 guineafowl, 5 spurfowls, 5 francolin, 5 partridges, 5 quails, 5 sandgrouse, 5 pigeons, 5 doves, 5 snipes
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**Services:**

WSL will provide food and accommodation facilities at their respective hunting block where hunting operations will be conducted.



Figure 1: Example of one of accommodation facility for tourist accommodation

**TARGET MARKETS:**

WildEdge will mainly target big game hunters (dangerous game & plain game) from North America, Europe, Middle East and Asia who are seeking for a unique, authentic and unforgettable hunting African Safari. This demographic often includes seasoned hunters looking for unique adventures and those interested in luxury travel experiences. Additionally, the business will cater to novice hunters who wish to learn from experienced professional guides while enjoying the thrill of hunting in the rich biodiversity of Tanzania.

Moreover, WildEdge will focus on conservation-minded hunters who prioritize sustainable hunting practices. This market segment includes individuals who are not only passionate about the sport but are also committed to promoting wildlife conservation and supporting local communities. The combination of luxury, education, and ethical hunting practices will position WildEdge to attract a diverse clientele eager to engage in responsible hunting while creating lasting memories in the stunning landscapes of Tanzania.

### **MARKETING IDEAS:**

To effectively market WildEdge and attract big game hunters, we will implement a strategy that leverages local cultural experiences. One unconventional idea is to collaborate with local artisans to create unique hunting memorabilia, such as handcrafted trophies and decorative items made from sustainable materials. By offering these exclusive products as part of the hunting package, we will not only enhance the overall experience but also provide hunters with a tangible reminder of their adventure. This collaboration will promote local craftsmanship and ensure that a portion of the proceeds benefits the community, making the hunting experience not just about the spot only but also cultural immersion and support for local artisans.

## **COMPETITIVE ADVANTAGE:**

WildEdge's competitive advantage lies in its commitment to providing a unique, authentic and unforgettable hunting experience that strictly emphasizes sustainability and conservation. Unlike other hunting companies that may prioritize volume over the quality of experience, WildEdge focuses on personalized service through experienced and professional hunters and guides who possess in depth knowledge of the terrain and wildlife. This ensures that clients not only enjoy successful hunts but also gain an appreciation for the ecological significance of the country.

By integrating cultural elements into the hunting packages, such as collaborations with local artisans and opportunities for community engagement, WildEdge differentiates itself from competitors who offer more conventional hunting experiences. WildEdge pricing tiers caters to a diverse clientele, accommodating both seasoned hunters and novices. This inclusivity allows the business to attract a broader customer base while also providing a customizable option that suit individual preferences and budgets. By leveraging innovative marketing strategies such as influencer partnerships, strong social media presence, virtual reality presentations and pre-trip experiences, WildEdge establishes a strong brand presence and fosters community engagement. This holistic approach not only enhances customer loyalty but also positions WildEdge as a leader in the tourism hunting safari market in Tanzania, setting it apart from competitors who may lack a similar focus on ethical practices and customer centric approaches.

We will host pre-tip experiences in local cities such as Arusha, these events will feature presentations from seasoned hunters, conservationists and local guides, discussing the wildlife, landscapes, and cultural of the hunting expeditions.

Moreover, in pre-tip experiences in local towns and in all major international hunting shows such as Safari Club International (SCI) convention, Dallas & Houston Safari Club (Worldwide hunting Expo and convention) in USA, JAGD & HUND and JAGEN UND FISCHEN in Germany, Abu Dhabi International Hunting and Equestrian Exhibition [ADIHEX] and Middle East Hunting Expo [MEHEX] both in U.A.E as well as HuntEx in South Africa, apart from the marketing materials and one on one presentations, the attendees will also have the opportunity to participate in virtual reality simulations that replicate the hunting experience in Tanzania. This innovative approach allows potential clients to engage with the product before committing to a trip, effectively building excitement and interest. By providing a taste of adventure, we create a personal connection that encourages bookings and fosters a sense of anticipation.

A third marketing idea involves leveraging social media influencers and wildlife conservation advocates to promote WildEdge. We will invite select influencers to observe and experience our guided hunting expeditions in exchange for their honest reviews and promotional content.

This strategy not only taps into their established follower base but also helps to humanize the hunting experience by showcasing the beauty of the Tanzania's landscapes and wildlife, by emphasizing sustainable hunting practices and the importance of conservation, we can attract like-minded individuals who value both adventure and responsibility. This approach will create a community of advocates for WildEdge, increasing brand awareness and potentially leading to organic referrals and bookings.

## **BUSINESS MODEL:**

WildEdge will generate revenue through the sale of guided hunting expeditions, offering a range of packages tailored to the preferences and budgets of big game hunters. Our pricing structure will include different tiers based on the duration of the expeditions and types of game animals pursued. Additionally, supplementary services such as equipment rental and transportation will provide further revenue streams.

Our business model centers on creating a unique and unforgettable experience of a lifetime for hunters while strictly adhering to sustainable and ethical practices that contribute to the country's conservation efforts. By offering customizable packages that can be adjusted based on the client's specific needs. Our operational strategy will focus on establishing partnerships with local service providers, ensuring a seamless experience for our clients while fostering economic growth in Tanzania. This collaborative and

multiple effect will not only enhance the overall experience for hunters but also promote responsible tourism and conservation in Tanzania.

## **MARKETING & SALES STRATEGY:**

We at Wild Edge Safaris Limited we believe that our goals will be achieved once we determine the needs and wants of our market and provide our tourism hunting products and services in a more effective and efficient way compared to our competitors. The aim of WSL is to make profit, satisfy our clients and contribute more to communities living around and support the efforts of wildlife Conservation. The main goal is to market hunting tourism products and services satisfactorily.

The growth of digital media has made market of products and services easier. In WSL we will use different means to get clients, the most preferred way is **Online Marketing**, this is the fastest growing form of marketing. It can bring more hunting tourist to Tanzania at the same time it will be able to support clients after arriving to our destination.

A strong digital strategy will help WSL as follows:

- It will reach wider audience through search engine and social media.
- It will enhance credibility by showing quality hunting tourist product and services
- It will boost conservation efforts through targeted campaigns during hunting season as well as when we attend hunting events taking place in several parts in the world.
- It will increase loyalty by connecting with passionate hunting tourist clients.

WSL will be able to engage well with hunting tourism forums, Facebook and Instagram groups dedicated to sustainable hunting tourism and wild life protection.

## **Market Need**

The hunting tourism market, also known as trophy hunting or sport hunting, requires a focus on sustainability and community benefits to thrive. This includes responsible wildlife management, clear benefit-sharing schemes for local communities, and ensuring the long-term viability of hunting areas. Furthermore, the market needs to address the concerns of stakeholders, including both hunters and conservationist such as;

- **Quality Hunting Experiences-** Hunters seek well-managed hunting areas with diverse wildlife populations, particularly species they desire for trophies;
- **Ethical and Sustainable Practices-** Hunters increasingly favor destinations that demonstrate responsible hunting practices and contribute to conservation;
- **Safe and Reliable Operations-** Hunters need assurance of safe hunting practices, well-maintained equipment, and competent professional hunters;
- **Sustainable Wildlife Management-** Hunting tourism should be implemented with a long-term view, ensuring that hunting quotas are sustainable and do not negatively impact wildlife populations.
- **Habitat Preservation-** Protecting and restoring wildlife habitats is crucial for maintaining healthy ecosystems and supporting viable hunting populations
- **Scientific Data and Monitoring-** Hunting tourism needs to be guided by scientific data and regular monitoring to ensure that it is not detrimental to wildlife;
- **Benefit Sharing-** Clear and transparent benefit-sharing schemes are essential to ensure that local communities receive tangible benefits from hunting tourism, such as revenue, infrastructure development, or employment opportunities;
- **Community Involvement-** Communities should be involved in the planning and management of hunting areas to ensure that their needs and concerns are addressed;
- **Economic Development-** Hunting tourism can contribute to local economic development by creating jobs, providing business opportunities, and generating revenue for community projects;
- **Professionalism and Regulation-** The hunting tourism industry needs to be well-regulated, with clear guidelines and standards for hunting operations and professional hunters;
- **Marketing and Promotion-** Destinations need to effectively market their hunting opportunities to attract the right clientele, emphasizing sustainable practices and quality experiences; and,

- **Collaboration and Partnerships-** Collaboration between government agencies, hunting operators, local communities, and conservation organizations is vital for the sustainable development of the hunting tourism sector.

Thus, WSL shall strive every nerve to strike balance on all these market needs.

## MARKETING SEGMENTATION:

WSL is expected to get hunting tourist from different countries or destinations these clients differ from one-another in more than one way. They have different experiences, age wise, special needs, income, behaviour, purpose of travel etc. So, in-order our marketing efforts be successful, WSL will do marketing segmentation in-order to serve our client satisfactorily. Always good marketing is about selecting the segments that are interested in specific services and make a good marketing plan for them.

With the growing tendency of Specialization in targeted specific segment WSL has adopted a direct marketing as a primary market approach. Direct market is about connection with carefully targeted individual consumers and obtain quick response and continue to use the lasting customer relationship. It is the fastest growing form of marketing.

- WSL will communicate with customers directly either on one-to-one interactive basis.
- WildEdge will use detailed customer database, with this method WSL will match offers more careful to individual customers who able and willingly to buy our hunting safari packages.
- WildEdge will brand hunting safaris products and services to differentiate them from other products and we will communicate our brand direct to our customers.
- It will help WildEdge sales to go up.
- WildEdge will also use direct digital marketing technologies such as; Email, mobile phone marketing etc.

### Website:

To create a website is a step but getting clients to visit the site is another thing. WSL will create a website which will provide enough value and excitement to get consumers of our hunting products and services who come to our site to stick around and come back again. This means that we will update our site to keep it current and useful, this a very important step in conducting online marketing.

Our website will be a corporate (or Brand website it will be designed to build customer goodwill, collect customer feedback's and supplement other sales channels rather than sale of our hunting packages directly. It will offer a rich variety of information and other features in order to answer customers questions, build closer customer relationship and general interest about WSL and its brand.

Our website as marketing tool will engage our clients in an interaction that will move them closer to a direct purchase or other marketing outcome. It will give our clients a room to check out the latest deals, book safaris online and pay by either credit cards, pay-pal etc.

## MARKET ANALYSIS:

There are a number of outfitters in Tanzania and globally at large perspectives who are operating hunting tourism business. It is well understood Tanzania's hunting industry faces a complex set of challenges as highlighted hereunder;

- **Pressure on Hunting Areas-** Hunting areas are under pressure from poaching activities, which reduces the number of animals available for hunting, encroachment by pastoralists and subsistence farmers into hunting areas also limits available space and resources for wildlife and conflict between resident hunters and trophy hunters over hunting rights and access to hunting areas can further complicate management;
- **Community Benefit Sharing-** While hunting tourism is seen as a contributor to Tanzania's economy, there are concerns about the distribution of benefits to local communities. Some argue that the current benefit-sharing schemes are not effective and that communities are not adequately benefiting from hunting revenue. This can lead to resentment and a lack of support for conservation efforts among local populations.
- **Infrastructure and Logistics-** Hunting activities often take place in remote and challenging areas with limited infrastructure, which can increase operational costs and logistical challenges. Access to these areas can be difficult, particularly during the rainy season. Limited infrastructure can also hinder effective monitoring and law enforcement efforts.
- **Fluctuating Client Numbers-** The hunting industry is susceptible to fluctuations in client numbers, which can be influenced by various factors, including global economic conditions, travel advisories, global pandemic such as COVID 19, wars-Ukraine and public perception of hunting. Maintaining a consistent flow of clients is crucial for the financial viability of hunting companies.

## SWOT ANALYSIS:

In order for the business to operate effectively and sustainably, strengths, weaknesses, opportunities, and Threats (SWOT) variables related have to be critically indicated thus WSL's decided to look into its internal and external environment as highlighted here under;

### Strengths:

- **Ethical and Responsible Practices-** WildEdge Safaris Limited will adhere to strict hunting regulations, promotes sustainable hunting practices, and respects wildlife and local communities;
- **Conservation Commitment-** WildEdge Safaris Limited is actively supports conservation efforts through funding, habitat management, and anti-poaching patrols that demonstrates a commitment to the long-term health of wildlife populations;
- **Client Satisfaction-** Positive client feedback, repeat business, and referrals suggest a positive hunting experience and a company that values its clients.;
- **Professional Staff-** WildEdge Safaris Limited will have experienced and knowledgeable professional hunters (PHs), guides, and support staff ensure a safe, organized, and enjoyable hunt.
- **Logistical and Operational Capabilities-** A strongly manage all aspects of the safari, including transportation, accommodation, permits, and game management;
- **Community Engagement-** We will involve local communities in the hunting process and sharing benefits from the revenue generated that foster positive relationships and contribute to sustainable development;
- **Quality trophy-** Presence of patrol team allows population to thrive thus assurance of quality is not compromised;
- Political stability of our country
- Abundant Tourism resources compared to other destinations

**Weaknesses:**

- Maximization of quality services to satisfy potential customers needs and aspiration in the expenses of WSL's working capital subsequent to draining fund that could be used in other valuable things.

**Opportunities:**

- Political stability and good investment environment in Tanzania;
- Growing hunting tourism market globally and opening of UAE and Chinese market;
- Presence of quality trophies as a result of strengthened patrols;
- World economic stability.

**Threats:**

- Increased anti-hunters worldwide;
- Unpredictable client's behavior and spending willingness;
- Increased tax and frequent changes in regulations governing the industry;
- Livestock incursion; and,
- Unpredictable political decisions.
- Global pandemics such as COVID 19

**CORPORATE SOCIAL RESPONSIBLY & LOCAL COMMUNITY INVOLVEMENT:**

At WildEdge we believe that adhering to ethical hunting practices and promoting responsible tourism helps maintain the integrity of hunting industry and ensures the long-term sustainability of wildlife resources.

WildEdge intends to foster positive relationship with local communities through various initiatives and programs including; supporting local economies, wildlife management and conservation efforts and community development projects such as helping the local community get safe and clean water through drilling water boreholes, prioritizing locals in employment opportunities, purchasing most of the camp consumables from the surrounding villages, improving community healthcare facilities, schools and infrastructure development.

Investing in habitat restoration and improvement practices to benefit both wildlife and local communities. The company will establish open channels of communication with community needs and concerns are addressed.

**WILDEGE SAFARIS LIMITED OWNERSHIP:**

Mohamed Hareb Bradha Khalfan Almehairbi, Mohamed Faraj Mohamed Masoud Almehairbi, United Arab Emirates Citizens and Bernard Jacob Okare, Tanzanian Citizen own WSL.

**COMPANY STRUCTURE:**

WildEdge Safaris Limited intends to invest more than 6 billion TZS in tourism hunting and photographic safaris in Tanzania.

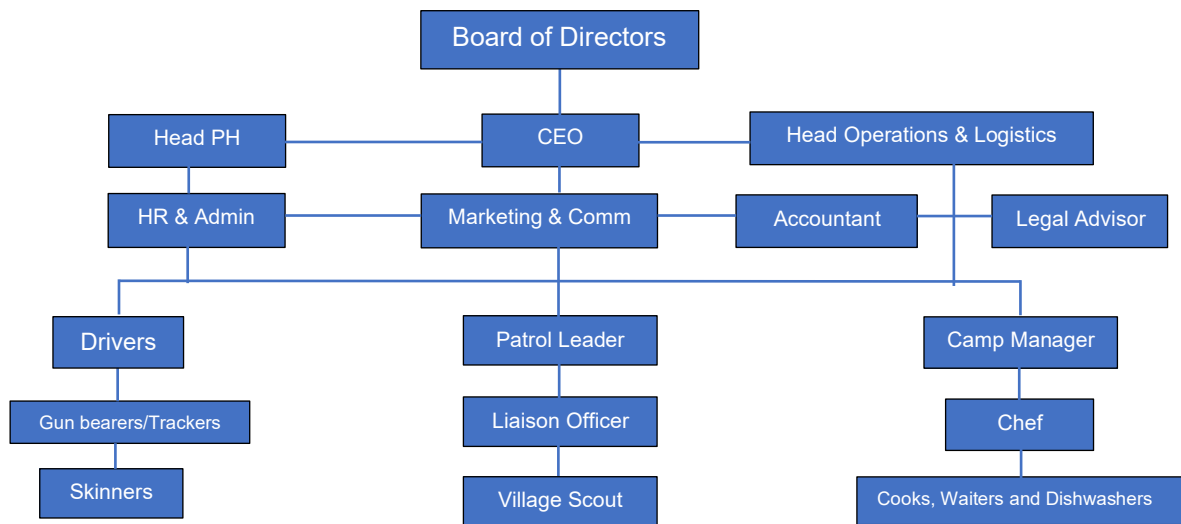
Shares are divided into 100 ordinary shares as described hereunder;

Name	Citizenship	Shares
Mohamed Faraj Mohamed Masoud Almehairbi	UAE	88
Mohammed Hareb Bradha Khalfan Almehairbi	UAE	2
Bernard Okare	TZ	10

**WSL MANAGEMENT STRUCTURE**

Our team consists of professional hunters, expert guides, business administrators and logistics coordinators, dedicated to ensuring an unforgettable safari experience. Each member of our team has a wealth of experience and in-depth knowledge and understanding of the terrain and wildlife in Tanzania’s rich wilderness and the tourism industry at large.

The management structure of the WildEdge Safaris Limited is as illustrated in figure 2 below. The positioning will involve both professional and non-professional staff as described under role and responsibilities section.



**WSL MANAGEMENT TEAM**

WildEdge is the brainchild of Mr. Mohamed Faraj alongside his co-director Mr. Mohamed Almehairbi, the two are eminent executives and accomplished business leaders in UAE with more than 30 years

of combined experience in international business, investment, management and diplomacy.

1. **Mr. Mohamed Faraj Mohamed Masoud Almehairbi, Chairman & Director**, is an accomplished business executive in top positions with over thirty years' experience in UAE and Europe. He has a very expansive and rich wealth of knowledge, experience and deep insights cutting across multiple industries, such as marine and the blue economy, environmental conservation and renewable energy as well as real estate sectors among others, all holding top ranking positions in the Emirates and overseas. He is passionate about wildlife, conservation and sustainable utilization and the role it plays in community development and how it can positively impact local economy.
2. **Mr. Mohammed Hareb Bradha Khalfan Almehairbi, Director**, is a seasoned diplomat and an accomplished investment and business mogul with a broad experience in different sector in his country UAE and around the globe while serving in top positions. His extensive wealth of experience and forward-thinking approach and dedication to excellence promise a bright future for the company.
3. **Peter Gabriel, CEO**, holds MA and MBA. His special areas of expertise include Corporate governance and strategy with a special emphasis on international marketing, communication and competition. He has also done a number of researches in tourism and the role it plays in economic development. With more than fifteen years of practical and theoretical experience within the country and overseas. He is also an avid hunter registered by TAWA, with a special interest in conservation and sustainable hunting practices.
4. **Bernard Okare, Licensed professional hunter**, a graduate of College of African wildlife management (Mweka). Bernard has more than twenty years of firsthand experience in professional hunting industry in Tanzania, he has honed an intimate knowledge of Tanzanian's big game and terrain, guaranteeing clients an authentic, safe and unforgettable hunting experience. Guided by a commitment to conservation and a profound respect for Tanzania's wilderness, he combines a deep-rooted experience of professional expertise with a passion for ethical, responsible and sustainable hunting practices.
5. **Willy Lyimo, Head of Logistics & Operations**, has been at the forefront of the tourism and hospitality industry in Tanzania since early 1990s up to his retirement in 2020 as the northern zone manager for Tanzania Tourism Board (TTB), managing, promoting and marketing sustainable tourism and conservation internationally. With a master's degree in Economics and tourism (Msc-Econ of International Tourism) from Varma- Bulgaria, coupled with a broad and rich experience in the tourism industry, he is considered the guru of tourism industry in Tanzania.

## CURRENT AND PLANNED INVESTMENT

S/N.	Items	Number	Unit Price (TZS)	Amount
1	Toyota Land Cruiser- Pick up	10	180,000,000	1,800,000,000
2	Hunting block fees per annum	01	200,000,000	200,000,000
3	Oasis 4 module wide body tents	15	22,000,000	330,000,000
4	Trophy stores and skinning Banda	02	20,000,000	40,000,000
5	Kitchen and mess tents	02	12,000,000	24,000,000
6	Caterpillar A 2020 model	02	243,375,000	486,750,000
7	Two ranger posts	02	20,000,000	40,000,000
8	PH tent	02	30,000,000	60,000,000
9	Mess tent	02	20,000,000	40,000,000
			<b>TOTAL AMOUNT</b>	<b>3,020,750,000</b>
10	Grader XCMG Motor Grader	02	96,000,000	192,000,000
11	Water drilling rig	02	144,000,000	288,000,000

12	Bulldozer	02	84,000,000	168,000,000
13	Dump trucks and flatbed	04	108,000,000	432,000,000
14	Loaders	02	72,000,000	144,000,000
15	Excavator	01	72,000,000	72,000,000
16	Supporting Cars 4x4	04	96,000,000	384,000,000
17	Tractors	03	60,000,000	180,000,000
18	Motorcycles	15	3,500,000	52,500,000
19	Compactor	01	36,000,000	36,000,000
20	Forklift- 5 ton	01	19,200,000	19,200,000
			<b>TOTAL AMOUNT</b>	<b>1,967,700,000</b>

### Tools and Equipments

S/N.	Items	Number	Unit Price (TZS)	Amount
1	Radio call VHF	20	120,000	2,400,000
2	Radio call HF	02	180,000	360,000
3	Refrigerators	05	1,200,000	6,000,000
4	Freezers	03	2,000,000	10,000,000
5	Repeater	01	1,000,000	1,000,000
6	Computer and Printers	10	3,000,000	30,000,000
7	Uniform (combat, boost etc.)	100	150,000	15,000,000
8	Fittings and fixtures	Lumpsum		40,000,000
9	Beds/Chairs/Utensils/Water tanks	Lumpsum		100,000,000
<b>TOTAL AMOUNT</b>				<b>204,760,000</b>

### PHOTOGRAPHIC SAFARI EQUIPMENTS

S/N.	Items	Number	Unit Price (TZS)	Amount
1	Land Cruiser 4x4 (Four wheel)	06	200,000,000	1,200,000,000
2	Motor car refrigerators	06	24,000,000	144,000,000
3	Inventors, solar panels and battery	06	1,200,000	7,200,000
4	Tents	06	22,000,000	132,000,000
5	Binoculars	10	1,000,000	10,000,000
6	Office Computers (desktop)	05	1,500,000	7,500,000
7	Laptops	05	1,500,000	7,500,000
8	Printers	02	5,000,000	10,000,000
9	Vans (For airport transfer and town tour)	02	30,000,000	60,000,000
<b>TOTAL AMOUNT</b>				<b>1,578,200,000</b>

## Cooperate Social Responsibilities

S/N.	Items	Number	Unit Price (TZS)	Amount
1	Community conservation fees	01	12,853,275	12,853,275
2	Drilling three water wells each year	03	25,000,000	75,000,000
3	Scholarships	05	10,000,000	50,000,000
<b>TOTAL AMOUNT</b>				<b>137,853,275</b>

## Projected Profit and Loss Statement

S/N.	Items	Year 1	Year 2	Year 3
1	Sales	1,540,000,000	2,310,000,000	2,878,000,000
2	Cost of Sales	500,000,000	525,000,000	550,000,000
3	<b>Gross profit</b>	<b>1,040,000,000</b>	<b>1,785,000,000</b>	<b>2,328,000,000</b>
<b>Operating Expenses</b>				
4	Government fees	200,000,000	210,000,000	222,600,000
5	Meals and accommodation	70,000,000	73,500,000	77,910,000
6	Anti-poaching	90,000,000	94,500,000	100,170,000
7	Fuel expenses	400,000,000	420,000,000	445,200,000
8	Professional hunters	60,000,000	63,000,000	66,780,000
9	Utilities	40,000,000	42,000,000	44,520,000
10	Marketing expenses	22,000,000	23,100,000	24,486,000
11	Road network	200,000,000	210,000,000	222,600,000
12	General administration	80,000,000	84,000,000	89,040,000
13	Salaries	160,000,000	168,000,000	178,080,000

<b>Total Operating Expenses</b>	<b>1,322,000,000</b>	<b>1,388,100,000</b>	<b>1,471,386,000</b>
Net profit before taxation	(282,000,000)	396,900,000	856,614,000
Taxations (30%)	0	119,070,000	256,984,200
Net profit after taxation	0	277,830,000	599,629,800

## Sales forecast

WSL sales expect zero growth in the first year of its operation, however in the second and third year so profit will be realized

Year	1	2	3
Sales	1,540,000,000	2,310,000,000	2,878,000,000
Cost of Sales & Operating expenses	1,822,000,000	1,913,100,000	2,021,386,000
<b>Net Profit/(Loss) Before Tax</b>	<b>(282,000,000)</b>	<b>396,900,000</b>	<b>856,614,000</b>

### Projected Balance Sheet

YEARS	1	2	3
<b>FIXED ASSETS</b>			
Property, plant and equipments	6,678,900,000	6,650,704,688	6,246,489,270
Accumulated depreciation	418,170,250	564,529,838	451,623,870
	<b>6,260,729,750</b>	<b>6,086,174,850</b>	<b>5,794,865,400</b>
<b>CURRENT ASSETS</b>			
Inventories	-	-	-
Trade receivables	57,070,000	181,900,000	478,900,450
Cash and cash equivalent	200,200,250	587,290,150	1,250,186,050
	<b>257,270,250</b>	<b>769,190,150</b>	<b>1,729,086,500</b>
<b>TOTAL ASSETS</b>	<b>6,518,000,000</b>	<b>6,855,365,000</b>	<b>7,523,951,900</b>
<b>EQUITY AND LIABILITIES</b>			
<b>Shareholders equity</b>			
Share Capital	6,800,000,000	6,800,000,000	6,800,000,000
Retained Earning	(282,000,000)	(4,170,000)	595,459,800
	<b>6,518,000,000</b>	<b>6,795,830,000</b>	<b>7,395,459,800</b>
<b>Non-current liabilities</b>			
Bank Overdraft	-	-	-

Term Loan	-	-	-
	-	-	-
<b>Current Liabilities</b>			
Trade and other payables		59,535,000	128,492,100
	-	<b>59,535,000</b>	<b>128,492,100</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>6,518,000,000</b>	<b>6,855,365,000</b>	<b>7,523,951,900</b>

## Projected Cash Flow

DETAILS	YEARS		
	1	2	3
<b>I: Cash flows from operating activities</b>			
Profit (Loss) before taxation	(282,000,000)	396,900,000	856,614,000
<b>Adjustments for items not involving movement of cash:-</b>			
Depreciation of Property, Plant and Equipments	418,170,250	564,529,838	451,623,870
Current year Tax position	-	(119,070,000)	(256,984,200)
<b>Cash flows from operating activities before changes in working capital items</b>	<b>136,170,250</b>	<b>842,359,838</b>	<b>1,051,253,670</b>
Net changes in Inventories (Increase) /Decrease	-	-	-
Net changes in Receivables (Increase) /Decrease	57,070,000	124,830,000	297,000,450
Net changes in Payables (Decrease) /Increase	-	-	-
Adjustments	(114,140,000)	(309,195,000)	(782,028,000)
<b>Net Cash flows from Operating activities</b> <b>A</b>	<b>79,100,250</b>	<b>777,064,838</b>	<b>823,210,320</b>
<b>II: Cash flows from investing activities</b>			
Purchases of fixed assets	(6,678,900,000)	(389,974,938)	(160,314,420)
Disposal of Assets	-	-	-
<b>Net Cash flows from investing activities</b> <b>B</b>	<b>(6,678,900,000)</b>	<b>(389,974,938)</b>	<b>(160,314,420)</b>
<b>III: Cash flows from financing activities</b>			
Share Capital	6,800,000,000	-	-
Advance for share Capital	-	-	-
<b>Net cash flows from financing activities</b> <b>C</b>	<b>6,800,000,000</b>	<b>-</b>	<b>-</b>
<b>Increase/(Decrease) in cash &amp; cash equivalents A+B+C</b>	<b>200,200,250</b>	<b>387,089,900</b>	<b>662,895,900</b>
Cash and cash equivalent at beginning of the year	-	200,200,250	587,290,150
<b>Cash and cash equivalents at the end of the year</b>	<b>200,200,250</b>	<b>587,290,150</b>	<b>1,250,186,050</b>