

BUSINESS PLAN FOR B&B HOTEL EXPANSION

B&B Hotel established in February 2024 it aims to establish itself as a premier hospitality provider in Tanzania, starting from our current location in Moshi. Our goal is to expand by acquiring and renovating a second property that includes a swimming pool, enhancing guest experience and attracting a wider audience. Following this, we plan to develop a movable campsite in the National Parks, also equipped with a swimming pool. In addition, we aim to acquire a tour operator license to market mountain climbing excursions and wildlife safaris in Europe, including unique golf package offerings. The profits generated from these ventures will be reinvested into further expansion into Arusha Mwanza, Dar es Salaam, and Zanzibar.

Business Objectives

1. Acquire and Renovate Second Property: Secure a location in Moshi for development by 2025-2026.
2. Construction of Campsite in National Park Complete the site development by 2026.
3. Obtain Tour Operator License: by Apply to market tours in Europe, allowing us to promote mountain climbing and wildlife safari adventures, as well as golf packages 2025-2027
4. Expansion into Major Cities: Use profits to enter Mwanza, Dar es Salaam, and Zanzibar by 2028-2030.
5. Achieve a customer satisfaction rate of 90% or higher.

Market Analysis

Industry Overview

The tourism and hospitality sector in Tanzania has seen substantial growth due to increased interest in wildlife safaris, cultural experiences, and outdoor activities such as mountain climbing and hiking. The demand for quality accommodations is rising, particularly in tourist hotspots like Beach locations and National Park.

Target Market

Domestic Tourists: Tanzanians seeking weekend getaways and vacations.

International Tourists: Backpackers, families, adventure seekers, and luxury travelers exploring Tanzania's natural beauty and wildlife.

European Travelers: Specifically targeting adventure enthusiasts interested in climbing Mount Kilimanjaro and participating in wildlife safaris combined with leisure activities like golf.

Competitive Landscape

While there are several existing hotels and campsites, our unique selling proposition (USP) involves affordable luxury accommodations combined with personalized service, diverse amenities, and immersive local experiences. Additionally, our combination of tour offerings mountain climbing, wildlife safaris, and golf packages sets us apart in the competitive landscape.

Marketing Strategy

1. **Brand Development:** Strengthening the B&B HOTEL brand identity through consistent messaging across all platforms.
2. **Online Presence:** Optimize SEO and execute social media campaigns that highlight not only our accommodations but also our adventure offerings, focusing on picturesque locations and memorable experiences.
3. **Tour Operator Partnerships:** Collaborate with established local and tour operators and foreigner utilize travel agencies to market our climbing and safari packages.
4. **Promotions and Packages:** Create attractive tour packages combining accommodations, tours, and additional services such as golf outings at local courses.

Operational Plan

Moshi Location

- **Renovation Features:** Include modern rooms, a wellness center, and a swimming pool.
- **Staffing:** Hire and train staff for front desk, housekeeping, management roles, and experienced guides for tours.
- **Timeline:** Expected completion of renovations by 2025-2026.

Serengeti Campsite

- **Features:** Eco-friendly movable tents, communal areas, guided safari tours, and access to climbing guides.
- **Implementation Timeline:** Aim to launch the campsite by 2027.

Tour Operator License

- **Application Process:** Initiate the application for the tour operator license by 2026, ensuring compliance with all regulations.

- **Marketing Activities:** Prepare promotional materials targeted at European markets detailing climbing excursions, wildlife safaris, and golf packages.

Financial Projections

1. Startup Costs \$100,000
2. Second Property Acquisition and Renovation \$400,000
3. Campsite Development \$250,000
4. Tour Operator License Application and Marketing \$50,000
5. Operational Expenses (Year 1)\$100,000

Revenue Streams

- Room bookings
- Camping fees
- Food and beverage sales
- Tour packages (climbing, safaris, and golf)

Profit Margin

Expectation of at least a 20% profit margin after Year 2 of operation, with gradual increases as brand recognition grows and tour operations gain traction.

Conclusion

By establishing a second B&B HOTEL in Moshi and a campsite in the National Parks, while also developing a tour operation focused on climbing and safari adventures, we aim to create a sustainable and thriving business model that boosts our brand and contributes positively to the local economy. With strategic reinvestment of profits, we will expand into major markets in United Republic of Tanzania , ensuring long-term growth and success.

This comprehensive business plan outlines the steps necessary for B&B HOTEL's expansion, emphasizing our unique offerings and growth potential in United Republic of Tanzania and beyond.

PROJECTED CASH FLOW FOR FIVE YEARS 2025-2029

Months		2025	2026	2027	2028	2029	Total
Particulars							
Incomes							
Open Balance		-	12,847,000	35,068,000	68,390,400	113,520,340	-
	Accomodation	124,000,000	136,400,000	150,040,000	165,044,000	181,548,400	757,032,400
	Bar	5,000,000	5,500,000	6,050,000	6,655,000	7,320,500	30,525,500
	Restaurant	5,500,000	6,050,000	6,655,000	7,320,500	8,052,550	33,578,050
	Others Income	500,000	500,000	500,000	500,000	500,000	2,500,000
Total Income		135,000,000	161,297,000	198,313,000	247,909,900	310,941,790	823,635,950
Expenses							
	Audit Fees	1,770,000	1,770,000	1,770,000	1,770,000	1,770,000	8,850,000
	Bar Purchases	3,250,000	3,575,000	3,932,500	4,325,750	4,758,325	19,841,575
	Restaurant Purchases	2,750,000	3,025,000	3,327,500	3,660,250	4,026,275	16,789,025
	Breakfast Expenses	17,360,000	19,096,000	21,005,600	23,106,160	25,416,776	105,984,536
	Repairs & Maintainance	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000	15,000,000
	House Keeping Expenses	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	7,500,000
	Eletricity	2,400,000	2,400,000	2,400,000	2,400,000	2,400,000	12,000,000
	Water Bills	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	6,000,000
	Generator Expenses	1,800,000	1,800,000	1,800,000	1,800,000	1,800,000	9,000,000
	Transport & Travelling	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	5,400,000
	Telephone Bill	120,000	120,000	120,000	120,000	120,000	600,000
	Internet	1,440,000	1,440,000	1,440,000	1,440,000	1,440,000	7,200,000
	Printing & Statio	500,000	500,000	500,000	500,000	500,000	2,500,000
	Atmosphere & Deco	200,000	200,000	200,000	200,000	200,000	1,000,000
	Crockery & Cutleries	450,000	450,000	450,000	450,000	450,000	2,250,000
	Linen & Towels	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	7,500,000
	Hotel Levy	12,400,000	13,640,000	15,004,000	16,504,400	18,154,840	75,703,240
	Salaries and Wages	24,600,000	24,600,000	24,600,000	24,600,000	24,600,000	123,000,000
	S D L	-	-	-	-	-	-
	W C F	123,000	123,000	123,000	123,000	123,000	615,000
	N S S F	2,460,000	2,460,000	2,460,000	2,460,000	2,460,000	12,300,000
	Staff Medical Exm Fee	500,000	500,000	500,000	500,000	500,000	2,500,000
	Hand Sanitizer	500,000	500,000	500,000	500,000	500,000	2,500,000
	Staff Uniform	300,000	300,000	300,000	300,000	300,000	1,500,000
	Bank Charges	350,000	350,000	350,000	350,000	350,000	1,750,000
	Hotel Licencse	150,000	150,000	150,000	150,000	150,000	750,000
	Bar License	80,000	80,000	80,000	80,000	80,000	400,000
	Restaurant License	100,000	100,000	100,000	100,000	100,000	500,000
	Fire Fees	-	500,000	-	-	-	500,000
	TBS	-	-	-	400,000	-	400,000
	Municipal Taka	-	-	260,000	-	-	260,000
	Donation	50,000	50,000	50,000	50,000	50,000	250,000
	Provisional Tax	500,000	500,000	500,000	500,000	500,000	2,500,000
	Charcol & Gas	720,000	720,000	720,000	720,000	720,000	3,600,000
	Marketing Expenses	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	25,000,000
	Rent	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000	150,000,000
	Other Expenses	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000	20,000,000
Total Expenses		122,153,000	126,229,000	129,922,600	134,389,560	138,749,216	651,443,376
Surplus/(Deficit)		12,847,000	35,068,000	68,390,400	113,520,340	172,192,574	172,192,574