



PROPOSED BUSINESS PLAN

FOR

TOURS AND SAFARI BUSINESS

**Drawn by
Msechu Business Consult
P.O.Box 1282
Moshi**

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EXECUTIVE SUMMARY

Company profile

BUSH2BEACH SAFARIS LIMITED is a fully established venture in Tanzania and is proposing investment in tours and safaris Expansion operations that that is poised to capture a relatively big market share in the one of the fastest growing sectors in the country. The company seeks to offer tours and safaris services to a large spectrum of tourists. The services will be provided to individuals, small-and large groups.

The company will rely on the proven skills of its founders to take advantage of the growing tourism sector in Tanzania, particularly the tours and safaris sub-sector.

The promoter of the project is a Tanzanian venture, whose owners is massively endowed with the tours and safaris expertise and has the vision to make its company the preferred choice in the target market. In course of realizing this vision, the company is proposing to substantially invest in acquisition of assets that will be used to facilitate running of the business.

The total investment outlay in the project is estimated at \$601,750. The project will be financed by equity contribution of \$601,750; therefore, there will be no financing to be bridged by credit facility.

Market Analysis

Tanzania's tourism sector presents a lucrative business opportunity, attracting numerous companies and individuals providing similar services. Some of the prominent players in the market include **Leopard Tours, Tanzania Specialist, Adventure Tours & Safaris, Classic Tours & Safaris Ltd, Economy Tours & Safaris Co., and Amani Tours & Safaris Tanzania**, among others.

Despite the competition, our company holds a **distinct competitive advantage**—it is founded and managed by individuals with extensive expertise and deep-rooted experience in the tours and safari industry. This strategic edge enables us to offer high-quality, personalized services that align with evolving customer preferences and international standards.

Prior to establishing the company, the founders conducted **comprehensive market research** to evaluate the sector's growth trajectory. The findings were highly encouraging and showed consistent growth in international tourist arrivals and tourism earnings over the years. For instance:

In **1990**, Tanzania welcomed **155,000** foreign tourists, generating approximately **\$65 million** in revenue by **1997**, the number had increased to **458,000** tourists, with earnings reaching **\$392 million**. In **2003**, arrivals rose further to **576,198** tourists.

According to more **recent data from the Tanzania National Bureau of Statistics and the Ministry of Natural Resources and Tourism**:

In **2019**, international arrivals peaked at **1.53 million**, generating around **\$2.6 billion** in revenue.

Despite a downturn during the COVID-19 pandemic in 2020 and 2021, the sector demonstrated remarkable resilience.

In **2023**, Tanzania recorded **1.48 million** tourist arrivals, nearing pre-pandemic levels and generating **over \$2.5 billion** in earnings.

The **2024 outlook** shows further recovery and projected growth, supported by government initiatives, improved infrastructure, and increased global marketing of Tanzania as a prime safari destination.

These trends reflect not only the sector's **strong recovery** but also its **long-term growth potential**, particularly in the **eco-tourism, luxury travel**, and **customized safari** segments. The increasing global demand for authentic, sustainable travel experiences positions our company to take full advantage of this expanding market. Generating earnings of \$731 million. The research results was a clear indication that the Tanzanian tourism market is still at its growth stage and therefore providing promising signals of market growth potential to the new born companies in the sector like Bush2beach Safaris Limited.

Furthermore, the company expects to derive more competitive advantage from the listed critical success factors below:

Critical Success Factors

The success of the company in the highly competitive tours and safaris sector will depend on several critical factors, including:

Offering Higher-Quality Tours and Safaris Services

The Company is committed to delivering superior tour experiences that exceed client expectations. This includes high standards of customer care, knowledgeable multilingual guides, reliable transportation, well-curated itineraries, and a focus on safety, comfort, and authenticity. These factors will drive customer satisfaction, repeat business, and referrals.

Strong Integration with International Travel Agents

The company will build strong partnerships and booking agreements with a wide network of reputable travel agents and tour operators in Europe and North America. These agents will serve as a steady channel for high-value clientele seeking curated safari experiences in Tanzania. This global network will provide year-round business and market visibility abroad.

Strategic and Cost-Effective Marketing

While the company will maintain low marketing overheads, it will leverage word-of-mouth referrals from satisfied customers as a powerful tool for business growth. In addition, well-designed brochures and digital content will be used to showcase tour packages at travel expos, hotels, airports, and through partner agents—enhancing brand visibility and credibility.

Competitive Pricing Strategy

The company will adopt a value-based pricing strategy—offering competitive rates while ensuring that service quality remains uncompromised. This approach will attract both budget-conscious and mid- to high-end clients who are looking for value for money in their safari experience. Transparent pricing and flexible packages will appeal to diverse markets.

Founders' Deep Expertise in Tours and Safaris

The Company is led by founders with a wealth of hands-on experience in the tourism industry. Their in-depth knowledge of Tanzania's national parks, wildlife behavior, customer service standards, and logistics will enable the company to run efficiently, make informed decisions, and continuously innovate to stay ahead of market trends.

Strong Existing Clientele Base and Anchor Support

The company benefits from an already-established network of loyal clients, including repeat international visitors and referrals from past engagements. These clients are not only likely to book again but have also expressed willingness to support the company's expansion and investment efforts, including new vehicle acquisition and the introduction of new safari products. Their support offers a solid foundation for early cash flow and revenue predictability.

Financial performance snapshot

The company has started its operation since 2014 and seeks for an expansion plan. The company also expects to recoup the initial outlay of investment in its expansion project in the 3rd year of operations. The financial estimates are prepared for a period of five years from 2025. The project's internal rate of return is 29.16%, which falls above the required rate of return on the investment of 20%.

Conclusion

The results of the analysis conducted in this study indicate that the proposed project is financially viable and economically justifiable. This conclusion is reached based on the following:

The cash flow of the sources and uses of funds generated are adequate enough to enable the project meet its maturing financial obligations and yet remains with substantial cash surplus, right from the beginning of operations.

Business earnings potential

Market growth potential

Employment opportunities and Government revenue potential

PROJECT PROFILE

1. Project Background

Bush2Beach Safaris Limited is a registered Tanzanian company established with the primary objective of providing high-quality tours and safari services across East Africa, with a strong focus on Tanzania. The company offers a comprehensive range of tourism-related services, including:

Arranging accommodations in carefully selected tourist lodges and hotels;

Organizing guided mountain climbing expeditions;

Facilitating game drives and tours to national parks and game reserves;

Providing rescue support services to tourists during their safaris or mountain treks;

Coordinating walking safaris and fully serviced camping experiences.

In addition to the above, the company provides reliable and comfortable transportation services, covering airport transfers, travel between lodges/hotels and national parks/game reserves, and transportation to and from mountain gates.

Bush2Beach Safaris is a dynamic and forward-thinking tour operator positioned to secure a substantial share of Tanzania's rapidly growing tourism industry. The founders bring a wealth of hands-on experience and professional expertise in the tours and safaris sector, which positions the company for sustainable growth and operational excellence.

The project is also guided by a strong commitment to sustainable eco-tourism and conservation. The promoters aim to develop a tourism model that balances environmental protection with community engagement. This includes empowering local communities through training and education, enabling them to actively participate in the management and preservation of Tanzania's ecological and cultural heritage.

The founders are well-versed in eco-tourism practices and are passionate about creating a business that not only delivers unforgettable travel experiences but also contributes to the socio-economic development of local communities. Through job creation, capacity building, and community-based tourism initiatives, the company aims to promote inclusive growth and enhance the long-term sustainability of the tourism industry in Tanzania.

The total estimated cost of the project is USD 601,750, which will be fully financed through equity contribution from the promoters.

2. Purpose

The purpose of this study is to assess the **ecological, market, economic, and financial viability** of the proposed tourism services expansion project under Bush2Beach Safaris Limited. The study aims to provide a comprehensive analysis of the project's potential to generate sustainable returns while contributing to environmental conservation and community development.

For the purposes of this evaluation, it is assumed that the project's viability will be assessed over a **five-year period**. Accordingly, all financial projections, models, and forecasts included in this study are based on a five-year horizon, reflecting the anticipated growth trajectory, investment requirements, and revenue-generating potential of the business during that period.

3. Market feasibility

Prior to the establishment of Bush2Beach Safaris Limited, the founders conducted in-depth market research to evaluate the growth potential and long-term sustainability of the tourism sector in Tanzania. The research findings were highly encouraging, indicating strong historical and projected growth in international tourist arrivals, tourism earnings, and sector contribution to national development.

Historically, the growth trajectory of the sector has been evident. In 1990, Tanzania received 155,000 foreign tourists, generating approximately USD 65 million in revenue. By 1997, tourist arrivals had increased to 458,000, with corresponding revenues of USD 392 million, and in 2003 the number rose further to 576,198 tourists, earning the country USD 731 million. These figures marked the early stages of Tanzania's emergence as a premier safari destination in Africa.

Furthermore, average tourist expenditure per day increased from USD 72.42 in 1992 to USD 172.58 in 2001, reflecting growing interest in high-quality, value-driven tourism products. The tourism sector's contribution to Tanzania's Gross Domestic Product (GDP) stood at 16% in 1999, rising to 16.6% by 2002, with a sector growth rate of 6.7% in 2001.

In recent years, Tanzania's tourism sector has continued to demonstrate resilience and strong recovery following the global COVID-19 pandemic. According to data from the Tanzania National Bureau of Statistics and the Ministry of Natural Resources and Tourism, the country recorded approximately 1.48 million international arrivals in 2023, generating over USD 2.5 billion in tourism revenue. The sector has now reclaimed its position as one of the top foreign exchange earners, second only to agriculture.

Despite these positive developments, the sector remains underutilized relative to its full potential. With diverse ecological zones, world-renowned national parks, unique cultural heritage, and a stable investment environment, Tanzania holds significant untapped opportunities for growth, particularly in eco-tourism, adventure travel, and community-based tourism. The government has prioritized infrastructure improvements, streamlined investment procedures, and enhanced destination marketing as part of its national tourism development agenda.

Tanzania's tourism landscape is organized into two major circuits:

Northern Circuit – including Mount Kilimanjaro, Serengeti National Park, Ngorongoro Crater, Mount Meru, and Olduvai Gorge.

Southern Circuit – comprising Zanzibar Island, Mikumi National Park, Nyerere National Park (formerly Selous Game Reserve), Katavi National Park, and Gombe Stream National Park.

Bush2Beach Safaris will be headquartered in Arusha, a city often referred to as the “Geneva of Africa” due to its diplomatic significance and its unique location as a gateway to the northern safari circuit. Arusha's favorable geographic, climatic, and ecological features make it a strategic base for tourism operations and a key hub for ecological tourists. The city continues to experience rising tourist traffic, driven by demand for adventure and nature-based experiences.

The company's proposed expansion project aligns with national and global trends toward sustainable tourism. It aims to:

Promote responsible travel practices,

Empower local communities through employment and training, and

Offer alternative livelihood options to reduce dependence on traditional activities such as subsistence agriculture and livestock keeping.

By leveraging its strategic location, extensive market knowledge, and eco-tourism focus, Bush2Beach Safaris Limited is well-positioned to fill existing service gaps and tap into the growing market demand for authentic, environmentally conscious, and community-inclusive tourism experiences

3.1 Competitive Advantage

Bush2Beach Safaris Limited is uniquely positioned to thrive in the competitive tourism sector through a combination of strategic, operational, and location-based advantages. The company's competitive edge is rooted in the following factors:

(i) Cost-Effective Marketing Strategy

The Company will maintain **low marketing and advertising costs** by adopting simple yet effective promotional methods. Chief among these is **word-of-mouth marketing**, which leverages the satisfaction and trust of previous clients to attract new business. Additionally, the use of well-designed brochures, a user-friendly website, and strategic partnerships with international travel agents will help promote the brand without incurring high marketing expenditures.

(ii) Deep Industry Expertise of the Founder(s)

The owners bring extensive practical experience in the tourism industry, particularly in mountain climbing expeditions, wildlife safaris, camping operations, and customer service. Their in-depth understanding of tourist preferences, park regulations, and operational logistics enables the company to deliver highly personalized and professional services that meet international standards and create memorable travel experiences.

(iii) Competitive Pricing Policy

The Company will implement a **value-based pricing strategy**, offering affordable rates without compromising service quality. This approach caters to a wide range of market segments—from budget-conscious travelers to mid-range eco-tourists—while maintaining sustainable profit margins.

(iv) Low Operating Overheads

With a lean operational structure and efficient cost controls, Bush2Beach Safaris will benefit from relatively low fixed and variable overheads. This financial efficiency allows the company to reinvest in service improvement while sustaining competitive pricing, ultimately strengthening its position in the market.

(v) Strategic Location in the Northern Tourism Circuit

The company is headquartered in Arusha, a central hub and gateway to Tanzania's Northern Tourism Circuit, which includes world-renowned attractions such as Serengeti National Park, Ngorongoro Crater, Mount Kilimanjaro, and Lake Manyara. Being located in this prime tourist corridor offers proximity to key destinations, access to major transport links, and increased visibility among both international and domestic travelers.

(vi) Flexibility and Market Responsiveness

Bush2Beach Safaris is built on a flexible business model that allows it to quickly adapt to changing market dynamics, client preferences, and environmental patterns. Whether adjusting to shifts in tourism trends, climate conditions, or traveler expectations, the company is equipped to remain agile and responsive, thereby maintaining relevance and competitive advantage.

(vii) Focus on Long-Term Customer Relationships

Rather than pursuing one-time transactions, the company is committed to building long-term relationships with its clients. This includes maintaining high service standards, offering loyalty incentives, soliciting client feedback, and ensuring consistent communication before and after trips. A strong base of repeat customers and referrals is expected to play a key role in the company's sustainable growth

3.2 Customer needs and benefits

Tanzania is internationally recognized for its exceptional ecological diversity and unique natural attractions. The country boasts a rich array of terrestrial and marine ecosystems that include:

- i. Iconic landscapes such as Mount Kilimanjaro (Africa's highest peak), Mount Meru, Ol Doinyo Lengai (the sacred mountain of the Maasai), the Rift Valley escarpments, and the world-renowned Ngorongoro Crater;
- ii. A wealth of national parks and game reserves teeming with diverse flora and fauna, forming part of the Serengeti-Mara ecosystem, one of the last great wildlife spectacles on Earth;
- iii. Stunning beaches and coastal ecosystems along the Indian Ocean, as well as the rich aquatic environments of Lake Victoria, Lake Tanganyika, and Lake Nyasa, all of which contribute to Tanzania's designation as a global biodiversity hotspot.
- iv. These terrestrial and marine resources together position Tanzania as a premier destination for tourists seeking nature-based, adventure, and leisure travel experiences. The natural beauty and ecological richness of the country offer a perfect setting for relaxation, exploration, and cultural immersion—especially appealing to travelers looking to rejuvenate after long periods of work or stress.
- v. Bush2Beach Safaris Limited seeks to address these customer needs by offering a diverse portfolio of tailored tours and safaris that allow visitors to fully experience Tanzania's ecological and cultural treasures. The company is committed to delivering highly personalized, safe, and eco-conscious travel experiences that are carefully curated to meet the preferences and expectations of different customer segments.
- vi. By focusing on service differentiation, personalization, and quality, the company will effectively meet the growing demand for:
 - vii. Safe and serene ecological environments that promote relaxation and wellness;
 - viii. Authentic and immersive experiences in both wilderness and cultural settings;
 - ix. Adventure and discovery through activities such as mountain climbing, game drives, camping safaris, and beach excursions;
 - x. Sustainable tourism options that contribute to environmental conservation and local community development.
- xi. Bush2Beach Safaris recognizes that today's travelers value meaningful experiences and responsible tourism, and it is well-positioned to deliver services that not only satisfy these needs but also leave a lasting positive impact on the destinations and communities visited.

3.3 Business Strategy

The initial phase of the proposed expansion will focus on strengthening the company's operational capacity through the acquisition of modern assets and essential equipment to support efficient and high-quality tour and safari operations. This includes the procurement of 4x4 safari vehicles, camping gear, and related logistical tools, as well as the recruitment of skilled tour guides, drivers, and operational staff.

To enhance visibility and market penetration, Bush2Beach Safaris Limited will implement a multi-channel marketing strategy targeting both domestic and international markets. The company will advertise in widely circulated newspapers, magazines, travel journals, and online platforms both within Tanzania and abroad. This outreach will help position the brand as a reliable and professional safari service provider.

As part of the strategy to capture a larger share of the international tourism market, particularly from Europe and North America, the company will:

Establish partnerships with international travel agents and tour operators in key source markets;

Engage in business-to-business (B2B) outreach through trade fairs, expos, and digital platforms;

Ensure that incoming tourists receive well-prepared, customized itineraries that reflect their specific travel preferences and expectations.

In support of its promotional activities, the company will produce and distribute professionally designed brochures and catalogues to key stakeholders, including:

Tourist hotels and lodges;

International airports;

Tanzanian embassies and high commissions;

Foreign travel agents and partner operators.

Additionally, the company plans to launch a dedicated and interactive website to serve as a digital gateway for marketing, customer engagement, and online bookings. The platform will showcase available tour packages, offer destination insights, and provide an avenue for clients to tailor their own safari experiences.

In terms of geographic focus, the company will initially concentrate its operations in the Northern Tourism Circuit—a well-established and high-traffic route that includes destinations such as Serengeti National Park, Ngorongoro Crater, Mount Kilimanjaro, Tarangire, and Lake Manyara.

As the business scales, Bush2Beach Safaris will pursue a phased growth strategy aimed at expanding operations into:

The Southern Tourism Circuit, covering emerging destinations such as Nyerere National Park, Mikumi, Ruaha, Katavi, and Gombe Stream; and

Coastal and marine tourism zones, including Zanzibar, Mafia, and the mainland Indian Ocean beaches.

This strategic expansion will enable the company to diversify its offerings, attract a broader clientele, and position itself as a national leader in eco-conscious, community-driven tourism services.

3.4 Factors affecting market viability

The long-term viability of the eco-tourism market—and consequently the success of Bush2Beach Safaris Limited—is subject to several external factors that may influence both demand and operational sustainability. These include:

Ecological changes, such as climate variability, environmental degradation, or disruptions in biodiversity, which could impact the appeal of Tanzania's natural attractions;

Political stability and governance, which are essential for maintaining investor confidence, ensuring the safety of tourists, and supporting international travel partnerships;

Legal and regulatory frameworks, including tourism licensing, conservation laws, taxation, and labor regulations, which can directly affect the ease of doing business;

Macroeconomic and socio-economic conditions, such as currency fluctuations, inflation, global economic trends, and travel restrictions, which may influence tourists' disposable income and travel decisions.

Eco-tourists, in particular, are highly sensitive to changes in environmental integrity, political climate, and the quality of supporting infrastructure. A well-preserved ecological setting, consistent safety standards, and seamless travel logistics are key to attracting and retaining this segment of travelers.

Historically, Arusha has maintained a strong and steady influx of tourists, in part due to the scarcity of eco-friendly accommodations and its strategic proximity to premier destinations in the Northern Circuit. This continued demand reinforces the city's status as a leading hub for tourism activities.

Bush2Beach Safaris Limited is well-prepared to address and adapt to these challenges. The company possesses the operational experience, strategic foresight, and professional agility required to respond to evolving market dynamics. Its leadership is committed to excellence and continuous improvement, ensuring that the business not only withstands potential disruptions but remains a competitive and innovative force in Tanzania's eco-tourism industry.

3.5 Market trends

11.4 Market Trends

The tourism industry—particularly the eco-tourism segment—is dynamic and continually evolving, with significant implications for tour operators. Companies that fail to adapt to changing market demands and environmental realities risk falling behind.

One of the most notable trends shaping the industry is the increasing emphasis on ecological sustainability. There is a growing global awareness of the need to preserve marine and terrestrial ecosystems, and travelers are becoming more selective—favoring destinations and operators that prioritize environmental conservation and responsible tourism.

In parallel, there is a rising demand for nature-based travel experiences that offer alternatives to overexploited livelihood activities such as farming and livestock herding. As a result, eco-tourism is being recognized as a viable tool for both conservation and socio-economic development.

Bush2Beach Safaris Limited is fully aligned with these trends. The company is committed to:

- Supporting sustainable resource use and protecting Tanzania's ecological patrimony;
- Offering innovative and environmentally responsible travel experiences;
- Contributing to community empowerment through tourism-based employment and enterprise.

By closely following and integrating emerging trends, the company positions itself as a forward-looking operator that combines business innovation with environmental stewardship, setting it apart from less adaptive competitors.

4.0. Economic Feasibility

The proposed project demonstrates strong **economic viability** and is expected to generate substantial benefits for both the company and the broader Tanzanian economy. The key indicators supporting its feasibility include:

- **Revenue and Profit Generation:** The expansion into new services and operational areas will open up additional income streams, enabling the company to increase its profitability and financial sustainability over time.
- **Business Growth Potential:** With increasing international demand for eco-friendly and adventure travel, the company is well-positioned to expand its market share within the growing tourism industry in Tanzania and East Africa.
- **Market Expansion Opportunities:** The project is strategically aligned with national tourism growth priorities and responds to the rising global demand for authentic, environmentally-conscious travel experiences.

- **Job Creation and Community Impact:** The project will provide employment opportunities for local communities, including roles in guiding, driving, logistics, hospitality, and support services. This aligns with the government’s goals of using tourism as a tool for inclusive economic development.
- **Support for Environmental Conservation:** By promoting eco-tourism as an alternative economic activity, the project supports natural resource preservation and reduces pressure on fragile ecosystems currently threatened by unsustainable agricultural and pastoral practices.

In summary, the project is not only economically sound but also socially inclusive and environmentally responsible, offering long-term value to all stakeholders involved—from investors and government institutions to local communities and the tourists themselves.

Here is a professionally written version of the Financial Feasibility section with a polished investment breakdown:

5.0. Financial Feasibility

The proposed expansion of **Bush2Beach Safaris Limited** is financially viable and strategically designed to strengthen the company’s operational capacity, improve service delivery, and position the business for long-term growth within the competitive eco-tourism industry.

The **total projected investment** required for the implementation of this expansion plan amounts to **USD 601,750**. This capital will be allocated across key components essential for launching and sustaining enhanced tours and safari operations.

5.1 Investment Breakdown

Particulars	Estimated Amount (USD)
Motor Vehicles (Safari 4x4s)	300,000
Furniture and Fittings	75,000
Camping Equipment	50,000
Other Equipment (including radios, coolers, tools)	40,000
Preliminary Expenditures (registrations, legal, design, branding)	25,000
Working Capital	75,000
Provision for Cost Escalation	36,750
Total Investment	601,750

The investment is expected to be **fully financed through equity contributions** from the project promoters. This capital structure ensures financial stability from the outset and reflects the promoters’ confidence in the long-term profitability and sustainability of the business.

The investment will enable the company to:

- Acquire modern, high-performance vehicles suitable for varied safari terrains;
- Purchase quality camping and operational equipment;
- Cover initial operating expenses and branding efforts;
- Establish a strong logistical and service foundation;
- Ensure sufficient working capital to manage early-stage operational demands and growth.

This financial commitment reflects a strong belief in the market potential of Tanzania’s tourism sector and aligns with the company’s mission to deliver exceptional, environmentally responsible safari experiences. Project Revenue Model Revenue Model

Revenue Stream	Description	Unit Price (USD)	Estimated Sales Volume (Units/Year)	Annual Revenue (USD)
Safari Tour Packages	Full-day or multi-day guided safari experiences	1,200 per person	900.00	1,080,000.00
Mountain Climbing Tours	Guided climbs (e.g., Mt. Kilimanjaro)	2,500 per person	125.00	312,500.00
Camping Safari Packages	Camping safaris including gear and guide services	1,000 per person	200.00	200,000.00
Airport Transfers	Transport services between airports and lodges	50 per transfer	500.00	25,000.00
Additional Services	Equipment rentals, park fees, guide tips, etc.	100 avg per service	400.00	40,000.00
Customized Private Tours	Tailored itineraries for small groups	3,000 per group	50.00	150,000.00
				1,807,500.00

The charges are established based on competitive pricing strategies, which currently the charges for the mountain climbing range from \$185-260 per day, basic camping is \$60 per day, and luxury lodges is \$500. The project intends to target and serve the tourist market.

The project proposes to price its services in such a way as to ensure real value for money meanwhile ensuring reliability and security.

5.2 Cost-benefit analysis

The proposed investment in the expansion of Bush2Beach Safaris Limited requires an initial capital outlay of USD 601,750. A comprehensive financial evaluation indicates that the project is economically sound and presents an attractive return on investment.

The projected Internal Rate of Return (IRR) stands at 29.16%, reflecting strong financial viability and efficient capital utilization. Furthermore, the investment is expected to achieve full payback within a period of three (3) years, underscoring a relatively short capital recovery timeline for a project of this nature within the tourism sector.

Beyond the payback period, the business is projected to generate sustained positive cash flows, leading to increased profitability and long-term value creation for shareholders. The favorable IRR and short payback period, coupled with the

company's operational readiness and market potential, affirm the project's worthiness and strategic alignment with both commercial and sustainable development objectives.

In conclusion, the investment is justified not only on financial grounds but also as a means of enhancing shareholder value and supporting the company's long-term expansion strategy in Tanzania's growing eco-tourism market.

5.3 Ownership profile

The project will be 100% owned by BBush2Beach Safaris Limited. The shareholders are as scheduled below:

FULL NAME	%HOLDINGS
INGRID CATHARINA MATHEA VAES	40%
CHRISTIPHER DAVID PILLEY	30%
THE AFRICAN FOOTPRINT COMPANY LIMIED	30%
Total	100

6. Employment and Management Profiles

Bush2Beach Safaris Limited is led by a highly experienced and passionate management team composed of Ms. Ingrid Vaes and Mr. Christopher Pilley, who serve as the company's directors. Both bring extensive professional backgrounds in the tourism industry, with specialized expertise in mountain climbing expeditions, game safaris, and walking safaris across Tanzania and East Africa. Their combined knowledge and hands-on operational experience provide a solid foundation for the company's success and strategic growth.

The directors are committed to utilizing their industry insights, field experience, and global tourism networks to ensure that Bush2Beach Safaris not only captures a significant market share but also builds a reputable brand known for quality, safety, sustainability, and customer satisfaction.

Employment Strategy

To effectively deliver high-quality services across its various safari and tour packages, the company will build a diverse and skilled workforce, combining both permanent and seasonal staff to ensure operational flexibility and efficiency.

Permanent Staff:

Permanent employees will form the core operational team and will include:

- Office administrators
- Operations coordinators
- Reservation and booking officers
- Marketing and digital content staff
- Finance and logistics officers
- Professional guides and driver-guides
- Fleet and equipment maintenance personnel

These staff members will be engaged year-round and will be instrumental in maintaining the company's high service standards, ensuring continuity, and overseeing long-term planning and execution.

Seasonal and Temporary Staff:

Due to the cyclical nature of the tourism industry, the company will also recruit temporary and seasonal workers to support operations during peak periods. These roles will include:

- Tour guides
- Drivers
- Porters
- Cooks and catering staff
- Camp setup and logistics crews
- Seasonal hiring will be aligned with Tanzania's three major tourism seasons:
- Low Season (March–May): Limited staffing required; maintenance and training may be conducted.

- High Season (June–October): Increased staffing due to moderate tourist traffic.
- Peak Season (December–February): Full staffing, with the highest number of tourists requiring full service support.

This employment model will ensure cost efficiency while maintaining optimal service delivery levels throughout the year. Additionally, the company prioritizes local recruitment and capacity building, offering training and skills development to empower local communities and enhance the socio-economic impact of tourism.

Personnel plan schedule:

TITLE	NUMBER	SALARY/WAGE PER	
		MONTH	SALARY PER YEAR
Manager	1	\$800.00	\$9,600
Assistant Manager	1	\$400.00	\$4,800
Tour guides/Drivers	20	\$300.00	\$72,000
Cooks/Tour guides	4	\$350.00	\$16,800
Office attendants	2	\$150.00	\$3,600
Security	2	\$150.00	\$3,600
TOTAL	28		\$110,400

Environmental Impact Assessment

The implementation of the project will be undertaken with a strong commitment to preserving the ecological and cultural patrimony of the areas in which Bush2Beach Safaris Limited operates. The company upholds a core principle of **environmental** stewardship, ensuring that all tours and safaris are conducted in a manner that minimizes ecological disruption and respects local cultural heritage.

Rather than posing a threat to the environment, the project is expected to have a net positive impact. Bush2Beach Safaris is actively committed to promoting environmental awareness and sustainable resource use among local communities. This will be achieved through community engagement programs and training initiatives focused on conservation techniques, eco-friendly practices, and ecosystem preservation.

Overall, the company's operations will be environmentally responsible and aligned with national and international eco-tourism standards. The promoters are dedicated to ensuring that both marine and terrestrial ecosystems remain undisturbed, reinforcing the project's role in supporting long-term environmental sustainability.

6 FINANCIAL PLAN

The company expects to start implementing its expansion plan on the tours and safaris operations from late 2018. The following is the projected financial statements and all the financials are based on the proposed investment and revenue models, which are based on best judgment and predictions.

Financial and economic assumptions:

- A straight line method of depreciation is applied on fixed assets, whereby equipments and furniture are assumed to have economic life of 10 years;
- Cost of sales is estimated at 60% of total annual revenue.
- Discount rate is assumed to be equal to 20%
- Corporation tax rate is assumed to be 30%
- Telephone charges \$250 per month
- Stationary expenses 2% of total annual revenue
- Repair & maintenance 2.5% of total annual revenue
- Miscellaneous expenses 5% of total annual revenue

6.3 PROJECTED INCOME STATEMENT

Particulars	Yr0	Yr1	Yr2	Yr3	Yr4	Yr5
	\$	\$	\$	\$	\$	\$
Annual Income						
Revenue	0	531,915	638,298	851,064	1,063,830	1,063,830
Total Income	0	531,915	638,298	851,064	1,063,830	1,063,830
Cost of Services		(319,149)	(255,319)	(340,426)	(425,532)	(425,532)
Gross Profit		212,766	382,979	510,638	638,298	638,298
Operating Expenses						
Preliminary expenses	25,000					
Telephone charges		3,000	3,000	3,000	3,000	3,000
Salary & Wages		110,400	110,400	110,400	110,400	110,400
Stationary		10,638	10,638	10,638	10,638	10,638
Repair & Maintenance		13,298	13,298	13,298	13,298	13,298
Other costs		26,596	26,596	26,596	26,596	26,596
Total Operating Expenses	25,000	163,932	163,932	163,932	163,932	163,932
Operating Profit	(25,000)	48,834	219,047	346,706	474,366	474,366
Depreciation charge		70,500	70,500	70,500	70,500	70,500
Interest on Loan		0	0	0	0	0
Profit Before Tax		(21,666)	148,547	276,206	403,866	403,866
Corporate Tax (30%)	0		44,564	82,862	121,160	121,160
Profit for the year	(25,000)	(21,666)	103,983	193,345	282,706	282,706

6.4 PROJECTED CASHFLOW STATEMENT

Particulars	Yr0	Yr1	Yr2	Yr3	Yr4	Yr5
	\$	\$	\$	\$	\$	\$
RECEIPTS						
Equity	601,750	-	-	-	-	-
Total Revenue	-	531,915	638,298	851,064	1,063,830	1,063,830
Total Receipts	601,750	531,915	638,298	851,064	1,063,830	1,063,830
PAYMENTS						
Motor vehicles	300,000					
Fixture and Fittings	75,000					
Equipment	90,000					
Direct Costs		319,149	255,319	340,426	425,532	425,532
Operating expenses	25,000	163,932	163,932	163,932	163,932	163,932
Loan repayment		0	0	0	0	0
Investment Tax	-	0	44,564	82,862	121,160	121,160
Total Payments	490,000	483,081	463,815	587,219	710,624	710,624
Net Cash Inflow/(Outflow)	111,750	48,834	174,483	263,845	353,206	353,206
Opening cash and bank balance	0	111,750	160,584	335,067	598,911	952,118
Closing cash and bank balance	111,750	160,584	335,067	598,911	952,118	1,305,324

6.5 PROJECTED BALANCE SHEET

Particulars	<u>0</u> \$	<u>1</u> \$	<u>2</u> \$	<u>3</u> \$	<u>4</u> \$	<u>5</u> \$
Fixed Assets						
Furniture & Fittings	75,000	75,000	75,000	75,000	75,000	75,000
Motor vehicles	300,000	300,000	300,000	300,000	300,000	300,000
Equipment	90,000	90,000	90,000	90,000	90,000	90,000
Total Fixed Assets	465,000	465,000	465,000	465,000	465,000	465,000
Less Accumulated Depreciation		(70,500)	(141,000)	(211,500)	(282,000)	(352,500)
Net Book Value	465,000	394,500	324,000	253,500	183,000	112,500

CURRENT ASSETS						
Cash and Bank	111,750	160,584	335,067	598,911	952,118	1,305,324
Total Current Assets	111,750	160,584	335,067	598,911	952,118	1,305,324

CURRENT LIABILITIES						
Creditors and Accruals						
Corporate Tax						
NET CURRENT ASSETS						
	111,750	160,584	335,067	598,911	952,118	1,305,324

TOTAL ADDITIONAL ASSETS	576,750	555,084	659,067	852,411	1,135,118	1,417,824
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CAPITAL AND RESERVES						
Equity	601,750	601,750	601,750	601,750	601,750	601,750
Loan	0	0	0	0	0	0
Retained Earnings	(25,000)	(46,666)	57,317	250,661	533,368	816,074
CAPITAL EMPLOYED	576,750	555,084	659,067	852,411	1,135,118	1,417,824

6.6 DEPRECIATION SCHEDULE (\$)

Motor vehicles	300,000	300,000	300,000	300,000	300,000	300,000
Depreciation charge		45,000	45,000	45,000	45,000	45,000
Cumulated depreciation		45,000	90,000	135,000	180,000	225,000
NBV	300,000	255,000	210,000	165,000	120,000	75,000
Furniture & Fittings	75,000	75,000	75,000	75,000	75,000	75,000
Depreciation charge		7,500	7,500	7,500	7,500	7,500
Cumulated depreciation		7,500	15,000	22,500	30,000	37,500
NBV	75,000	67,500	60,000	52,500	45,000	37,500
Equipments	90,000	90,000	90,000	90,000	90,000	90,000
Depreciation charge		18,000	18,000	18,000	18,000	18,000
Cumulated depreciation		18,000	36,000	54,000	72,000	90,000
NBV	90,000	72,000	54,000	36,000	18,000	0
TOTAL NBV	465,000	394,500	324,000	253,500	183,000	112,500

6.7 INVESTMENT ANALYSIS (\$)

PARTICULARS	Yr0	Yr1	Yr2	Yr3	Yr4	Yr5
Investment Costs	(601,750.00)					
Free Cashflows	111,750.00	48,834.08	174,482.81	263,844.53	353,206.25	353,206.25
Net Cashflows	(490,000.00)	48,834.08	174,482.81	263,844.53	353,206.25	353,206.25
IRR	29.16%					
NPV at 20%	114,026.64					