



ORMARREI CAMPS AND LODGES LIMITED  
P.O. BOX 2841 ARUSHA, TANZANIA



# BUSINESS PLAN FOR DEVELOPMENT OF A LUXURY TENTED CAMP IN SERENGETI

ORMARREI CAMPS AND LODGES LTD



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## 1. Company Background:

**Ormarrei Camps and Lodges Limited** was established on 7<sup>th</sup> Day of March 2025 under the Tanzanian Companies act 2002 as a Limited Liability Company and granted incorporation Certificate no.182960314. The company objectives are to carry on the business of building and running lodges and safari camps (permanent tented camps) and provision of accommodation, principally for short stay by visitors. This includes the provision of furnished accommodation in guest rooms and suites or complete self-contained units with kitchens, with or without daily or other regular house keeping services, and may often include a range of additional services such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, recreational facilities and conference and convention facilities.

**Ormarrei Camps and lodges limited** is part of a wider group of companies related through directorship and shareholdings across Tanzania and East Africa at large. The group companies span across multiple industries with operations in tourism, hospitality, construction, real estate, trading, and manufacturing. The group will provide valuable experience during project implementation in all related fields of project consultancy like architectural Designs, Construction, Marketing, Manpower and more important funding. This will not only ensure timely execution of the project but also ensure successful operations and realization of company objectives.

### **Current Shareholding Structure of the Company.**

SRN	SHAREHOLDERS NAME	NO OF SHARES HELD	PER VALUE	NOMINAL VALUE
1	Harwood Limited	4,900	10,000	49,000,000
2	Suhail Ariff Manji	1	10,000	10,000
<b>TOTAL</b>		<b>4,901</b>	<b>10,000</b>	<b>49,010,000</b>

### **Project Investment Costing And Financing Pattern.**

CAPITAL REQUIREMENTS	USD	TZS
Buildings, Tents and E&M	700,000	1,750,000,000
Furniture Fittings and Equipment	800,000	2,000,000,000
Motor Vehicles (4 Vehicles)	201,600	504,000,000
Computer Software	20,000	50,000,000
Working Capital	302,600	756,500,000
<b>CAPITAL REQUIREMENTS</b>	<b>2,024,200</b>	<b>5,060,500,000</b>
<b>FINANCED BY</b>		
External Loan (Foreign Loan)	800,000	2,000,000,000
Related Company Loans	1,224,200	3,060,500,000
<b>TOTAL FINANCING</b>	<b>2,024,200</b>	<b>5,060,500,000</b>





- If arriving by road the site is located 2 hours from Serengeti main gate.
- If arriving by air, the site is a 60 minute drive from Seronera airstrip or 30 minute drive from Lobo airstrip.

### **Site Features**

- Untouched wilderness.
- Year-round wildlife activity.
- Proximity to the Great Migration routes.

## **4. Market Analysis**

### **Global Luxury Travel Industry Overview**

The luxury travel market has shown consistent growth, with projections indicating a CAGR of 7.9% between 2023 and 2030. Key drivers include rising disposable incomes among affluent travelers, growing interest in experiential travel, and a preference for eco-conscious and private luxury accommodations.

### **African Safari Tourism**

Africa is a premier destination for wildlife tourism, with East Africa - particularly Tanzania - leading in wildlife safari experiences. The safari segment continues to grow, driven by interest in the “Big Five” experience and UNESCO World Heritage destinations like the Serengeti.

### **Tanzania Safari Market**

Tanzania remains a top global safari destination:

- Over 1.5 million tourists, generating approx. \$2.6 billion annually.
- The Serengeti accounts for a large percentage of these arrivals due to its iconic Great Migration and year-round wildlife viewing.
- Recent price increases from Maasai Mara means more tourists are looking to Tanzania for a cheaper option.
- A recent survey by Serengeti National Park staff suggests there are now over 5,100 beds available. This comprises 7 lodges, 9 permanent tented camps, 9 public campsites, 217 ‘premium’ and ‘special’ campsites, 4 rest houses and a youth hostel.
- Currently there are over 470,000 visitors per year in Serengeti National Park of which 355,000 are non-residents (up from about 180,000 in 2010)

### **What Drives the Price?**

These are the key factors that make the difference in price paid by the guest:



1. **Location**
  - Camps very close to major wildlife hotspots (e.g. Mara River crossings, Ndutu) are more expensive.
  - Lodges deep in parks, or with remote access (by small aircraft), more costly.
2. **Season / Timing**
  - Peak migration / dry season (June-October, December-February) sees price surges.
  - Low/Green season (April-May etc.) often has lower rates or special offers.
3. **Lodge/Camp Type & Amenities**
  - Number of rooms/tents, exclusivity (private or group/shared use), quality of build & design, features like pools/plunge pools/spa, whether accommodation is permanent or mobile.
  - Inclusion of private guide & vehicle vs shared, inclusive meals & drinks, special activities (balloon safaris / walking safaris / night drives).
4. **Inclusions & Hidden Costs**
  - Some prices include all meals, game drives, park fees, etc.; others exclude some or many of those. Always check what's included.
  - Taxes, VAT, concession or conservation fees, airport transfers or bush flights can add significant costs.

### Target Markets:

#### **Primary Market: High-Net-Worth Individuals**

- **Demographics:** Aged 18–65, mostly from the US, UK, Germany, France, Spain, Italy UAE, and China.
- **Psychographics:** Seek exclusivity, privacy, comfort, and authentic yet luxurious cultural experiences.
- **Behavior:** Willing to pay a premium for “once-in-a-lifetime” experiences and prioritize sustainability and responsible tourism.

#### **Secondary Market: Luxury Tour Operators & Safari Agencies**

- Companies like &Beyond, Micato Safaris, and Abercrombie & Kent often partner with high-end camps.
- Booking through agencies remains common among high-end travelers who prefer curated experiences.

Segment	Geography	Interests
Luxury Adventure	USA, Canada, UK, Europe	Photography and exclusive safaris.



Segment	Geography	Interests
Honeymooners	Worldwide	Romance, privacy and luxury.
Eco-conscious travelers	Europe and USA	Sustainability and cultural immersion.
Tour Operators	Global	Small group luxury safaris.

### Market Trends

- **Eco-Luxury Demand:** Growing desire for luxury that is environmentally and socially responsible. This includes solar-powered camps, biodegradable materials, and community involvement.
- **Glamping Evolution:** Luxury tented camps are evolving with world-class amenities - spa services, fine dining, plunge pools, and Wi-Fi - offering 5-star hotel experiences in remote settings.
- **Digitally Driven Bookings:** A growing percentage of affluent travelers research and book through digital platforms, although many still finalize via specialized luxury travel agents.
- **Slow Travel:** Post-COVID, travelers are opting for longer stays and deeper cultural immersion, favoring fewer but more meaningful travel experiences.

### Competitive Analysis (Serengeti)

Competitor	Key Strengths	Our Advantage
Singita Mara River Tented	Ultra-luxury and established brand	Lower price point, intimate setting
Lemala Kuria Hills	Luxury and great location	More eco-conscious and exclusive
Four Seasons Serengeti	Full-service luxury lodge	Tented and nature-immersive feel
&Beyond Serengeti camps	Sustainability and brand loyalty	More personalized and flexible

Our camp will differentiate through:

- A blend of authentic tented safari and luxury hotel-style service.
- All-inclusive, eco-luxury experience with curated activities (private game drives, hot air balloon safaris, local Maasai-guided walks).
- Focus on privacy and exclusivity: personal butler service.
- Strategic location with front-row access to the Great Migration corridors.

### Demand Forecast & Market Potential



## Tourism Recovery

Post-pandemic, international arrivals to Tanzania have rebounded. As of 2024, tourist numbers were back to 90% of pre-pandemic levels. Luxury segment recovery has been even faster due to pent-up demand among affluent travelers.

## Seasonality

- **Peak Seasons:** June–October (dry season), December–February (calving season).
- **Occupancy Targets:**
  - Year 1: 45–50%
  - Year 2: 60–65%
  - Year 3: 75–80% (at full capacity, with strategic marketing and partnerships)

The luxury safari market in the Serengeti is poised for strong, sustained growth. By offering a premium, eco-conscious experience with a strong emphasis on exclusivity, personalized service, and authentic engagement with nature and local culture, our luxury tented camp will be well-positioned to capture and grow market share in this lucrative segment.

## 5. Marketing & Sales Strategy

### Positioning Statement

We offer an exclusive, eco-conscious safari experience in the heart of the Serengeti. Our luxury tented camp combines the intimacy and authenticity of classic safari with world-class amenities and personalized service. Positioned as a “luxury adventure with purpose,” we target discerning travelers seeking rare, immersive experiences in one of the world’s most iconic wildlife destinations.

### Target Market Segments

Segment	Description	Channels
<b>Affluent Individual Travelers &amp; Couples</b>	Ages 18–65 from the US, UK, Europe, UAE, and China	Direct website bookings, luxury travel agencies
<b>Luxury Honeymooners &amp; Small Groups</b>	Couples and small family/friend groups seeking exclusivity	Wedding planners, luxury event agencies, safari specialists
<b>Travel Agents &amp; Luxury Tour Operators</b>	Companies curating bespoke African safaris	B2B partnerships and trade shows
<b>Digital Nomads &amp; Eco-Travelers</b>	Longer stay guests valuing nature, comfort, and sustainability	Digital marketing, influencer partnerships, PR campaigns

## **Brand Identity & Messaging**

- **Brand Pillars:** Luxury | Authenticity | Sustainability | Exclusivity
- **Tone & Style:** Elegant, experiential, sophisticated yet approachable
- **Tagline Example:** *“Where Untamed Wilderness Meets Uncompromising Luxury”*

## **Sales Strategy**

### **B2B Partnerships**

- Partner with top-tier luxury tour operators, including:
  - &Beyond, Abercrombie & Kent, Micato and Wilderness Safaris
- Build relationships with boutique safari planners, Virtuoso agents, and Destination Management Companies (DMCs)
- Offer attractive commission structures (typically 20–30%) and value-added perks (e.g., complimentary upgrades)

### **Direct Sales (B2C)**

- Direct bookings via the Lux Collective website.
- Use storytelling, video, and testimonials to emphasize emotional appeal and exclusivity
- Offer limited-time packages (e.g., “Migration Magic,” “Luxury Honeymoon Escape,” “Photographic Safari Retreat”)

### **Sales Enablement Tools**

- Create a Digital Agent Toolkit: downloadable brochures, rate sheets, image libraries, FAQs
- Host virtual training sessions for travel advisors and agents
- Offer FAM trips (Familiarization Tours) to handpicked agents and influencers

## **Marketing Channels & Tactics**

### **Digital Marketing**

<b>Channel</b>	<b>Tactics</b>
<b>Website SEO</b>	Optimize for keywords like “luxury safari Serengeti,” “tented camp Tanzania,” “best Serengeti safari lodge”
<b>Social Media</b>	High-end visual storytelling on Instagram, Facebook, Pinterest; Partner with safari influencers and photographers
<b>Email Marketing</b>	Monthly newsletters, trip inspiration, limited-time offers, “guest stories”



Channel	Tactics
Google Ads & Meta Ads	Targeted ads in high-income regions with interest in safari, wildlife, eco-travel

### **Public Relations & Media**

- Collaborate with luxury travel journalists and publications:
  - *Condé Nast Traveler, Travel + Leisure, Robb Report, National Geographic Traveller*
- Submit to luxury travel awards (e.g., World Travel Awards, Safari Awards)
- Feature in safari and conservation documentaries or branded content series

### **Influencer & Affiliate Marketing**

- Host micro and macro influencers with high-net-worth audiences (e.g., luxury travel bloggers, wildlife photographers)
- Collaborate on content that showcases the unique features of our camp (wildlife, culinary, sustainability, etc.)

### **Luxury Travel Trade Shows**

- Attend or exhibit at key trade fairs:
  - ILTM (International Luxury Travel Market)
  - PURE Life Experiences
  - We Are Africa
- Network with travel designers, media, and buyers

### **Promotional Offers (Limited Use)**

Promotions will be used sparingly to maintain brand exclusivity:

- Early bird booking discounts (10–15% for bookings 6+ months in advance)
- Stay 4, pay 3 offers during shoulder season
- Value-adds: complimentary private dinners, spa treatments, hot air balloon safari (with premium packages)

### **Customer Experience & Loyalty**

- Create a bespoke concierge service from the moment of inquiry to post-departure
- Personalized welcome gifts, handwritten notes, tailored itineraries
- Post-visit follow-up with review request and future booking incentive (e.g., 10% off return visit or referral)
- Launch a “Return Safari Club” loyalty program with exclusive perks for repeat guests



## **KPIs & Performance Metrics**

<b>KPI</b>	<b>Target (Year 1)</b>
Direct booking rate	30% of total bookings
Agent/repeat booking rate	50%+
Website conversion rate	2.5–3%
Instagram engagement rate	>3%
Email open rate	>25%
Guest review score (TripAdvisor, Google)	4.8/5+

## **Budget Allocation (Year 1)**

<b>Category</b>	<b>% of Marketing Budget</b>
Digital Ads (Google, Meta)	25%
Website & SEO	15%
PR & Media	20%
Travel Trade Shows	15%
FAM trips & influencer hosting	15%
Content creation (photo/video)	10%

## **Pricing Strategy (USD per person/night):**

<b>Season</b>	<b>Price Range (pppn)</b>
Low (Mar–May)	400\$
Shoulder (Nov–Dec)	600\$
Peak (June–Oct, Dec–Feb)	800\$

## **Conclusion**

A strong, multi-channel sales and marketing strategy is essential for positioning the camp as a top-tier destination in East Africa. By leveraging digital storytelling, luxury travel networks, and curated experiences, the camp will generate buzz, attract high-value guests, and build lasting relationships with travel trade partners—all while maintaining brand integrity and exclusivity.

## **5. Facilities & Accommodation**

### **Lodge Capacity & Structure:**



Component	Description
Guest Tents (10 tents)	60–100 sqm each, ensuite bathrooms, decks, outdoor showers.
Main Lodge	Lounge, reception, dining area, library and photo studio, watering hole
Viewing Deck & Fire pit	Sunset deck, wildlife observation.
Swimming Pool	Private Infinity pool on each deck.
Spa Tent	Two treatment rooms with views of nature.
Kitchen & Staff Areas	Commercial show kitchen, staff canteen, back-of-house with staff accommodation.
Guide Accommodation	Separate tents for guides/drivers.

## **6. Services Offered/ Activities and Unique Selling Points**

- Accommodation: Full-board luxury tents with personalized service
- Safari Activities: Game drives (morning, afternoon, full-day), hot air ballooning (partnered), bush walks (licensed areas)
- Dining: Locally-sourced gourmet meals, bush breakfasts/dinners, sundowners
- Wellness: Massages and spa treatments using local products
- Cultural Activities: Visits to nearby communities
- Conservation tours and community storytelling
- Star gazing packages
- Watering hole at camp
- Photography classes
- Tree house/stargazer

## **Proposed community related Activities in conjunction with neighboring communities**

### **Authentic Cultural Experiences**

Guests are invited to engage with the local communities through immersive, respectful experiences that directly support livelihoods and preserve cultural heritage:

- **Craft-Making & Artisan Market:** Visit a local craft workshop to see how traditional jewelry and beadwork are made. Learn the stories behind each design and purchase handmade items directly from the artisans.



- **Boma Lifestyle Experience:** Step into a traditional homestead (boma) and gain insight into daily life from housing structures to family roles and age-old customs passed down through generations.
- **Cattle Herding & Grazing Walk:** Join local herders as they tend to their cattle, an essential part of life. Walk alongside them and discover the deep connection between the people, their livestock, and the land.
- **Traditional Wedding Ceremony:** Witness or take part in a wedding, complete with ceremonial attire, songs, and rituals that reflect the deep cultural values of love, family, and community.
- **Traditional Dance & Music:** Experience the rhythm and energy of song and dance. Guests are welcome to join in as the community shares performances passed down through generations.
- **Myths & Storytelling around the Fire:** Gather around the fire to hear elders share ancient myths, legends, and oral histories keeping alive the wisdom and values of the way of life.
- **Games & Traditional Sports:** Participate in friendly competitions and local games that the young grow up playing, offering insight into the skills, agility, and communal spirit that shape daily life.

## 7. Sustainability Strategy

- **Solar Power System** – Solar array with lithium battery bank
- **Water Management** – Borehole, rainwater harvesting, greywater recycling
- **Waste Management** – Composting toilets, zero single-use plastics, recycling
- **Construction Materials** – Sustainable timber and canvas
- **Carbon Offset Program** – Guest contribution to reforestation programs
- **Community Impact** – Local employment and training.
- **Bio-digester toilets** for waste management,
- **Natural ventilation** and no air conditioning,
- **Minimal artificial lighting** to reduce light pollution and preserve night skies
- Built with **reversibility** in mind (structures can be removed without scarring the land).

## Energy, Sewage, and Utilities

### Energy Strategy Overview

The camp will operate off-grid, powered primarily by solar energy, supplemented by a hybrid backup system to ensure reliability in extreme weather conditions. The aim is to balance environmental sustainability, operational resilience, and guest comfort in a remote wilderness setting.

### Electricity Supply



- **Primary Source:**
  - A centralized solar photovoltaic (PV) system will supply electricity to all guest tents, public areas, staff quarters, and back-of-house operations.
  - Panels will be installed on ground-mounted racks or rooftops of service buildings, positioned in sun-rich areas but visually screened with landscaping.
- **Storage:**
  - A battery bank system will store solar energy for use during the night or overcast days.
  - Batteries housed in a secure, ventilated technical room within the service yard.
- **Backup:**
  - A low-noise, fuel-efficient diesel generator will serve as emergency backup, used only when solar + battery reserves are critically low.
  - Generator runtime will be minimal, with strict hours and soundproofing.

### **Hot Water Supply**

- **Solar Thermal Water Heaters:**
  - Each guest tent and staff ablution block will be fitted with individual solar water heaters with insulated storage tanks.
  - Backup electric elements powered by solar/inverter system for rare cloudy periods.

### **Wastewater & Sewage Management**

#### **Grey Water (showers, sinks, laundry)**

- **Collection & Filtration:**
  - Grey water will be collected separately from each tent and building.
  - Passed through a multi-stage filtration system, including:
    - Grease traps (for kitchen greywater),
    - Settling tanks,
    - Sand & reed-bed bio filtration system.
- **Reuse:**
  - Treated greywater will be reused for irrigation of non-edible landscaping plants and dust suppression on service roads.

#### **Black Water (toilets, kitchen sewage)**

- **Toilets:**
  - Water-efficient flush toilets connected to biological septic systems or bio-digesters.
  - Each tent or building will drain into a small-scale, modular eco-septic tank system.



- **Compliance:**
  - System design will adhere to public health standards for eco-tourism in sensitive ecosystems.

### **Water Supply**

- **Source:**
  - Borehole
- **Storage & Distribution:**
  - Storage tanks for gravity-fed distribution.
  - Separate tanks for:
    - Raw water,
    - Treated drinking water,
    - Fire safety reserve.
- **Filtration:**
  - All water for guest use will be treated via multi-stage filtration, including:
    - Sediment filters,
    - UV sterilization,
    - Carbon filters.

### **Other Utilities**

- **Waste Management:**
  - Zero-waste policy with separation at source:
    - Composting for organic waste,
    - Recycling bins in guest and staff areas,
    - Non-recyclables transported out.
- **Fire Safety:**
  - Fire extinguishers in each tent/building.
  - Staff trained in bushfire and kitchen safety.
  - Fire break on perimeter of camp
- **Internet & Communications:**
  - Satellite or 4G router setup for Wi-Fi in central guest areas only.

VHF radio for operations and emergency contact with conservancy HQ.

## **8. Environmental Significance**

### **Positive Environmental Impacts**

#### **Conservation Incentives & Land Protection**



- The tourism investment generates financial motivation for the community to conserve land for wildlife rather than converting it to agriculture or grazing.

### **Low-Impact Infrastructure**

- Tented structures are non-permanent and reversible, preserving the land's long-term integrity.

### **Waste Management & Water Reuse**

- The introduction of greywater filtration, composting, and biological sewage treatment systems reduces pollution and improves water use efficiency.
- Waste management programs promote local recycling awareness and minimize open dumping.

### **Renewable Energy Use**

- The camp runs on solar power, reducing fossil fuel consumption and air pollution compared to diesel-only systems.

### **Environmental Education**

- Guests are educated on wildlife conservation, ecology, and the traditional stewardship practices.
- Employment of local guides and staff increases the value placed on indigenous knowledge and biodiversity.
- 

### **Potential Negative Environmental Impacts**

Despite its eco-sensitive design, certain impacts are inevitable or must be carefully managed:

#### **Habitat Disturbance During Construction**

- Clearing for tent pads, service roads, and water access can temporarily disrupt local flora and microhabitats.
- Movement of construction crews and vehicles may displace sensitive wildlife or cause soil erosion.

#### **Mitigation Measures:**

- Minimal clearing; tents sited in already open or degraded areas.
- Use of manual labor and small machinery instead of heavy equipment.
- Construction limited to dry season to avoid erosion and runoff.



- Ecologist-led site mapping to avoid nesting/breeding zones.

### **Wildlife Stress & Human-Wildlife Conflict**

- Increased human presence and noise may alter animal behavior, especially for shy or endangered species.
- Risk of attracting wildlife to waste or water sources, increasing conflict potential.

### **Mitigation Measures:**

- Strict wildlife interaction policies: no feeding.
- All greywater/waste systems to be fully enclosed and animal-proof.
- Guards trained in non-invasive deterrence and wildlife response.
- Night lighting to be low-level, shielded, and motion-activated only.

### **Summary Statement**

The proposed safari camp is designed to operate with exceptionally low ecological impact while generating long-term conservation and livelihood benefits. Most negative impacts are either temporary or fully mitigatable through design, operations, and strong community governance.

### **Positive Impacts**

- Increased conservation funding through tourism revenues
- Low-impact, off-grid infrastructure

### **Mitigation Measures**

- Elevated tent structures to reduce soil compaction
- Ongoing environmental monitoring and reporting

## **9. Community Engagement**

### **Our Vision & Commitment**

At Ormarrei Camps and Lodges, we believe sustainable tourism must place local communities at the heart of conservation and development. Our vision is to create a regenerative model of eco-tourism that not only protects ecosystems but also creates lasting social and economic value for the communities who steward them.



We hope to create a thriving harmony between people, wildlife, and nature where protected parks flourish, endangered species are safeguarded, and surrounding communities prosper through sustainable livelihoods, shared stewardship, and inclusive development.

- **Conservation:** Protect and preserve the biodiversity of the park
- **Community Empowerment:** Provide economic opportunities and capacity-building for surrounding communities through eco-tourism, conservation jobs, sustainable agriculture, and handicrafts.
- **Coexistence:** Foster a shared responsibility between the park and local communities, ensuring both benefit from its protection.
- **Sustainability:** Create long-term funding and impact through community-owned tourism, ethical enterprises, and global partnerships.

### **Positive Community Impacts of the Investment**

#### **Local Employment & Training**

- Some camp staff will be hired locally
- Roles may include hospitality, guiding, housekeeping, maintenance, kitchen, guest services, and security.
- We will establish a training and mentorship program (in partnership with organizations to upskill local youth in eco-tourism, languages, and conservation).

*"Our goal is not just to create jobs, it's to build careers and pride in protecting and sharing Maasai heritage and wilderness."*

#### **Local Procurement & Enterprise Support**

- Commitment to sourcing supplies locally, including:
  - Fresh produce from community co-operatives,
  - Handmade textiles and beadwork for guest interiors and retail,
  - Decor made by local artisans.

#### **Education & Community Development Initiatives**

The camp hopes to support:

- School bursaries for promising students from the area
- Water infrastructure projects (e.g. boreholes, solar pumping systems)
- Maternal & child health programs through mobile clinic
- Wildlife conflict mitigation equipment for herders

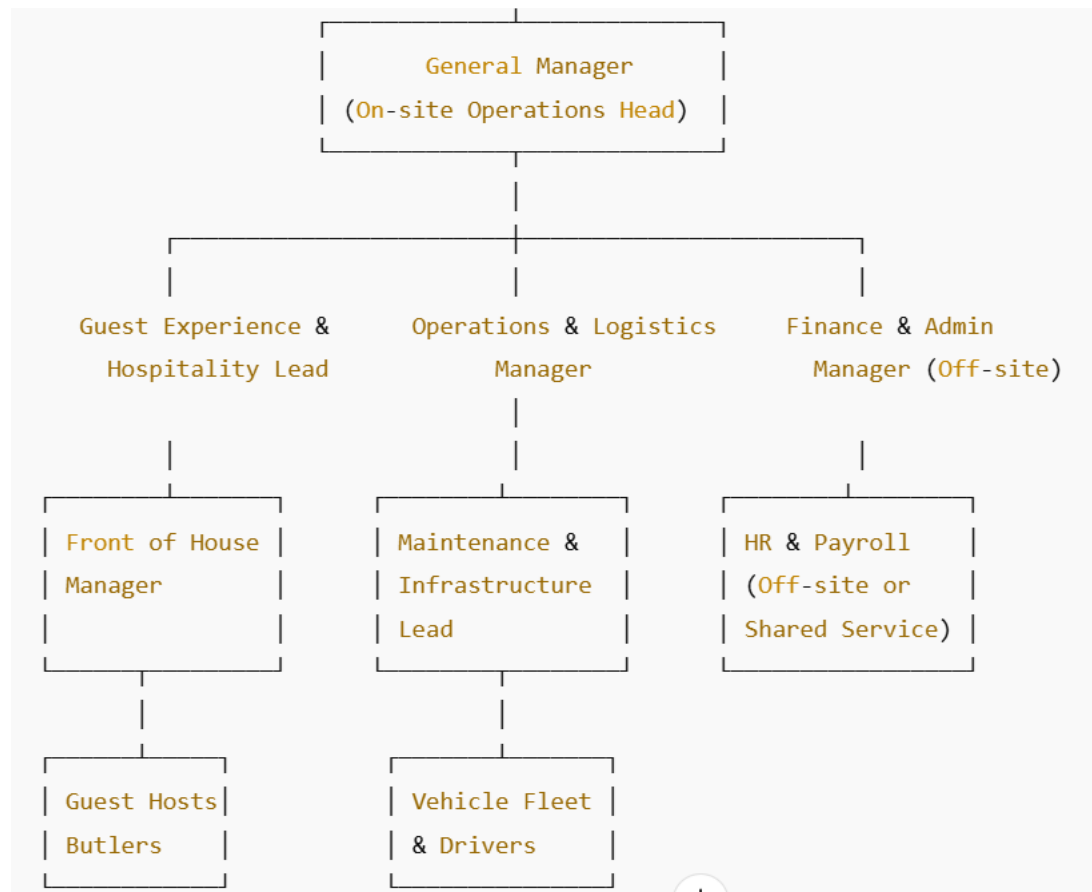


## **OTHER POSITIVE IMPACTS OF THE INVESTMENT INCLUDE**

- Assist to increase collection revenue from various sources for improvement of the wildlife management.
- Assist to realize optimal wildlife economic potential.
- Help Conserve wildlife population more efficiently and effectively.
- Improve human, physical, financial, and information resources required for managing wildlife and natural resources.
- Assist to reduce and control tsetse flies.

## **10. Organizational & Management Structure**

### **Organizational Chart**



### **Human Resources (AT CAMP)**



Estimated initial staff: **24 full-time employees**

Role	No. of Staff
Camp Manager and Assistant Manager	2
Guides	4
Housekeeping	3
Kitchen & F&B	6
Maintenance & Utility	2
Admin & Finance	1
Security	6

### ORGANIZATIONAL STRUCTURE AT CAMP



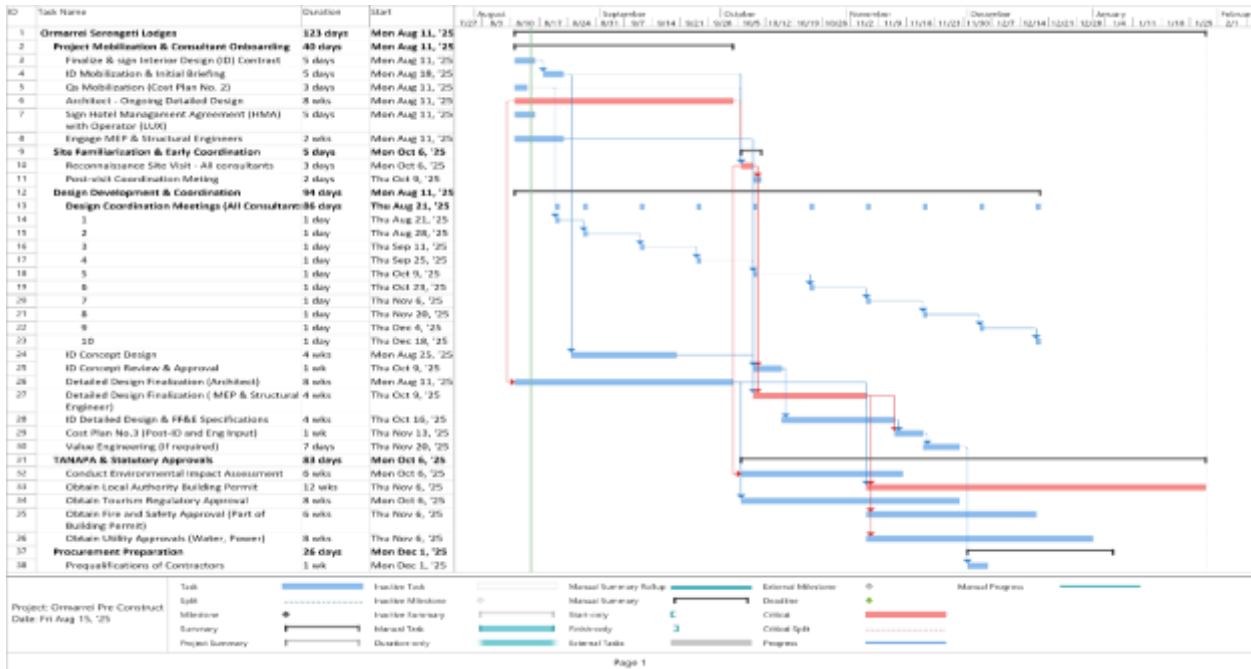
### 11. Projected Development Timeline

Phase	Duration	Activities
Feasibility & Permits	Q1–Q2 2025	Lease, EIA, NEMC and TANAPA approvals
Design & Procurement	Q2–Q3 2025	Architectural design, Interior design appointment and tent sourcing
Construction & Infrastructure	Q4 2025 – Q4 2026	Site works, solar, water and tent setup
Recruitment & Training	Q2–Q3 2026	Hire and train staff
Marketing & Pre-Opening	Q2 2026	Digital rollout and travel agent outreach



Phase	Duration	Activities
Soft Launch & Full Opening	Q3–Q4 2026	Trial runs and official guest bookings

### Timelines



## 12. Risk Analysis & Mitigation

Operating a luxury tented safari camp in a remote and environmentally sensitive area like Serengeti National Park involves various risks—economic, operational, environmental, and political. Proper risk identification and strategic mitigation are essential to ensure sustainable operations and business continuity.



## **1. Market & Economic Risks**

### **a. Global Economic Downturns**

**Risk:** Economic recessions, inflation, or currency fluctuations can reduce discretionary spending on luxury travel, especially from core markets (US, EU, China).

#### **Mitigation:**

- Diversify target markets across regions to avoid over-reliance on one economy.
- Implement flexible pricing strategies and limited-time packages during slower periods.
- Hedge against currency fluctuations for key transactions, especially vendor and marketing payments in foreign currency.

### **b. Tourism Industry Disruptions**

**Risk:** Pandemics, travel bans, or natural disasters (e.g., COVID-19-like events) can severely impact international travel.

#### **Mitigation:**

- Build partnerships with domestic and regional high-net-worth traveler networks to support local demand.
- Introduce adaptable booking policies (e.g., flexible cancellations, rescheduling).
- Maintain emergency reserves (cash buffer) to sustain operations for 6–12 months during low or no revenue periods.

## **2. Operational Risks**

### **a. Remote Logistics & Supply Chain Delays**

**Risk:** Delivering high-quality service in a remote park can be disrupted by poor infrastructure, weather, or supplier unreliability.

#### **Mitigation:**

- Develop strong relationships with multiple reliable local suppliers for redundancy.
- Build inventory buffers (e.g., food, linen, fuel, maintenance supplies) in anticipation of supply delays.
- Hire an experienced logistics manager familiar with Serengeti operations.

### **b. Staffing & Skills Gaps**



**Risk:** Difficulty in recruiting and retaining skilled hospitality professionals in remote areas.

**Mitigation:**

- Offer competitive salaries, on-site accommodation, and training programs.
- Partner with hospitality schools in Tanzania and East Africa for internships and long-term hiring pipelines.
- Provide incentive programs and career growth opportunities to reduce turnover.

**c. Service Quality Control**

**Risk:** Failing to meet ultra-luxury standards can damage the brand, especially via online reviews.

**Mitigation:**

- Implement rigorous training, SOPs, and quality assurance audits.
- Use guest feedback forms and post-visit follow-ups to identify and resolve service issues.
- Hire a seasoned lodge manager with luxury experience.

**3. Environmental & Wildlife Risks**

**a. Extreme Weather Events**

**Risk:** Heavy rains, droughts, or flooding can disrupt operations or damage infrastructure.

**Mitigation:**

- Design tents and infrastructure to withstand variable weather (elevated platforms, water-resistant materials, and drainage systems).
- Build during dry season with climate-resilient construction practices.
- Monitor forecasts and establish contingency protocols for guest safety and logistics.

**4. Regulatory & Legal Risks**

**a. Changes in Government Policies or Fees**

**Risk:** TANAPA or the Tanzanian government may increase park fees, introduce new regulations, or alter concession terms.

**Mitigation:**

- Maintain a good relationship with TANAPA and stay active in tourism associations (e.g., TATO).



- Include regulatory change clauses in pricing contracts to allow rate adjustments if costs rise.
- Stay updated on legislation and engage legal counsel for ongoing compliance.

## **5. Reputational Risks**

### **a. Negative Publicity or Online Reviews**

**Risk:** One poor experience shared on social media or TripAdvisor can damage the camp's reputation.

#### **Mitigation:**

- Proactively manage online reputation: respond quickly and professionally to all feedback.
- Collect positive guest testimonials and high-quality visuals to flood digital channels with favorable impressions.
- Ensure all guests receive exceptional, personalized service to reduce the risk of dissatisfaction.

### **b. Greenwashing Accusations**

**Risk:** Claims of sustainability that are not backed up by credible practices can lead to brand damage.

#### **Mitigation:**

- Document and publish sustainability practices transparently (e.g., solar use, waste management, local employment).
- Work with third-party certification bodies (e.g., Green Globe) to validate sustainability claims.
- Engage guests in on-site conservation efforts to promote authenticity.

## **6. Security & Political Risks**

### **a. Political Instability or Civil Unrest**

**Risk:** Though Tanzania is relatively stable, regional unrest or elections can affect perceptions of safety.

#### **Mitigation:**

- Monitor political developments closely via trusted sources.
- Keep emergency evacuation plans and insurance in place.



- Maintain strong connections with local authorities and embassies for guidance during unrest.

### **Risk Monitoring & Contingency Planning**

- **Monthly Risk Reviews:** Management team to assess emerging risks and mitigation progress.
- **Emergency Action Plans:** Prepared for fire, wildlife attacks, health emergencies, and evacuations.
- **Insurance Coverage:** Comprehensive policies for:
  - Property and infrastructure
  - Public liability
  - Business interruption
  - Medical evacuation

### **Conclusion**

While luxury hospitality in remote wilderness areas carries inherent risks, proactive mitigation planning ensures operational resilience and brand protection. By investing in risk management systems, building strong partnerships, and committing to quality and sustainability, the camp will maintain stability and deliver exceptional guest experiences under a variety of scenarios.

## **13. Architectural Design**

### **1. Design Concept**

The architectural design merges sustainable luxury with authentic cultural expression. Inspired by the nomadic traditions of the Maasai people and the surrounding savannah ecosystem, the camp is designed to tread lightly on the land while offering guests a deep sense of place.

The camp features a collection of elevated tented suites, communal spaces, and back-of-house areas, designed with minimal environmental impact and maximum cultural sensitivity.

### **2. Site Planning & Layout**

The layout follows a low-density footprint, integrating with the natural contours and vegetation to minimize disruption to wildlife corridors. The tents are oriented to optimize:

- **Privacy** and views of the landscape,
- **Solar gain** for passive heating and energy efficiency,
- **Prevailing winds** for natural ventilation.



A central path, modeled on traditional Maasai cattle trails, connects the communal areas to individual tents.

### **Zones:**

- **Arrival & Reception Pavilion** – welcoming with art, beadwork, and natural materials.
- **Main Lounge & Dining Pavilion** – open-air, with panoramic views and a central fireplace.
- **Tented Guest Suites** – 10 units spaced apart, each with indoor-outdoor living.
- **Cultural Boma** – a communal space for storytelling, dance, and educational exchange.
- **Service Zone** – hidden behind natural screening, for staff accommodation, kitchen, storage, and solar infrastructure.

### **3. Materials & Construction**

The construction emphasizes local sourcing, traditional craftsmanship, and modularity, enabling disassembly if needed. Materials include:

- **Canvas & Timber Structures:** Tents built on raised timber decks using treated hardwoods certified from sustainable sources.
- **Recycled Materials:** reclaimed timber, and other creative reuses support eco-friendly aesthetics.
- Mild steel powder coated frame
- PVC flysheet
- Shade-net flysheet
- Canvas tent body – 550 gsm Ripstop canvas
- Square tubing, body poles & webbing straps

The back of house and staff accommodation will be made from canvas tents.

### **4. Interior Design & Guest Experience**

Each tented suite offers:

- A king-size bed with mosquito netting,
- En-suite bathrooms with solar-heated rain showers and eco-toilets,
- Private decks with lounging areas,
- Locally crafted furnishings and textiles (shukas, beadwork etc.).

The design avoids over-the-top opulence in favor of refined simplicity, a luxury rooted in authenticity, silence, and the immersive presence of wildlife.

### **5. Architectural Mood & Atmosphere**



The overall atmosphere is elegant yet earthy, designed to foster:

- A sense of retreat and stillness,
- Connection to wildlife and landscape,
- Encounters with living culture,
- Moments of introspection, and intimacy with nature.

## **6. Architectural Style Summary**

- Vernacular Modernism: Blending traditional forms and materials with minimalist, modern detailing.
- Biophilic Design: Strong indoor-outdoor connection, natural textures, organic forms.
- Eco-Luxury: Sophisticated sustainability without compromising comfort.

Back of house areas will follow a functional, minimal footprint design to ensure optimal operational efficiency.

In Summary, our design philosophy is “luxury in harmony with nature and the community”

## **Structures and Locations**

### **Front-of-House Structures**

- 10 x Guest Tents (60 sqm each): en-suite, private deck (30 sqm),
- Reception Lounge (400 sqm)
- Dining Pavilion (250 sqm)
- Lounge & Bar Area (250 sqm)
- Viewing Deck and Fire Pit
- Boutique Gift Shop

### **Back-of-House**

- Kitchen & Pantry
- Staff Housing
- Laundry & Maintenance Shed
- Admin Office & Storage
- Solar Energy Room
- Water Filtration Station

All structures will be strategically sited to minimize environmental disturbance and optimize wildlife viewing.

## **Access**



## **1. Overall Access Philosophy**

Access to the camp is designed to minimize environmental impact, respect wildlife movement, and enhance guest experience by reducing vehicular noise and visibility once within the core of the camp.

Two distinct access zones are planned:

- Tourist Access & Arrival Circulation
- Operational / Supply & Staff Access

These are carefully separated at the functional level to preserve the tranquility and luxury experience for guests while allowing efficient operations behind the scenes.

## **2. Tourist Access & Circulation**

### **2.1 Arrival Modes**

Guests typically arrive in one of two ways:

#### **A. Fly-in Safari**

- Guests fly in via light aircraft to the nearest airstrip (Seronera or Lobo)
- Meet at the airstrip by the camp's safari vehicles
- Scenic 30–60 minute game drive en route to camp.

#### **B. Road Transfer**

- Private or shared 4x4 vehicle transfers from Arusha, Manyara or other lodges/Parks

### **2.2 Guest Arrival Experience**

- Arrival is ceremonial, not transactional.
- Vehicles drop guests at a discreet arrival zone, outside the central camp.
- Escorted walk by Maasai hosts leads to the reception pavilion.
- Luggage is offloaded separately and taken to tents via porters.

### **2.3 Internal Guest Circulation**

- All guest movement within the camp is on foot, along:
- Natural sand paths, softly lit at night with solar lanterns.
- Paths connect: Reception → Lounge → Tents → Cultural Boma → Lookout Points.



- Evening escorts by Maasai guards are offered for guest safety due to wildlife presence.

### **3. Operational / Supply Access**

#### **3.1 Service Entry Point**

- Located at the rear (non-visible) side of camp, screened by natural vegetation
- Separate (already existing) 4x4 supply track connects to main access road, allowing:
  - Bi weekly supplies,
  - Staff rotation,
  - Emergency services.

#### **3.2 Supply Circulation**

- A small service yard acts as a hub for:
  - Goods offloading,
  - Waste sorting and storage (eco-segregated),
  - Kitchen & staff quarters access.

### **4. Parking & Vehicle Management**

#### **4.1 Guest Vehicle Parking**

- No guest parking within the main camp area to preserve the wild, immersive feel.
- For self-driving guests:
  - A remote parking area (50m from camp core) is provided,
  - Guests are then escorted on foot to the reception.

#### **4.2 Staff & Supply Parking**

- Dedicated staff parking near service area (sand path, non-intrusive).
- Space for:
  - Supply truck turnaround,
  - Water bowser,
  - Emergency vehicle access.

### **5. Environmental & Wildlife Considerations**

- No perimeter fencing: Camp is fully integrated into the wild landscape.
- All roads/trails avoid known wildlife corridors, salt licks, or watering points.
- Speed limits enforced (20 km/h max near camp).
- Eco-track surfacing using local materials, no tarmac or concrete.

### **14. Financial Plan and Revenue Projections**



### Assumptions

Category	Year 1	Year 2	Year 3	Year 4	Year 5
Tanzania inflation	4%	4%	4%	4%	4%
Tax rate	30%	30%	30%	30%	30%
Exchange Rate (USD–TSH)	2500	2500	2500	2500	2500
No. of days	365	365	365	365	365
No. of months	12	12	12	12	12
Number of Double Sleeper tents	9	9	9	9	9
Number of Family Tents (2 bedroom)	1	1	1	1	1

### Income Statement (TSH)

Item	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Total Revenue</b>	<b>4,989,039,000</b>	<b>5,448,030,588</b>	<b>5,949,249,402</b>	<b>6,496,580,347</b>	<b>7,094,265,739</b>
<b>Cost of Sales</b>	<b>-2,128,088,870</b>	<b>-2,309,737,341</b>	<b>-2,508,258,392</b>	<b>-2,725,303,978</b>	<b>-2,962,695,253</b>
<b>Gross Profit</b>	<b>2,860,950,130</b>	<b>3,138,293,247</b>	<b>3,440,991,010</b>	<b>3,771,276,369</b>	<b>4,131,570,486</b>
Operating Exp.	-719,362,075	-768,125,864	-817,317,086	-867,627,160	-919,649,990
<b>EBITDA</b>	<b>2,141,588,055</b>	<b>2,370,167,382</b>	<b>2,623,673,923</b>	<b>2,903,649,208</b>	<b>3,211,920,497</b>
Depreciation	-434,275,000	-369,584,443	-316,739,756	-273,281,756	-237,304,555
Amortization	-15,000,000	-15,000,000	-15,000,000	-15,000,000	-15,000,000
<b>EBIT</b>	<b>1,692,313,055</b>	<b>1,985,582,940</b>	<b>2,291,934,168</b>	<b>2,615,367,452</b>	<b>2,959,615,941</b>
Finance Costs	-292,377,916	-225,573,226	-147,260,039	-55,455,776	0
<b>Profit Before Tax</b>	<b>1,399,935,139</b>	<b>1,760,009,714</b>	<b>2,144,674,129</b>	<b>2,559,911,676</b>	<b>2,959,615,941</b>
Tax Paid	-26,213,774	-404,090,747	-563,458,540	-719,858,811	-862,626,735
<b>Profit After Tax</b>	<b>1,373,721,365</b>	<b>1,355,918,967</b>	<b>1,581,215,589</b>	<b>1,840,052,865</b>	<b>2,096,989,207</b>

### Balance Sheet Summary (TSH)

Category	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Plant &amp; Equipment</b>	<b>3,819,725,000</b>	<b>3,450,140,558</b>	<b>3,133,400,802</b>	<b>2,860,119,046</b>	<b>2,622,814,491</b>
<b>Intangibles</b>	<b>35,000,000</b>	<b>20,000,000</b>	<b>5,000,000</b>	<b>-10,000,000</b>	<b>-25,000,000</b>
<b>Total Non-current Assets</b>	<b>3,854,725,000</b>	<b>3,470,140,558</b>	<b>3,138,400,802</b>	<b>2,850,119,046</b>	<b>2,597,814,491</b>
<b>Inventories</b>	<b>53,248,681</b>	<b>57,506,830</b>	<b>62,138,629</b>	<b>67,178,834</b>	<b>72,665,574</b>



Category	Year 1	Year 2	Year 3	Year 4	Year 5
Trade Receivables	410,058,000	447,783,336	488,979,403	533,965,508	583,090,335
Cash & Equivalents	227,783,309	1,490,647,714	2,845,228,405	4,320,800,191	6,639,269,847
<b>Total Current Assets</b>	<b>691,089,990</b>	<b>1,995,937,880</b>	<b>3,396,346,437</b>	<b>4,921,944,533</b>	<b>7,295,025,755</b>
<b>Total Assets</b>	<b>4,545,814,990</b>	<b>5,466,078,438</b>	<b>6,534,747,239</b>	<b>7,772,063,579</b>	<b>9,892,840,246</b>

### Equity and Liabilities

Category	Year 1	Year 2	Year 3	Year 4	Year 5
Share Capital	2,024,176,276	2,024,176,276	2,024,176,276	2,024,176,276	2,024,176,276
Retained Earnings	675,390,473	2,031,309,440	3,612,525,028	5,452,577,894	7,549,567,100
<b>Shareholders' Funds</b>	<b>2,699,566,749</b>	<b>4,055,485,716</b>	<b>5,636,701,305</b>	<b>7,476,754,170</b>	<b>9,573,743,377</b>
Loan Borrowings (Long-term)	1,157,617,664	624,710,963	0	0	0
<b>Current Liabilities (Payables + Short Loans)</b>	<b>688,630,577</b>	<b>785,881,759</b>	<b>898,045,934</b>	<b>295,309,409</b>	<b>319,096,869</b>
<b>Total Equity &amp; Liabilities</b>	<b>4,545,814,990</b>	<b>5,466,078,438</b>	<b>6,534,747,239</b>	<b>7,772,063,579</b>	<b>9,892,840,246</b>

### Key Financial Trends

- **Revenue Growth:** 9–10% annually.
- **Gross Margin:** Consistently strong at 57–59%.
- **EBITDA Margin:** Around 43–45%.
- **Net Profit Margin:** Increases from 27.5% (Year 1) to 29.5% (Year 5).
- **Debt Repayment:** Long-term borrowings decrease to 0 by Year 3.
- **Cash Growth:** Cash reserves increase sharply — from TSH 227M (Year 1) to TSH 6.6B (Year 5).
- **Equity Expansion:** Retained earnings drive shareholder equity up from TSH 2.7B to 9.6B.

### 15. Site Plans





## TENT AND LAYOUT



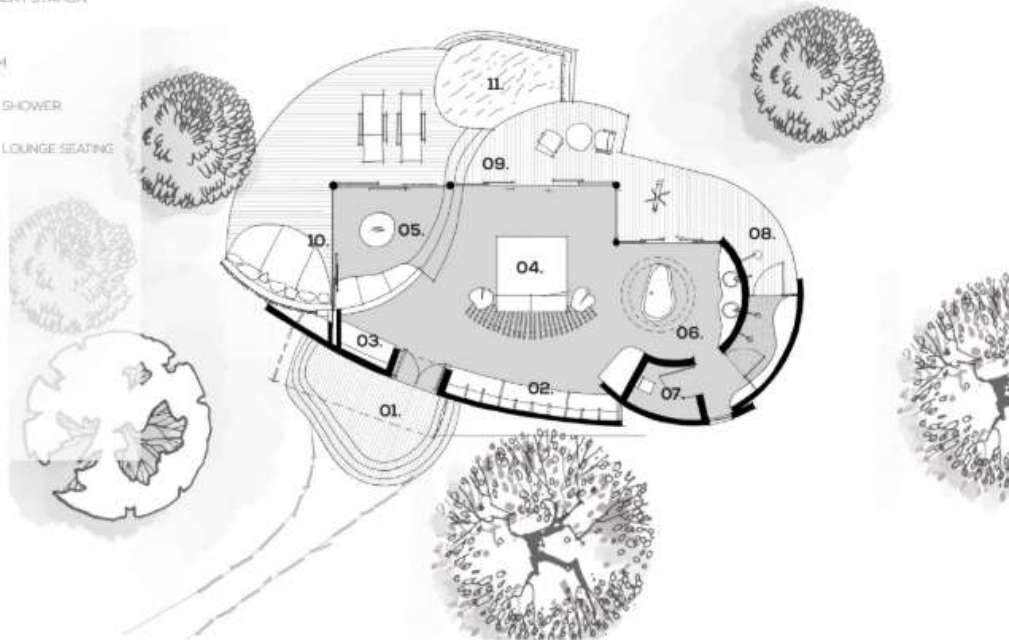


**LEGEND:**

- 01. ARRIVAL
- 02. WARDROBE
- 03. REFRESHMENT STATION
- 04. BEDROOM
- 05. LOUNGE
- 06. BATHROOM
- 07. W.C.
- 08. OUTDOOR SHOWER
- 09. DECK
- 10. OUTDOOR LOUNGE SEATING
- 11. POOL

**GROSS AREAS:**

- INTERNAL: 75M<sup>2</sup>
- DECKING: 50M<sup>2</sup>
- POOL: 10M<sup>2</sup>
- TOTAL: 135M<sup>2</sup>



**GUEST SUITE**  
FLOOR PLAN

.....THE END.....