

Business Proposal for Victoria Treasures
Limited:
Residential Housing Project

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1. INTRODUCTION

Victoria Treasures Limited, a real estate development company in Mwanza, Tanzania, is proud to present its vision for transforming Plot No. 1237, Block A, Luchelele Ward into a premier residential community. This project aims to create a vibrant and sustainable living environment that caters to the growing demand for quality housing in Mwanza City.

The property spans **69.58 acres (27.81 hectares)** and is strategically located:

- 16 kilometers from Mwanza City Center,
- 6 kilometers from Saint Augustine University,
- Facing the banks of Lake Victoria, and
- Just 1 kilometer from Faulu Beach Resort.

The land is fully owned by Victoria Treasures Limited, with a 65-year tenure effective from October 1, 2015, under Title Number 54435.

2. DESCRIPTION OF INVESTMENT OBJECTIVE, SECTOR, AND PRODUCTS

- **Objective** : To develop a high-quality residential community with modern amenities, promoting economic growth and enhancing the quality of life for residents.
- **Sector** : Real Estate Development
- **Products** :
 - **Residential Units** :
 - 142 two-bedroom houses priced at TZS 110,000,000 each.
 - 193 three-bedroom houses priced at TZS 130,000,000 each.
 - **Commercial & Recreational Facilities** :
 - Commercial mall, health facility, sports complexes, gardens, swimming pools, and open spaces.

3. PROJECT OBJECTIVES

- Provide affordable yet luxurious housing options for middle-income and upper-middle-income families.
- Enhance the urban landscape of Mwanza through sustainable and eco-friendly design principles.
- Create employment opportunities for skilled and unskilled labor during construction and operation phases.
- Stimulate local economic growth by attracting businesses and investors to the area.

4. TECHNICAL SPECIFICATIONS OF THE PROPOSED PROJECTS

PHASE 1: TWO-BEDROOM HOUSES

- **Quantity** : 142 units
- **Price per Unit** : TZS 110,000,000
- **Total Revenue** : TZS 15,620,000,000

PHASE 2: THREE-BEDROOM HOUSES

- **Quantity** : 193 units
- **Price per Unit** : TZS 130,000,000
- **Total Revenue** : TZS 25,090,000,000

PHASE 3: COMMERCIAL, RECREATIONAL, AND OPEN SPACES

- **Components** :
 - Commercial mall
 - Health facility
 - Gymnastics and aerobics areas
 - Gardens, swimming pools, tennis courts, handball courts, volleyball courts, badminton courts, and a football pitch
 - Ample parking spaces and road networks

5. CONCEPT DESIGN

The concept design incorporates a balanced mix of residential, commercial, recreational, and green spaces as outlined below:

Component	Description
Recreational Facilities	Leisure pools (mature and young), sports swimming pool, tennis courts, handball courts, volleyball courts, badminton courts, and a football pitch.
Community Amenities	Health facility, estate administration office, main security and fire house.
Green Spaces	Extensive gardens and open spaces to promote a healthy living environment.
Commercial Hub	A commercial mall to cater to shopping and entertainment needs.
Parking Infrastructure	Ample parking spaces for residents and visitors.
Road Network	Well-planned access roads ensuring connectivity throughout the estate.
Future Development	Reserved spaces for potential expansion or additional amenities.

Attached Documents :

- **Two-Bedroom House Designs.pdf** : Detailed architectural plans for two-bedroom houses.
- **Mwanza Plan Layout.pdf** : Master plan layout showing the distribution of residential, commercial, and recreational spaces.

6. PROPOSED UNITS DISTRIBUTION AND SPACE MATRIX

Unit Type	Quantity	Average Size (sqm)	Total Area (sqm)
Two-Bedroom Houses	142	120	17,040
Three-Bedroom Houses	193	150	28,950
Commercial Mall	-	5,000	5,000
Recreational Areas	-	10,000	10,000
Green Spaces	-	15,000	15,000
Parking & Roads	-	8,000	8,000
Total			84,990

7. PROPOSED LAND USE MATRIX

Land Use	Percentage (%)	Area (hectares)
Residential Development	50%	13.91
Commercial Development	10%	2.78
Recreational Areas	15%	4.17

Land Use	Percentage (%)	Area (hectares)
Green Spaces	15%	4.17
Roads & Infrastructure	10%	2.78
Total	100%	27.81

8. PROJECT FINANCIAL ANALYSIS AND PLAN

ESTIMATED PROJECT COSTS

Cost Component	Amount (TZS)
Land Acquisition	3,645,000,000
Architectural & Engineering Fees	250,000,000
Construction Costs	18,000,000,000
Marketing & Sales Expenses	500,000,000
Contingency Fund	1,000,000,000
Total Project Cost	23,395,000,000

REVENUE PROJECTIONS

Source	Amount (TZS)
Sale of Two-Bedroom Houses	15,620,000,000
Sale of Three-Bedroom Houses	25,090,000,000
Commercial Mall Rental Income	2,000,000,000*
Total Revenue	42,710,000,000

Note: Commercial mall rental income assumes annual rent of TZS 500,000,000 over 4 years.

PROFITABILITY METRICS

- **Net Profit** : TZS 42,710,000,000 – TZS 23,395,000,000 = **TZS 19,315,000,000**
- **Return on Investment (ROI)** : $(\text{Net Profit} / \text{Total Costs}) \times 100 = (19,315,000,000 / 23,395,000,000) \times 100 \approx \mathbf{82.5\%}$

9. FINANCING PLAN, INVESTMENT CAPITAL, AND BREAKDOWN

FINANCING STRUCTURE

- **Land Contribution** : Provided by Victoria Treasures Limited.
- **Development Funding** : Partly financed by a Dubai-based investment company specializing in real estate development.

INVESTMENT FUNDS EXPENDITURE BREAKDOWN

Phase	Duration	Cost (TZS)	Funding Source
Phase 1	1.5 years	8,000,000,000	Dubai Investor (70%), VT Ltd (30%)
Phase 2	1.5 years	10,000,000,000	Dubai Investor (70%), VT Ltd (30%)
Phase 3	0.5 years	5,395,000,000	Dubai Investor (70%), VT Ltd (30%)

10. SOURCE OF SUPPLY OF INPUTS

- **Raw Materials** : Cement, steel, bricks, glass, wood, and other construction materials sourced locally and internationally.
- **Labor** : Skilled and unskilled labor hired from local contractors and subcontractors.
- **Equipment** : Heavy machinery rented or purchased from certified suppliers.

11. CAPACITY OF THE PROJECT

- **Residential Capacity** : 335 houses accommodating approximately 1,340 residents.
- **Commercial Capacity** : Commercial mall catering to retail, dining, and entertainment needs.
- **Labor Requirements** : Estimated creation of 1,500 jobs during construction and 500 permanent positions post-completion.
- **Raw Materials** : Locally sourced bricks, cement, steel, glass, and wood to support the local economy.

12. MARKETING PLAN

- **Target Market** : Middle-income and upper-middle-income families in Mwanza and surrounding regions.
- **Marketing Channels** :
 - Digital marketing campaigns (social media, websites).
 - Print media advertisements in local newspapers.
 - Participation in property exhibitions and trade fairs.
 - Strategic partnerships with banks for home financing options.

13. DETAILED IMPLEMENTATION PLAN AND SCHEDULE

Phase	Duration	Activities
Phase 1	1.5 years	Construction of 142 two-bedroom houses, initial road network, and basic amenities.
Phase 2	1.5 years	Construction of 193 three-bedroom houses, completion of recreational facilities.
Phase 3	0.5 years	Completion of commercial mall, health facility, and remaining infrastructure.

14. FINANCIAL PLAN FOR THE NEXT 5 YEARS

Year	Revenue (TZS)	Expenses (TZS)	Net Cash Flow (TZS)
1	0	5,000,000,000	-5,000,000,000
2	8,000,000,000	4,000,000,000	4,000,000,000
3	10,000,000,000	3,000,000,000	7,000,000,000
4	5,000,000,000	1,000,000,000	4,000,000,000
5	2,000,000,000	500,000,000	1,500,000,000
Total	25,000,000,000	20,395,000,000	4,605,000,000

15. CONCLUSION

This project represents a transformative opportunity for Mwanza City, combining quality housing with world-class amenities. With strong financial projections, strategic partnerships, and adherence to sustainable practices, Victoria Treasures Limited is poised to deliver a landmark development that sets new standards in the Tanzanian real estate sector.

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