



SUNSET TARANGIRE LIMITED

BUSINESS PLAN – ALRAJHI FARM, NARAKAUO - SIMANJIRO

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Executive Summary

TO: KEY STAKEHOLDERS

**SUNSET TARANGIRE LIMITED
BUSINESS PLAN**

We, **Sunset Tarangire Limited** (“**the Company**”), are delighted to present to you our business plan, with the objective of conveying to your organization our company profile, business concept and provide a roadmap detailing the financial capabilities of the Alrajhi Farm project in Narakauo Village, Simanjiro.

In summary, the company was incorporated on the 27th day of March 2019 as a private company limited by shares, with principal activity being to operate lodges, tented lodges and camps to accommodate tourists in Tanzania and within East Africa, among other activities.

The company intends to **invest over Tanzania Shillings Ten Billion Three Hundred Thirty Million (TZS 10,330,000,000/=) equivalent to United States Dollars Three Million Nine Hundred Seventy Three Thousand (US\$ 3,973,000)** being acquisition of assets and development of the assets, i.e. land (hunting blocks), furniture and fittings (tents). The company’s investment plan, considering capital expenditure and working capital expenditure, is as summarised below.

S/No.	Item	Amount (TZS)
1	Land and Buildings	8,550,000,000
2	Vehicles	880,000,000
3	Furniture and Fittings	670,000,000
4	Working Capital	230,000,000
Total		10,330,000,000

In the following pages, we have summarised information about the company, our business model, the resource requirements of the project, the four (4) years financial projections of the project based on the best assumptions available.

The objective of this document is to enable our key stakeholders make informed decisions on matters related to the project. For all interested parties, kindly feel free to contact us for more details and/or queries.

BY ORDER OF THE BOARD

1. Introduction

Sunset Tarangire Limited is a company established under company ordinary act (Cap 212), incorporated on 27th of March 2019 with incorporation No: 138974146. The company's principal activity is to operate lodges, tented lodges and camps to accommodate tourists in Tanzania and within East Africa, and other trade activities.

We have attached the Memorandum and Articles of Association of the company, together with the Certificate of Incorporation as appended in **Appendix 1** of this report.



Shareholding, Ultimate Beneficial Owners and Related Parties

The authorised share capital of the company is 100 shares each valued at nominal value of TZS 100,000 per share. All authorised shares have been issued. The company's shareholding structure is as below:

S/No.	Shareholder Name	umber of shares	Value (TZS)	
	Khaled Alrajhi	34	3,400,000	34%
	Abdulkarim Alrajhi	33	3,300,000	33%
	Saleh Salim Alamry	33	3,300,000	33%
	Total	100	10,000,000	100%

The above shareholders are the ultimate beneficial owners of the company.

Kindly note that, the share capital of the company will be updated, i.e., increased to match the current level of investment.

Related Parties

The company's related parties, through common ownership, Alrajhi Holding Company - operates in Tanzania with principal activity being investment in real estate, among other activities.

2. Business Model



Business Model

Alrajhi Farm is a 4,989.98-acre agribusiness venture designed to generate multi-stream revenue through crop production, livestock farming, and agri-tourism. Situated in the fertile plains of Narakauo Village, Simanjiro, the farm seeks to maximize land use efficiency, integrate sustainable farming practices, and position itself as a high-end destination for farm-based tourism and experiential stays.

2.1. Project Components

Livestock division

Livestock type	Estimated Capacity	Products
Cattle	800 – 1,000 heads	Beef, milk, manure
Goats	800 – 1,000 heads	Meat, milk
Sheep	500 – 800 heads	Meat, wool

Crop Production Division

Crop	Target Acreage	Planting Cycles	Output (tons)
Maize	2,000 acres	2 cycles/year	6,000 tons/year
Beans	1,000 acres	2 cycles/year	2,000 tons/year

Land Allocation Plan

Use	Acreage Allocation
Crop Cultivation	3,000 acres
Grazing and Livestock	1,200 acres
Agri-tourism Facilities	300 acres
Infrastructure (roads, storage, staff housing)	250 acres
Buffer zones and water catchment	239.98 acres

2. Business Model (continued)



Business Model

Our business model can be simplified in the following manner:

2.2. Market Analysis

Geographic Advantage

Located in Simanjiro District, Manyara Region, an area known for **arable land, livestock culture, and proximity to tourism circuits** (e.g., Tarangire & Manyara National Parks).

Access to both **local agricultural markets** (Arusha, Babati, Dodoma) and **tourism hubs**, enabling **dual commercial pathways**.

Agri-tourism Markets

Rising trend in experiential and eco-luxury tourism.

High potential to attract:

- Domestic high-income tourists seeking farm getaways
- International tourists combining safaris with culinary/farm experiences
- NGOs and agri-training institutions for educational tours and demonstrations

Crop Market Overview: Maize & Beans

Maize

National Demand: Tanzania consumes over **6 million metric tons of maize annually, with growing demand for food security, animal feed, and industrial use** (e.g., breweries, flour mills).

Price Range: Wholesale prices fluctuate between TZS 600–1,000/kg, **higher during dry seasons** and in deficit regions.

Export Potential: Kenya, Rwanda, Burundi, and South Sudan are key buyers of Tanzanian maize, especially when local surpluses exist.

Key Buyers:

- Government under the National Food Reserve Agency (NFRA)
- World Food Programme (WFP) and Not for Profit Organisations (NGOs)
- Regional millers and aggregators
- Traders at wholesale markets (e.g., Kariakoo, Moshi)

2. Business Model (continued)



Business Model

Beans

High Local and Regional Demand: Beans are a **staple protein source in East Africa**. Demand is **rising in urban areas and institutional markets (schools, prisons, military)**.

Price Range: Wholesale prices fluctuate between TZS 1,500–2,000/kg.

Export Potential: Strong demand from **Kenya, DRC, and Middle East markets**.

Market Advantage: Simanjiro's dryland climate suits short-season bean varieties. Two cycles possible in some years.

Livestock Market Overview

Cattle, Goats, and Sheep

Tanzania's **meat consumption is rising**, driven by **urbanization, population growth, and dietary shifts**.

Arusha and Dar es Salaam are major markets for live animals and processed meat.

Average Market Prices:

- Cattle: TZS 800,000 – 1,300,000 each
- Goats: TZS 90,000 – 275,000 each
- Sheep: TZS 80,000 – 165,000 each

Key Buyers:

- Local butchers and abattoirs
- Hotels, lodges, and safari camps (for premium meat)
- Exporters (particularly to Oman, UAE, Comoros for goats)
- Livestock markets (e.g., Meserani, Longido)
- Dairy product manufacturers

2. Business Model (continued)



Business Model

2.3. Value proposition

For Agricultural Buyers (Crop & Livestock)

High-volume, reliable supply of quality maize, beans, and livestock.

- Consistent Output: **Dual-cycle production** and managed livestock breeding ensure **year-round** availability.
- Traceability & Quality Assurance: Products grown and raised under **regulated farm practices** for clean, safe consumption.
- Bulk Fulfilment Capability: 4,989.98 acres of structured operations **enable scalable fulfilment for wholesalers, exporters, and agro-processors.**

For Eco-conscious Consumers & Tourists

Authentic, luxury agri-tourism experiences in a sustainable, community-rooted setting.

- Farm-to-Table Luxury: Gourmet meals prepared using ingredients **harvested on-site.**
- Eco-Stay Lodging: **Beautifully designed farmhouses** offering peace, comfort, and connection to nature.
- Cultural & Educational Immersion: Guests can engage in **traditional farming practices, guided farm tours**, and learn about regenerative agriculture.

For Development & Research Partners

A model farm for sustainable agriculture, community development, and knowledge sharing.

- Demonstration Site: Suitable for **piloting modern farming**, conservation, and livestock systems.
- Training Hub Potential: Ideal location and infrastructure for **workshops and agricultural extension** programs.
- Social Impact: Supports **local employment, knowledge transfer, and food security** in Simanjiro District.

2. Business Model (continued)



Business Model

2.4. Target Customers

Target Segment	Customer Type	Description
Crop Buyers (Maize & Beans)	Bulk Buyers / Wholesalers	<ul style="list-style-type: none"> Regional food distributors and market agents Large-scale traders in Arusha, Babati, Dodoma, and Dar es Salaam
	Agro-processing Companies	<ul style="list-style-type: none"> Maize millers and flour brands Animal feed manufacturers Canning and packaging factories for beans
	Institutional Buyers	<ul style="list-style-type: none"> Schools, prisons, hospitals, and NGOs running food programs Government food security programs and relief agencies
	Exporters & Brokers	<ul style="list-style-type: none"> East African regional grain exporters (Kenya, Rwanda, DRC) Port-based export agents (Tanga, Dar)
Livestock Buyers (Cattle, Goats, Sheep)	Butcheries & Meat Distributors	<ul style="list-style-type: none"> Urban and peri-urban meat suppliers in Arusha, Moshi, Dodoma
	Live Animal Markets	<ul style="list-style-type: none"> Weekly livestock auctions and pastoralist trade fairs Eid/Qurbani buyers and traditional celebration markets
	Supermarkets & Hotels	<ul style="list-style-type: none"> Premium meat buyers interested in traceable and organic livestock
	Manure Buyers (Farmers & Horticulturists)	<ul style="list-style-type: none"> Organic crop growers seeking natural fertilizer Nurseries, orchards, and greenhouse operations
Agri-Tourism & Eco-Luxury Travelers	Domestic Elite & Urban Professionals	<ul style="list-style-type: none"> Tanzanians seeking weekend retreats
	International Tourists	<ul style="list-style-type: none"> Safari-goers looking for farm stays, local food, and cultural experiences Wellness tourists interested in organic living, yoga retreats, and nature immersion
	Travel Agencies & Tour Operators	<ul style="list-style-type: none"> Safari companies bundling farm stays into northern Tanzania circuits Companies offering slow travel, volunteer tourism, or educational tourism
Development Partners & Institutions	NGOs & Agricultural Development Agencies	<ul style="list-style-type: none"> Seeking partnerships for training, food security, or rural development
	Educational Institutions	<ul style="list-style-type: none"> Schools and universities seeking field trips or agricultural training grounds
	Government & Extension Services	<ul style="list-style-type: none"> Demonstration farms, model cooperatives, and agro-policy support programs

2. Business Model (continued)



Business Model

2.5. Revenue Streams

The project is set to have several primary and secondary revenue streams. These are;

Crop Sales (Primary Revenue)

a. Maize Sales

- Sold in bulk to millers, traders, government agencies (NFRA), and exporters
- Dual harvest cycles (depending on rainfall)
- Market price: Ranging between TZS 600–1,000/kg

b. Beans Sales

- Sold locally and regionally; high market value
- Strong demand from food processors, NGOs, and exporters
- Market price: ~TZS 1,500–2,000/kg

Livestock Sales

a. Cattle, Goats, and Sheep

- Sold live at livestock markets or directly to slaughterhouses and butcheries
- Export opportunities (esp. goats) to Oman, UAE, Comoros
- Seasonal high demand during festivals (Eid, Christmas)

b. Meat Products (if processing is developed)

- Fresh beef, goat meat, and mutton sold to hotels, restaurants, and local consumers

Dairy Revenue (optional/mid-term)

- Sale of raw milk to local processors or direct to market
- Potential for on-site yogurt or cheese production

Manure & Organic Fertilizer Sales

- Well-composted animal waste sold to smallholder farmers and nurseries
- High demand due to rising interest in organic farming

2. Business Model (continued)



Business Model

Byproducts & Secondary Sales

2. Maize bran and bean husks sold as livestock feed
3. Animal skins (hides and skins) sold to local tanneries (if collected and preserved properly)
4. Agri-Tourism and high end Farm-to-table experiences

Agri-Tourism

Luxury Farm Stay Accommodation

Revenue Source: Nightly room rates, long-stay packages, and exclusive bookings.

Offerings:

- Boutique farmhouses or eco-lodges with scenic views.
- Fully serviced with local cuisine, housekeepers, and guided activities.
- Seasonal pricing (peak tourist months: June–October and December).

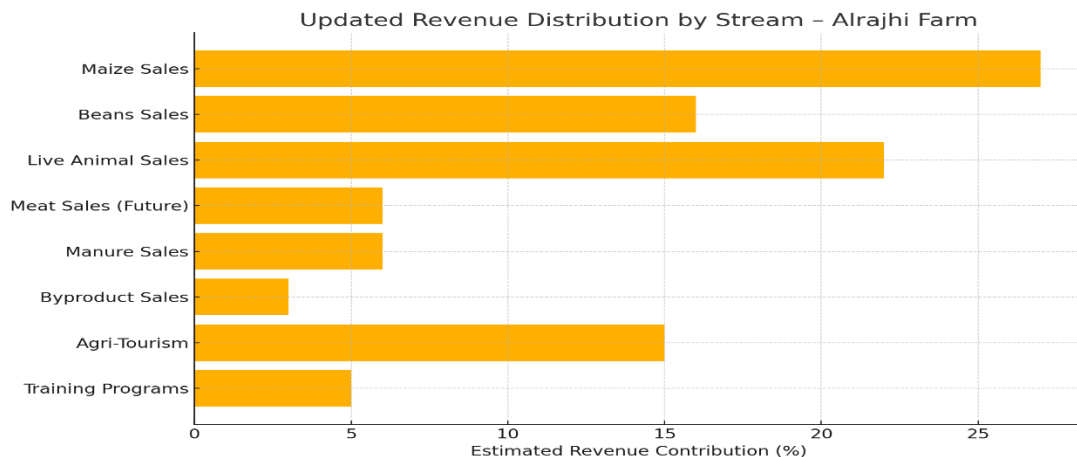
Farm-to-Table Dining Experiences

Revenue Source: Per-person dining fees, meal packages for guests, and special event pricing.

Offerings:

- Freshly prepared meals using ingredients grown on-site.
- Signature dining: bush breakfasts, sunset dinners, and traditional Maasai cuisine.
- Interactive cooking classes or food tasting event

Graphical presentation of the revenue streams:



2. Business Model (continued)



Business Model

2.6. Cost structure and capital Investment

The company's costs can be categorized into;

- **Capital expenditure:**

These are costs relating to one-time setup costs required to launch full operations. These include acquisition of fixed assets such as farm equipment, irrigation systems, storage facilities, staff housing and offices, furniture and fittings as well as other assets. **The company intends to finance the capital expenditure through equity (capital)**. These have been detailed in the table below.

CAPEX Category	Details	Estimated Cost (TZS '000)
Land acquisition and Development	Clearing, ploughing, fencing, demarcation	6,170,000,000
Irrigation Systems	Borehole drilling, water tanks, drip/sprinkler systems	450,000,000
Farm Infrastructure	Roads, storage units, silos, barns, loading bays	380,000,000
Buildings & Facilities	Staff housing, offices, workshops, agri-tourism lodges	550,000,000
Machinery & Equipment	Tractors, planters, harvesters, sprayers, tools	880,000,000
Livestock Acquisition	Breeding cattle, goats, sheep	230,000,000
Agri-Tourism Setup	Furnished farmhouses, kitchens, decor, landscaping	1,500,000,000
IT & Security Systems	CCTV, software, communications	170,000,000
Legal & Licensing Fees	Land registration, business licenses, NEMC approvals	55,000,000
TOTAL ESTIMATED INVESTMENT		10,385,000,000

2. Business Model (continued)



Business Model

- **Direct costs and Operating expenditure:**

These are the regular, ongoing expenses incurred by a company as part of its day-to-day operations. These expenses are necessary for the business to operate and generate revenue, and they are typically recurring expenses that are incurred regularly. Some common operating expenses and direct costs include government licenses and permits, crop production inputs, livestock feed, veterinary services and general livestock management, staff salaries and wages, utilities and maintenance.

- **Financing expenditure:**

Financing expenditures are expenses that a company incurs to raise capital or manage its debt and equity financing. Example of financing expenditure include interest expenses, loan principal repayments, and dividends pay-outs. The company intends to utilize **loans from shareholders** to finance its capital and operating expenditure.

2.7. Competition

Below is a detailed analysis of the competitive landscape for Alderiyah Farm.

Crop Production (Maize & Beans)

Key Competitors: Karatu Farms, Babati Agricultural Co-ops, Northern Zone Growers

Strengths of Competitors:

- Established market relationships
- Lower transport costs for farms closer to urban centers
- Some access to government subsidies or donor programs

Alrajhi Farm Advantage:

- Dual planting cycles due to irrigation
- Large contiguous land suitable for mechanization
- Integration with livestock to lower fertilizer costs (manure reuse)

2. Business Model (continued)



Business Model

Livestock Rearing

Key Competitors: Maasai communities with traditional herding systems and local fattening farms near Arusha and Babati

Strengths of Competitors:

- Low-cost traditional methods
- Cultural preference for indigenous breeds
- Deep experience in local market dynamics

Alrajhi Farm Advantage:

- Structured breeding and veterinary care for better yields
- Modern grazing and feedlot systems for meat quality
- Potential for certified organic or traceable meat branding

Agri-Tourism

Key Competitors: Luxury lodges in Tarangire/Manyara, Gibb's Farm, Ngorongoro Farm House

Strengths of Competitors:

- High-end amenities and tourism reputation
- Established in global safari circuits
- Experienced hospitality management

Alrajhi Farm Advantage:

- Authentic, working-farm experience in a less crowded location
- Fresh farm-to-table cuisine and hands-on activities
- Possibility to bundle with Northern Safari Circuit tours via partnerships

Indirect competitors

Importers of Agricultural Products

- Maize and beans are sometimes imported from countries like Zambia, Malawi, and Uganda—especially during local shortages or government stockpiling.
- Frozen meat or milk powder imports from countries like South Africa or the EU may influence consumer prices and retailer decisions.

2. Business Model (continued)



Business Model

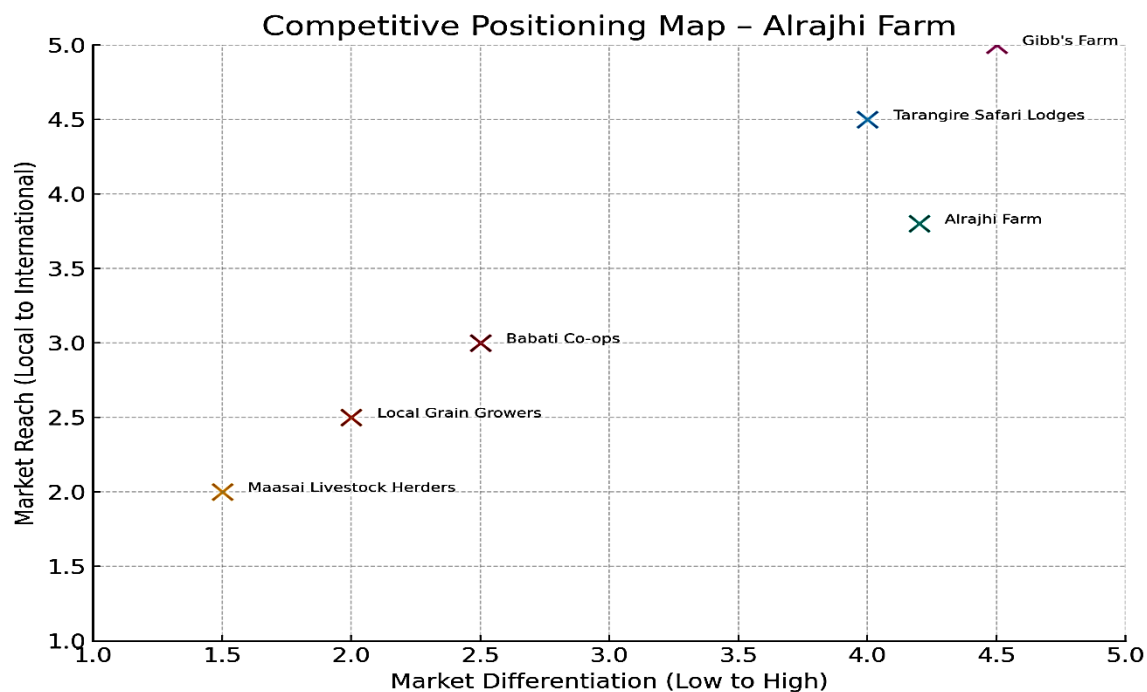
Imported products can **undercut domestic prices**, especially if **subsidized or offered through donor programs**.

Government Food Programs & NGOs

- The National Food Reserve Agency (NFRA) often buys large volumes of maize and beans directly from farmers, affecting market supply and price fluctuations.
- NGO-led agricultural aid (such as seed donations, food distributions, or food-for-work programs) can temporarily distort local supply and demand patterns.

These actors can **redirect large buyer interest** or affect **price benchmarks in target markets**.

Alrajhi Farm Competitive Positioning Map



3. Production and Service Delivery Model



Production and Service Delivery Model

Below is a table illustrating the Production and Service Delivery Model for Alrajhi Farm, structured around its three core verticals: Crop Production, Livestock Rearing, and Agri-Tourism. This model outlines the flow from inputs to revenue-generating outputs, and how services are delivered to end-users.

Segment	Inputs	Processes / Services	Outputs	Delivery Method
Crop Production	<ul style="list-style-type: none"> - Certified maize & bean seeds - Fertilizers, herbicides, pesticides - Irrigation water - Machinery & labor 	<ul style="list-style-type: none"> - Land prep → planting → Irrigation → pest control → harvesting - Post-harvest drying & packaging 	<ul style="list-style-type: none"> - Raw & packaged maize and beans - Ready for bulk or retail sale 	<ul style="list-style-type: none"> - Farm gate sales - Wholesalers & processors - Exporters or contract buyers
Livestock Rearing	<ul style="list-style-type: none"> - Breeding stock (cattle, goats, sheep) - Animal feed & supplements - Veterinary care - Labor & paddocks 	<ul style="list-style-type: none"> - Breeding & fattening cycles - Routine vet care & disease control - Manure collection 	<ul style="list-style-type: none"> - Live animals - Organic manure - Optional: meat, hides, wool (future expansion) 	<ul style="list-style-type: none"> - Auction & direct sales - Manure to farmers or farm shop
Agri-Tourism	<ul style="list-style-type: none"> - Furnished farmhouses - On-farm produce - Staff & tour guides - Farm infrastructure (kitchen, trails, gardens) 	<ul style="list-style-type: none"> - Guest lodging & farm-to-table meals - Guided tours, hands-on farming - Events & workshops 	<ul style="list-style-type: none"> - Overnight stays - Meal packages - Farm experiences, tours, event bookings 	<ul style="list-style-type: none"> - Online booking platforms (Company website, Airbnb, Booking.com) - Partnerships with tour operators
Support Services	<ul style="list-style-type: none"> - Admin & HR systems - Finance & accounting - Marketing tools - Logistics & ICT 	<ul style="list-style-type: none"> - Staff management, payroll, compliance - Financial tracking - Branding & customer engagement 	<ul style="list-style-type: none"> - Efficient operations - Brand recognition - Strong internal controls 	<ul style="list-style-type: none"> - Internal coordination - External marketing channels - Digital systems & partnerships

3. Production and Service Delivery Model



Production and Service Delivery Model

Integration Points for Alrajhi Farm Services

Below are the Integration Points for Services Delivered by Alrajhi Farm, showing how the three main divisions—Crop Production, Livestock Rearing, and Agri-Tourism—interconnect to maximize efficiency, reduce cost, and enhance customer experience.

Integration Point	Connected Divisions	Purpose / Benefit
Manure-to-Crop Recycling	Livestock ↔ Crop Production	Livestock manure is reused as organic fertilizer, reducing input costs and improving soil health.
Farm-to-Table Culinary Offering	Crop Production & Livestock ↔ Agri-Tourism	Meals served to guests are prepared using in-house maize, beans, meat, and vegetables.
Guest Participation in Farm Activities	Crop & Livestock ↔ Agri-Tourism	Visitors engage in hands-on farming (planting, feeding animals), enriching the guest experience.
Shared Infrastructure & Workforce	All Divisions	Tractors, boreholes, warehouses, and some labour roles (e.g., maintenance, cleaning) are shared to optimize CAPEX and OPEX.
Hospitality Waste Utilization	Agri-Tourism ↔ Livestock / Composting	Organic waste from kitchens can be composted or used as animal feed to close the sustainability loop.

Why Integration Matters for Alrajhi Farm

Integration can be used as a strategic enabler of sustainability, efficiency, and competitive advantage in the following ways:

- Reduces duplication of effort and cost
- Maximizes land and resource efficiency
- Enables premium, traceable experiences for guests
- Strengthens brand identity as a sustainable, closed-loop farm.

4. Resources



Resource Requirement

The company has identified the following key resources in implementation of the project;

Item	Description
Financial Capital	<p>The company will require a start up budget and some operational reserves for;</p> <ul style="list-style-type: none">• Legal and concession setup• Capital investment for infrastructure, machinery, and livestock• Operating capital for inputs, salaries, maintenance• Staffing and training• Marketing• Contingency funds for emergencies or price shocks• Working capital facility for cash flow
Business Registration	<p>Incorporation of a company in Tanzania with a registered TIN with the Tanzania Revenue Authority.</p>
Licenses & Permits	<p>The company shall have to acquire the following licenses and permits necessary to conduct hunting activities in Tanzania:</p> <ul style="list-style-type: none">• Business license• Agricultural Land Use Clearance• Veterinary Drugs Storage License• Pesticide and Chemical Handling Permit• Weights and Measures Certification• Environmental Impact Assessment (EIA) approval

<p>Infrastructure & Equipment</p>	<ul style="list-style-type: none"> • Tractors (4 – 6 units) • Planters, and harvesters • Irrigation systems • Feed mill for internal livestock feed • Veterinary kits for treatment and vaccination • Pickup trucks (2 – 3 units) • Motorbikes • Quad bikes for tourists – 4 units
<p>Human resource / capital</p>	<p>The company has identified a need of 141 employees as detailed below;</p> <ul style="list-style-type: none"> • Farm Manager - 1 • Agronomist – 2 • Veterinary Officer - 2 • Field Officers - 3 • Machine Operators - 7 • General Farm Workers – 100 (some seasonal staff) • Security Staff – 12 • Chefs and cooks – 4 • Housekeeping staff – 4 • Gardener - 1 <p>Back Office/Administrative staff</p> <ul style="list-style-type: none"> • Logistics officer - 2 • Reservations officer - 1 • Permit and compliance administrator - 1 • Marketing & client liaison - 1
<p>Livestock and Infrastructure</p>	<ul style="list-style-type: none"> • Initial stock: 200 cows, 50 goats, 40 sheep • Cattle sheds, goat pens, feed stores, water troughs • Rotational grazing system with fencing and pasture paddocks

4. Resource (continued)

Implementation Schedule

The implementation of this project will be structured across key activities and spread over a 3-year phased timeline (2025–2027) to allow for efficient development of crop, livestock, and agri-tourism operations:

Activity	Q1 2025	Q2 2025	Q3 2025	Q4 2025	2026	2027
Project Planning & Permits	✓	✓				
Land Clearing & Demarcation	✓	✓	✓			
Irrigation Setup (Boreholes, Tanks)		✓	✓	✓	✓ (expansion)	
Roads, Fencing & Infrastructure		✓	✓	✓		
Crop Production – Pilot Phase			✓ (1st cycle)	✓ (harvest)	✓ (2 full cycles)	✓ (2 full cycles)
Livestock Acquisition & Housing		✓	✓	✓	✓	✓
Veterinary Systems Setup			✓	✓	✓	✓
Agri-Tourism Construction (Phase 1)			✓	✓	✓ (launch mid)	✓ (expansion)
Hiring & Staff Training		✓	✓	✓	✓ (scaling)	✓
Branding & Marketing Setup			✓	✓	✓	✓
Launch of Agri-Tourism Services					✓ (soft launch)	✓ (full rollout)
Partnerships & Sales Channels			✓	✓	✓	✓
Monitoring & Evaluation Systems				✓	✓	✓

5. Financial Projections



Financial Projections

We have attached the financial projections as appended in **Appendix 2** of this report for your review.

6. Risk and Mitigation Strategies



Risk and Mitigation Strategies

The Directors are knowledgeable and experienced and understand that every business operates under a lot of uncertainties. Risk Management in the context of this Business Plan will entail four key processes:

- i. **Risk Identification:** To manage risks, this business must identify existing risks or risks that may arise from both existing and new business initiatives.
- ii. **Risk Measurement:** Once risks have been identified, they should be measured in order to determine their impact on the business' profitability and capital.
- iii. **Risk Control:** After measuring risk, this Business should establish and communicate risk limits through policies, standards, and procedures that define responsibility and authority.
- iv. **Risk Monitoring:** Business entity should put in place an effective management information system (MIS) to monitor risk levels and facilitate timely review of risk positions and exceptions.

6. Risk Mitigation Strategies (continued)



Risk Mitigation Strategies

Below is a table outlining the Risk Mitigation Strategies for the Alrajhi Farm Project, categorized by key risk areas:

Risk Category	Potential Risks	Mitigation Strategies
Climate & Weather	Drought, unpredictable rainfall, floods	Invest in boreholes and irrigation systems; adopt drought-resistant crops; implement water conservation
Crop Failure	Pest infestations, disease outbreaks, low yields	Use certified seeds, integrated pest management (IPM), crop rotation, and regular agronomic supervision
Livestock Health	Disease outbreaks (e.g., foot-and-mouth, parasites)	Regular veterinary checkups, vaccinations, quarantine protocols, and improved shelter hygiene
Market Risk	Price volatility, low demand, market saturation	Diversify buyers, establish contract farming, explore value-added processing and export opportunities
Operational Risk	Equipment failure, labor shortages, input delays	Maintain machinery regularly, train multi-skilled staff, maintain buffer stock of critical inputs
Agri-Tourism Risk	Low visitor turnout, negative guest experiences, travel restrictions	Partner with tour operators, offer unique packages, implement high hospitality standards
Financial Risk	Cost overruns, cash flow gaps, underperformance	Maintain working capital reserves, monitor budgets monthly, phase investments
Regulatory/Compliance	Delays in licenses, land use disputes, environmental breaches	Ensure early and continuous engagement with authorities; conduct EIA and secure all required permits
Security Risk	Theft, trespassing, wildlife intrusion	Install perimeter fencing, employ security staff, and use surveillance systems (e.g., CCTV)
Reputation Risk	Poor quality products or guest reviews, employee misconduct	Maintain quality control systems, train staff, respond to complaints swiftly, and uphold brand integrity

7. Conclusion

This business plan has been prepared using the best estimates and assumptions available and as such the shareholders of the company believe it to represent the best projections and implementation of the project.

This report contains confidential information of commercial value relating to the business, commercial and financial affairs of the Company, the exposure of which to third parties could adversely affect the business affairs of the Company.

This information is supplied in confidence to you, on the strict condition that no part of it is disclosed to any third party, in particular to any person or organization, which may be in competition with the Company without the prior written consent of the Company.

Should you have any questions, kindly feel free to contact us, or our consultants in the details below.

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8. APPENDICES



Appendix 1: Incorporation certificate and Memorandum and Articles of Association



Memorandum and
Articles of Association



Sunset Tarangire
incorporation certifica

8. APPENDICES (Continued)



Appendix 2: Four (4) years Financial Projections (2025 to 2028)

Financial projections for 2025 in thousands.

Revenue	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sept 25	Oct 25	Nov 25	Dec 25	TOTAL
Maize Sales	-	-	-	-	-	150,000	180,000	165,000	150,000	-	-	-	645,000
Beans Sales	-	-	-	80,000	85,000	-	-	-	85,000	90,000	-	-	340,000
Live Animal Sales	36,923	36,923	46,154	46,154	55,385	55,385	69,231	69,231	55,385	46,154	41,538	41,538	600,000
Manure Sales / Internal Use	11,077	11,077	13,846	13,846	16,615	16,615	20,769	20,769	16,615	13,846	12,462	12,462	180,000
Byproducts (Bran, husks, hides)	7,385	7,385	9,231	9,231	11,077	11,077	13,846	13,846	11,077	9,231	8,308	8,308	120,000
Agri-tourism	28,308	28,308	35,385	35,385	42,462	42,462	53,077	53,077	42,462	35,385	31,846	31,846	460,000
Total Revenue	83,692	83,692	104,615	184,615	210,538	275,538	336,923	321,923	360,538	194,615	94,154	94,154	2,345,000
Direct costs													
Seeds and Inputs	(24,615)	(24,615)	(30,769)	(30,769)	(36,923)	(36,923)	(46,154)	(46,154)	(36,923)	(30,769)	(27,692)	(27,692)	(400,000)
Fertilizers and Chemicals	(11,077)	(11,077)	(13,846)	(13,846)	(16,615)	(16,615)	(20,769)	(20,769)	(16,615)	(13,846)	(12,462)	(12,462)	(180,000)
Labor (Seasonal & Permanent)	(23,631)	(23,631)	(29,538)	(29,538)	(35,446)	(35,446)	(44,308)	(44,308)	(35,446)	(29,538)	(26,585)	(26,585)	(384,000)
Veterinary & Livestock Care	(7,385)	(7,385)	(9,231)	(9,231)	(11,077)	(11,077)	(13,846)	(13,846)	(11,077)	(9,231)	(8,308)	(8,308)	(120,000)
Animal Feed & Supplements	(11,077)	(11,077)	(13,846)	(13,846)	(16,615)	(16,615)	(20,769)	(20,769)	(16,615)	(13,846)	(12,462)	(12,462)	(180,000)
Fuel and Equipment Use	(14,769)	(14,769)	(18,462)	(18,462)	(22,154)	(22,154)	(27,692)	(27,692)	(22,154)	(18,462)	(16,615)	(16,615)	(240,000)

Irrigation & Water Systems	(10,634)	(10,634)	(13,292)	(13,292)	(15,951)	(15,951)	(19,938)	(19,938)	(15,951)	(13,292)	(11,963)	(11,963)	(172,800)
Post-Harvest Handling	-	-	-	-	-	(25,000)	(25,000)	(25,000)	-	-	-	-	(75,000)
Security	(926)	(926)	(1,157)	(1,157)	(1,389)	(1,389)	(1,736)	(1,736)	(1,389)	(1,157)	(1,042)	(1,042)	(15,046)
Repairs and maintenance	(680)	(680)	(850)	(850)	(1,020)	(1,020)	(1,276)	(1,276)	(1,020)	(850)	(765)	(765)	(11,055)
Total direct costs	(104,794)	(104,794)	(130,992)	(130,992)	(157,191)	(182,191)	(221,489)	(221,489)	(157,191)	(130,992)	(117,893)	(117,893)	(1,777,901)
													-
GROSS PROFIT	(21,102)	(21,102)	(26,377)	53,623	53,348	93,348	115,435	100,435	203,348	63,623	(23,739)	(23,739)	567,099
HO Administrative shared costs	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(190,565)
OPERATING PROFIT/(LOSS)	(36,982)	(36,982)	(42,257)	37,743	37,467	77,467	99,554	84,554	187,467	47,743	(39,620)	(39,620)	376,534
Income tax	(9,413)	(9,413)	(9,413)	(9,413)	(9,413)	(9,413)	(9,413)	(9,413)	(9,413)	(9,413)	(9,413)	(9,413)	(112,960)
NET PROFIT	(46,395)	(46,395)	(51,671)	28,329	28,054	68,054	90,141	75,141	178,054	38,329	(49,033)	(49,033)	263,574

8. APPENDICES (Continued)



Appendix 2: Four (4) years Financial Projections (2025 to 2028)

Financial projections for 2026 in thousands.

Revenue	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26	Jul 26	Aug 26	Sept 26	Oct 26	Nov 26	Dec 26	TOTAL
Maize Sales	-	-	-	-	-	246,000	256,500	241,750	236,000	-	-	-	980,250
Beans Sales	-	-	-	104,000	109,250	-	-	-	109,250	104,500	-	-	427,000
Live Animal Sales	38,769	38,769	48,462	48,462	58,154	58,154	72,692	72,692	58,154	48,462	43,615	43,615	630,000
Manure Sales / Internal Use	11,631	11,631	14,538	14,538	17,446	17,446	21,808	21,808	17,446	14,538	13,085	13,085	189,000
Byproducts (Bran, husks, hides)	7,754	7,754	9,692	9,692	11,631	11,631	14,538	14,538	11,631	9,692	8,723	8,723	126,000
Agri-tourism	23,262	23,262	29,077	29,077	34,892	34,892	43,615	43,615	34,892	29,077	26,169	26,169	378,000
Total Revenue	81,415	81,415	101,769	205,769	231,373	368,123	409,154	394,404	467,373	206,269	91,592	91,592	2,730,250
Direct costs													
Seeds and Inputs	(25,846)	(25,846)	(32,308)	(32,308)	(38,769)	(38,769)	(48,462)	(48,462)	(38,769)	(32,308)	(29,077)	(29,077)	(420,000)
Fertilizers and Chemicals	(11,631)	(11,631)	(14,538)	(14,538)	(17,446)	(17,446)	(21,808)	(21,808)	(17,446)	(14,538)	(13,085)	(13,085)	(189,000)
Labor (Seasonal & Permanent)	(24,192)	(24,192)	(30,240)	(30,240)	(36,288)	(36,288)	(45,360)	(45,360)	(36,288)	(30,240)	(27,216)	(27,216)	(393,120)
Veterinary & Livestock Care	(7,754)	(7,754)	(9,692)	(9,692)	(11,631)	(11,631)	(14,538)	(14,538)	(11,631)	(9,692)	(8,723)	(8,723)	(126,000)
Animal Feed & Supplements	(10,468)	(10,468)	(13,085)	(13,085)	(15,702)	(15,702)	(19,627)	(19,627)	(15,702)	(13,085)	(11,776)	(11,776)	(170,100)
Fuel and Equipment Use	(15,508)	(15,508)	(19,385)	(19,385)	(23,262)	(23,262)	(29,077)	(29,077)	(23,262)	(19,385)	(17,446)	(17,446)	(252,000)

Irrigation & Water Systems	(11,166)	(11,166)	(13,957)	(13,957)	(16,748)	(16,748)	(20,935)	(20,935)	(16,748)	(13,957)	(12,561)	(12,561)	(181,440)
Post-Harvest Handling	-	-	-	-	-	(26,250)	(26,250)	(26,250)	-	-	-	-	(78,750)
Security	(926)	(926)	(1,157)	(1,157)	(1,389)	(1,389)	(1,736)	(1,736)	(1,389)	(1,157)	(1,042)	(1,042)	(15,046)
Repairs and maintenance	(1,041)	(1,041)	(1,301)	(1,301)	(1,561)	(1,561)	(1,951)	(1,951)	(1,561)	(1,301)	(1,171)	(1,171)	(16,909)
Total direct costs	(108,530)	(108,530)	(135,663)	(135,663)	(162,795)	(189,045)	(229,744)	(229,744)	(162,795)	(135,663)	(122,096)	(122,096)	(1,842,365)
													-
GROSS PROFIT	(27,115)	(27,115)	(33,893)	70,107	68,578	179,078	179,410	164,660	304,578	70,607	(30,504)	(30,504)	887,885
HO Administrative shared costs	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(190,565)
OPERATING PROFIT	(42,995)	(42,995)	(49,774)	54,226	52,697	163,197	163,529	148,779	288,697	54,726	(46,385)	(46,385)	697,320
Income tax	(17,433)	(17,433)	(17,433)	(17,433)	(17,433)	(17,433)	(17,433)	(17,433)	(17,433)	(17,433)	(17,433)	(17,433)	(209,196)
NET PROFIT	(60,428)	(60,428)	(67,207)	36,793	35,264	145,764	146,096	131,346	271,264	37,293	(63,818)	(63,818)	488,124

8. APPENDICES (Continued)



Appendix 2: Four (4) years Financial Projections (2025 to 2028)

Financial projections for 2027 in thousands.

Revenue	Jan 27	Feb 27	Mar 27	Apr 27	May 27	Jun 27	Jul 27	Aug 27	Sept 27	Oct 27	Nov 27	Dec 27	TOTAL
Maize Sales	-	-	-	-	-	262,300	273,325	268,838	242,300	-	-	-	1,046,763
Beans Sales	-	-	-	108,200	103,713	-	-	-	103,713	109,225	-	-	424,850
Live Animal Sales	40,708	40,708	50,885	50,885	61,062	61,062	76,327	76,327	61,062	50,885	45,796	45,796	661,500
Manure Sales / Internal Use	12,212	12,212	15,265	15,265	18,318	18,318	22,898	22,898	18,318	15,265	13,739	13,739	198,450
Byproducts (Bran, husks, hides)	8,142	8,142	10,177	10,177	12,212	12,212	15,265	15,265	12,212	10,177	9,159	9,159	132,300
Agri-tourism	29,310	29,310	36,637	36,637	43,964	43,964	54,955	54,955	43,964	36,637	32,973	32,973	476,280
Total Revenue	90,371	90,371	112,964	221,164	239,269	397,857	442,771	438,283	481,569	222,189	101,667	101,667	2,940,143
Direct costs													
Seeds and Inputs	(27,138)	(27,138)	(33,923)	(33,923)	(40,708)	(40,708)	(50,885)	(50,885)	(40,708)	(33,923)	(30,531)	(30,531)	(441,000)
Fertilizers and Chemicals	(16,283)	(16,283)	(20,354)	(20,354)	(24,425)	(24,425)	(30,531)	(30,531)	(24,425)	(20,354)	(18,318)	(18,318)	(264,600)
Labor (Seasonal & Permanent)	(24,425)	(24,425)	(30,531)	(30,531)	(36,637)	(36,637)	(45,796)	(45,796)	(36,637)	(30,531)	(27,478)	(27,478)	(396,900)
Veterinary & Livestock Care	(8,142)	(8,142)	(10,177)	(10,177)	(12,212)	(12,212)	(15,265)	(15,265)	(12,212)	(10,177)	(9,159)	(9,159)	(132,300)
Animal Feed & Supplements	(10,991)	(10,991)	(13,739)	(13,739)	(16,487)	(16,487)	(20,608)	(20,608)	(16,487)	(13,739)	(12,365)	(12,365)	(178,605)
Fuel and Equipment Use	(16,283)	(16,283)	(20,354)	(20,354)	(24,425)	(24,425)	(30,531)	(30,531)	(24,425)	(20,354)	(18,318)	(18,318)	(264,600)

Irrigation & Water Systems	(11,724)	(11,724)	(14,655)	(14,655)	(17,586)	(17,586)	(21,982)	(21,982)	(17,586)	(14,655)	(13,189)	(13,189)	(190,512)
Post-Harvest Handling	-	-	-	-	-	(27,563)	(27,563)	(27,563)	-	-	-	-	(82,688)
Security	(1,023)	(1,023)	(1,279)	(1,279)	(1,535)	(1,535)	(1,918)	(1,918)	(1,535)	(1,279)	(1,151)	(1,151)	(16,625)
Repairs and maintenance	(1,738)	(1,738)	(2,173)	(2,173)	(2,608)	(2,608)	(3,260)	(3,260)	(2,608)	(2,173)	(1,956)	(1,956)	(28,250)
Total direct costs	(117,747)	(117,747)	(147,184)	(147,184)	(176,621)	(204,183)	(248,339)	(248,339)	(176,621)	(147,184)	(132,466)	(132,466)	(1,996,080)
													-
GROSS PROFIT	(27,376)	(27,376)	(34,220)	73,980	62,648	193,673	194,432	189,945	304,948	75,005	(30,798)	(30,798)	944,063
HO Administrative shared costs	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(190,565)
OPERATING PROFIT	(43,257)	(43,257)	(50,101)	58,099	46,768	177,793	178,552	174,064	289,068	59,124	(46,679)	(46,679)	753,497
Income tax	(18,837)	(18,837)	(18,837)	(18,837)	(18,837)	(18,837)	(18,837)	(18,837)	(18,837)	(18,837)	(18,837)	(18,837)	(226,049)
NET PROFIT	(62,094)	(62,094)	(68,938)	39,262	27,930	158,955	159,714	155,227	270,230	40,287	(65,516)	(65,516)	527,448

8. APPENDICES (Continued)



Appendix 2: Four (4) years Financial Projections (2025 to 2028)

Financial projections for 2028 in thousands.

Revenue	Jan 28	Feb 28	Mar 28	Apr 28	May 28	Jun 28	Jul 28	Aug 28	Sept 28	Oct 28	Nov 28	Dec 28	TOTAL
Maize Sales	-	-	-	-	-	278,915	290,491	276,279	268,915	-	-	-	1,114,601
Beans Sales	-	-	-	102,610	108,398	-	-	-	108,398	114,186	-	-	433,593
Live Animal Sales	42,743	42,743	53,429	53,429	64,115	64,115	80,143	80,143	64,115	53,429	48,086	48,086	694,575
Manure Sales / Internal Use	12,823	12,823	16,029	16,029	19,234	19,234	24,043	24,043	19,234	16,029	14,426	14,426	208,373
Byproducts (Bran, husks, hides)	8,549	8,549	10,686	10,686	12,823	12,823	16,029	16,029	12,823	10,686	9,617	9,617	138,915
Agri-tourism	33,340	33,340	41,675	41,675	50,009	50,009	62,512	62,512	50,009	41,675	37,507	37,507	541,769
Total Revenue	97,454	97,454	121,818	224,428	254,579	425,096	473,218	459,006	523,494	236,004	109,636	109,636	3,131,824
Direct costs													
Seeds and Inputs	(28,495)	(28,495)	(35,619)	(35,619)	(42,743)	(42,743)	(53,429)	(53,429)	(42,743)	(35,619)	(32,057)	(32,057)	(463,050)
Fertilizers and Chemicals	(17,097)	(17,097)	(21,372)	(21,372)	(25,646)	(25,646)	(32,057)	(32,057)	(25,646)	(21,372)	(19,234)	(19,234)	(277,830)
Labor (Seasonal & Permanent)	(25,646)	(25,646)	(32,057)	(32,057)	(38,469)	(38,469)	(48,086)	(48,086)	(38,469)	(32,057)	(28,852)	(28,852)	(416,745)
Veterinary & Livestock Care	(8,545)	(8,545)	(10,681)	(10,681)	(12,817)	(12,817)	(16,021)	(16,021)	(12,817)	(10,681)	(9,613)	(9,613)	(138,849)
Animal Feed & Supplements	(11,541)	(11,541)	(14,426)	(14,426)	(17,311)	(17,311)	(21,639)	(21,639)	(17,311)	(14,426)	(12,983)	(12,983)	(187,535)
Fuel and Equipment Use	(17,093)	(17,093)	(21,366)	(21,366)	(25,640)	(25,640)	(32,050)	(32,050)	(25,640)	(21,366)	(19,230)	(19,230)	(277,764)

Irrigation & Water Systems	(12,310)	(12,310)	(15,388)	(15,388)	(18,465)	(18,465)	(23,081)	(23,081)	(18,465)	(15,388)	(13,849)	(13,849)	(200,038)
Post-Harvest Handling	-	-	-	-	-	(28,941)	(28,941)	(28,941)	-	-	-	-	(86,822)
Security	(1,074)	(1,074)	(1,343)	(1,343)	(1,611)	(1,611)	(2,014)	(2,014)	(1,611)	(1,343)	(1,209)	(1,209)	(17,456)
Repairs and maintenance	(3,337)	(3,337)	(4,171)	(4,171)	(5,005)	(5,005)	(6,256)	(6,256)	(5,005)	(4,171)	(3,754)	(3,754)	(54,219)
Total direct costs	(125,138)	(125,138)	(156,422)	(156,422)	(187,706)	(216,647)	(263,574)	(263,574)	(187,706)	(156,422)	(140,780)	(140,780)	(2,120,308)
													-
GROSS PROFIT	(27,683)	(27,683)	(34,604)	68,006	66,873	208,449	209,644	195,432	335,788	79,582	(31,144)	(31,144)	1,011,516
HO Administrative shared costs	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(15,880)	(190,565)
OPERATING PROFIT	(43,564)	(43,564)	(50,485)	52,125	50,993	192,569	193,764	179,552	319,908	63,702	(47,024)	(47,024)	820,951
Income tax	(20,524)	(20,524)	(20,524)	(20,524)	(20,524)	(20,524)	(20,524)	(20,524)	(20,524)	(20,524)	(20,524)	(20,524)	(246,285)
NET PROFIT	(64,088)	(64,088)	(71,008)	31,602	30,469	172,045	173,240	159,028	299,384	43,178	(67,548)	(67,548)	574,666

8. APPENDICES (Continued)



Appendix 2: Four (4) years Financial Projections (2025 to 2028)

Summary of the four (4) years' financial projections from 2025 to 2028.

Year	2025	2026	2027	2028
Description	TSh '000	TSh '000	TSh '000	TSh '000
Revenue	2,345,000	2,730,250	2,940,143	3,131,824
Direct costs	(1,777,901)	(1,842,365)	(1,996,080)	(2,120,308)
Gross profit	567,099	887,885	944,063	1,011,516
Administrative costs	(190,565)	(190,565)	(190,565)	(190,565)
Operating profit	376,534	697,320	753,497	820,951
Income tax	(112,960)	(209,196)	(190,565)	(246,285)
Net Profit	263,574	488,124	562,932	574,666