



Al Rajhi
Holdings

ALRAJHI HOLDING COMPANY LIMITED

BUSINESS PLAN – OLASITI AND OLASIVA PROJECTS

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Executive Summary

TO: KEY STAKEHOLDERS

**ALRAJHI HOLDING COMPANY LIMITED
BUSINESS PLAN – OLASITI AND OLASIVA PROJECT**

We, **Alrajhi Holding Company 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 project.

In summary, the company was incorporated on the 10th day of February 2021 as a private company limited by shares, with principal activity being investment in real estate, among other activities.

The company intends to **invest Tanzania Shillings Three Billion (TZS 3,000,000,000/=) with regards to Olasiti and Olasiva Project**, being acquisition of assets and development of the assets, i.e., land and buildings. The company’s investment plan, taking into account capital expenditure and working capital expenditure, is as summarised below.

S/No.	Item	Amount (TZS)
1	Land and Buildings	2,300,000,000
2	Vehicles	-
3	Furniture and Fittings	300,000,000
4	Working Capital	400,000,000
Total		3,000,000,000

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

Alrajhi Holding Company Limited is a company established under company ordinary act (Cap 212), incorporated on 10th of February 2021 with incorporation No: 150533597. The company's principal activity is to carry on business of investment and holding company in all its branches.

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

The authorised share capital of the company is 100 shares each valued at nominal value of TZS 50,000 per share. The company's shareholding structure is as below:

S/No.	Shareholder Name	Number of shares	Value (TZS)	%
1	Khaled Alrajhi	34	1,700,000,000	34%
2	Abdulkarim Alrajhi	33	1,650,000,000	33%
3	Saleh Salim Alamry	33	1,650,000,000	33%
	Total	100	5,000,000,000	100%

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



Directors

The directors of the company are as below:

S/No.	Director	Nationality	Position
1	Khaled Alrajhi	Saudi	Chairman
2	Abdulkarim Alrajhi	Saudi	Director
3	Saleh Salim Alamry	Tanzanian	Director

The company's physical address is as below:

Plot No. 137/12, Block GG
Kijenge, Arusha

2. Business Model



Business Model

This business model outlines the strategic, operational, and financial framework for a real estate development company focused on the acquisition, development, and leasing of residential and/or commercial properties. The company's core objective is to identify undervalued or strategically located properties, transform them into high-quality real estate assets, and generate sustainable, long-term income through leasing or renting.

By operating across the value chain—from acquisition and development to leasing and asset management—the company ensures control over cost, quality, and timelines, thereby maximizing returns on investment.

Our business model can be simplified in the following manner:

2.1. Business Objectives

- Acquire prime or undervalued land and properties with high potential for value addition.
- Develop high-quality residential, commercial, or mixed-use spaces.
- Lease or rent developed properties to generate predictable and recurring cash flow.
- Build a diversified real estate portfolio to hedge against market volatility.
- Position the company as a leader in sustainable and community-conscious developments.

2.2. Target Market

The company will target multiple market segments depending on the property type:

Residential Developments:

- Middle-income urban dwellers
- Expatriates and business travellers' (for serviced apartments)

Commercial Developments:

- Small to mid-sized enterprises (SMEs)
- Retail chains and local businesses
- Co-working and flexible office space providers

The company may also explore mixed-use developments that serve both residential and commercial needs in urbanizing or fast-growing peri-urban areas.

2. Business Model (continued)



Business Model

2.3 Revenue Model

The business will generate revenue through the following streams:

- **Long-term leasing** of residential units (annual or multi-year contracts).
- **Monthly rental income** from commercial tenants or serviced apartments.
- **Service charges** and facility management fees where applicable.
- **Lease-to-own models** for select high-end residential units.
- **Value appreciation** from asset revaluation or sale of select properties after stabilization.

2.4 Operational Model

Acquisition Phase

- Conduct market research to identify high-potential locations.
- Evaluate legal status, zoning regulations, and development feasibility.
- Negotiate favorable purchase terms and complete due diligence.

Development Phase

- Work with architects, engineers, and contractors to design and build.
- Ensure compliance with building codes, environmental, and safety standards.
- Maintain strict project management to control costs and timelines.

Leasing & Rental Phase

- Engage a professional leasing team to market and manage properties.
- Implement tenant screening, rent collection, and maintenance systems.
- Use digital platforms for property management, including payments and reporting.

2. Business Model (continued)



Business Model

Asset Management

- Regular maintenance and upgrades to ensure property value.
- Monitor market trends and tenant satisfaction.
- Review rental rates and occupancy regularly to optimize revenue.

2.5. Key Partners and Resources

- **Legal Advisors:** For due diligence, zoning, and tenant contracts.
- **Construction & Design Firms:** To ensure high-quality development.
- **Real Estate Agents and Platforms:** For tenant acquisition and property marketing.
- **Property Management Firms:** For operational efficiency and customer service.

2.6. Competitive Advantage

- **Vertical Integration:** Control from acquisition to asset management.
- **Strategic Location Selection:** Based on data-driven market analysis.
- **Efficient Cost Management:** Through smart design and supplier networks.
- **Customer Experience:** High tenant satisfaction to reduce churn.

2.7. Financial Projections and Returns

- **Initial Capital Investment:** Funding to be secured via equity and debt.
- **Development Timeline:** Typically, 24 – 36 months depending on project scale.
- **Break-even Period:** Estimated within 3 – 5 years of operation.
- **ROI:** Target internal rate of return (IRR) of 15–20% per project.
- **Occupancy Target:** 85%+ within 12 months of launch for leasing phases.

The company aims to contribute positively to urban development by delivering high-quality, safe, and affordable spaces that foster community growth and economic activity.

3. Resources

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

Item	Description
1. Land and Buildings	<p>The company has acquired the following properties:</p> <p>1.1. C.T. No. 10407 Plot No. 382, Block C Sombetini Area Arusha – Tanzania</p> <p>1.2. C.T. No. 18351 Farm No. 1359 Olosiva Village Arusha Municipality Arusha – Tanzania</p> <p>1.3. C.T. No. 10864 Plot No. 97, Block D Sombetini Area Arusha – Tanzania</p> <p>1.4. C.T. No. 13074 Plot No. 387/2, Block CC Sombetini Area Arusha – Tanzania</p> <p>1.5. C.T. No. 27356 Plot No. 387/2, Block CC Sombetini Area Arusha – Tanzania</p> <p>1.6. C.T. No. 13073 Plot No. 458, Block CC Sombetini Area Arusha – Tanzania</p>

2. Buildings	<p>The buildings of the company can be categorized as;</p> <ul style="list-style-type: none">• Commercial building,• Warehouse,• Administrative building,• Residential Houses, and• Filling Station.
3. Furniture and other misc. equipment	<p>The company requires other assets such as furniture and fittings, computer equipment, motor vehicle used by company's staff on the day-to-day operations.</p>
3. Human resource / capital	<p>The company has identified a need of 155 employees as detailed below;</p> <ul style="list-style-type: none">• Directors – 2• Estate Manager – 1• Accountants – 1• Security guards – 6• Technicians – 3• Cleaner – 3• Administrator – 1
4. Finances	<p>The financial requirements of the projects are detailed in the next section of this report.</p>

4. Initial Investment Cost



Initial Investment Cost

Below is the initial investment cost of the project:

S/No.	Item	Amount (TZS)
1	Land and Buildings	2,300,000,000
2	Vehicles	-
3	Furniture and Fittings	300,000,000
4	Working Capital	400,000,000
	Total	3,000,000,000

5. Financial Projections



Financial Projections

We have attached the financial projections as attached below.



Olasiti and
Olasiva.xlsx

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.

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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