



**BUSINESS PLAN**

**MANULIFE  
TRADING COMPANY  
LIMITED**

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## **Company Profile**

**Company Name:** MANULIFE TRADING COMPANY LIMITED

**Project Name:** Hotel Development & Operations Project

**Location:** Plot no. 344, Block D, Ipuli, Tabora CBD, Tabora, Tanzania

**Land Parcel:** 1,400 m<sup>2</sup>

**Total Investment:** USD 800,000

**Implementation Timeline:** 2 years

## **1. Executive Summary**

We, MANULIFE TRADING COMPANY LIMITED, aim to establish and operate a modern, well-equipped hotel strategically located in Ipuli, Tabora, Tanzania, designed to cater to both business travelers and tourists.

### **The hotel will feature:**

- 50 serviced guest rooms (standard, deluxe, executive),
- Restaurant and caffè lounge,
- Small conference and meeting rooms,
- Parking facilities,
- Outdoor recreation and relaxation areas.

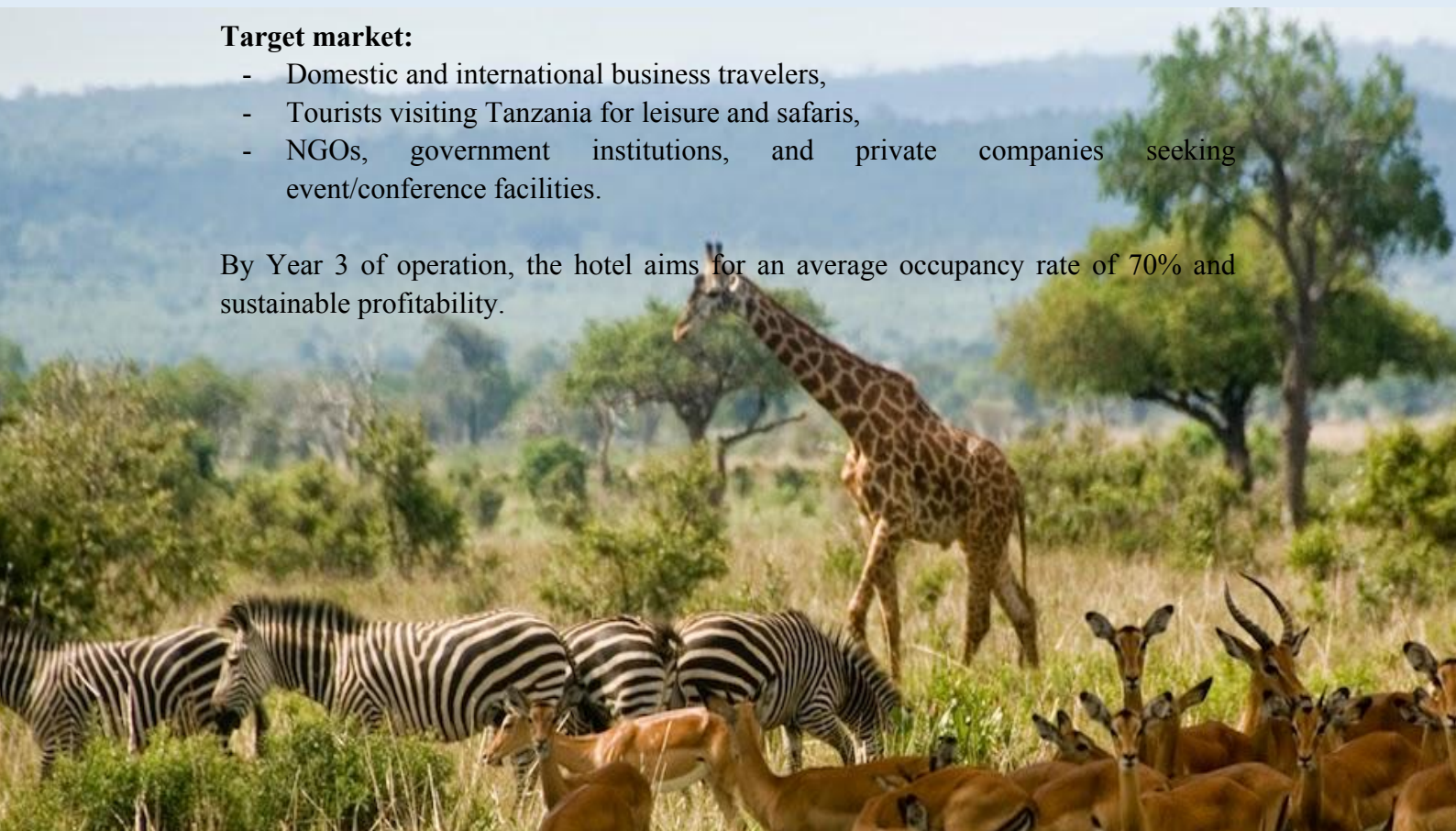
The project aims to bridge the growing demand for quality hospitality services in Tanzania, particularly in secondary cities and business hubs where economic activities and tourism are expanding.

The hotel will generate employment for 70 staff members, including 10 foreign experts (technical/management support) and 60 Tanzanian nationals.

### **Target market:**

- Domestic and international business travelers,
- Tourists visiting Tanzania for leisure and safaris,
- NGOs, government institutions, and private companies seeking event/conference facilities.

By Year 3 of operation, the hotel aims for an average occupancy rate of 70% and sustainable profitability.



## 2. Investment Costs and Sources of Finance

Sources of Finance

Owner's Equity: USD 800,000 (100%)

### Investment Breakdown

Investment Item	Estimated Cost (USD)
Land Lease	25,000
Building Construction	450,000
Furniture and Fittings	120,000
Pre-Operating Expenses	10,000
Other Costs	40,000
Working Capital	155,000
Total	800,000

## 3. Sources of Supply of Inputs

- **Construction Materials:** The project will source construction materials such as cement, steel, roofing, and finishing products locally from reputable Tanzanian suppliers to ensure cost efficiency.
- **Furniture and Interior Décor:** Wooden furniture, fittings, and decorative items will be procured from local Tanzanian artisans and suppliers, promoting the use of locally available resources and supporting domestic industries.
- **Equipment:** Essential equipment such as air conditioning systems, sanitary fittings (toilets, sinks, and related installations), and kitchen equipment (cooking ranges, refrigeration units, and other appliances) will be imported primarily from China.
- **Food and Beverages:** Fresh produce, meat, dairy products, and beverages will be sourced from local markets and trusted Tanzanian suppliers, ensuring freshness and sustainability while supporting the local agricultural sector.
- **Specialty Items:** Premium products such as wine, spirits, and advanced kitchen technology will be sourced both locally from Tanzanian distributors and internationally, depending on availability and quality requirements.
- **Utilities:** TANESCO for electricity, municipal water supply, and a backup solar generator system for emergency.

#### 4. Job Creation (Human Resources Plan)

Staff Category	Number of Staff	Roles and Responsibilities
Foreign Experts	10	Technical guidance, training, hotel management support, finance and quality control
Tanzanian Nationals	60	Administration, Sales and marketing, Reception, Housekeeping, Catering, Security, Maintenance
<b>Total</b>	70	

The HR plan ensures skills transfer from international experts to local employees, supporting long-term local management.

#### 5. Marketing Plan

##### Target Market Segments

- Business Travelers – corporate clients, NGOs, government officials.
- Tourists – domestic & international visitors.
- Events and Conferences – small to mid-sized meetings, workshops, and retreats.

##### Marketing Strategies

- Digital Presence: Hotel website, online booking platforms (Booking.com, Expedia, TripAdvisor, Airbnb).
- Partnerships: Collaboration with travel agencies, tour operators, airlines, and government tourism boards.
- Promotions: Introductory discounts, loyalty programs, seasonal packages.
- Corporate Outreach: Long-term contracts with NGOs, companies, and institutions.
- Brand Positioning: Emphasis on affordability, comfort, cleanliness, and excellent customer service.

#### 6. Implementation Schedule (2 Years)

Activity	Timeline
Land Lease Finalization	November – December 2025
Construction and Renovation (Phase I – Structural Works)	January – December 2026
Construction (Phase II – Finishing Installations of furniture and Equipment)	January – June 2027
Recruitment and Training	June – September 2027
Marketing and Pre-Opening	September – October 2027
Official Launch	Nov 2027

## 7. Production Capacity (Hotel Services)

Assumptions:

- Total rooms: 50
- Occupancy: 55% in Year 1, rising to 70% from Year 3
- Room rate: USD 65 per night
- 365 days per year
- Food and beverage + events revenue = ~30% of room revenue

Services	Unit Price (USD)	Room Nights/Year	Occupancy	Annual Revenue (USD)
Room Services	65	18,250 (50×365)	55% = 10,037 nights	652,405
Food & Beverage + Events	–	–	–	195,700
Total Revenue (Year 1)	–	–	–	848,105

## 8. Financial Projections (5-Year Forecast, starting 2028)

Year	Occupancy	Revenue (USD)	Costs (USD)	Profit (USD)
1 (2028)	55%	848,100	466,500	381,600
2 (2029)	65%	1,002,600	551,400	451,200
3 (2030)	70%	1,080,300	594,200	486,100
4 (2031)	70%	1,080,300	594,200	486,100
5 (2032)	70%	1,080,300	594,200	486,100

Break-even expected in Year 2 (2029).

## 9. Conclusion

The establishment of a 50-room modern hotel by MANULIFE TRADING COMPANY LIMITED represents a strategic and timely investment in Tanzania's rapidly growing hospitality and tourism sector.

**Strong Market Potential:** The project is well positioned to capitalize on increasing demand from tourism, business travel, and government related activities and projects.

**Sustainable Model:** By combining international expertise with a skilled local workforce, the project promotes long-term sustainability and delivers meaningful benefits to the local community.

**Financial and Social Impact:** The investment is projected to be financially viable while also contributing positively to the community's economic development.

We are confident that this project offers a compelling opportunity, balancing profitability with social responsibility and fully supporting Tanzania's national tourism development agenda.