

Business Plan

MANULIFE TRADING COMPANY LIMITED
Hotel Development & Operations Project

1. Company Profile

Company Name: MANULIFE TRADING COMPANY LIMITED

Legal Status: Limited Liability Company, registered in Tanzania

Sector: Hospitality & Tourism

Core Business: Hotel Development and Operations

Vision:

To become a premier hospitality service provider in Tanzania, offering high-quality accommodation, dining, and leisure facilities tailored to both domestic and international guests.

Mission:

To deliver exceptional guest experiences through superior service, modern facilities, and innovative hospitality solutions, thereby contributing to the growth of Tanzania's tourism and investment sector.

Core Values:

- Excellence: Consistently delivering high-quality service
- Integrity: Transparent and ethical business practices
- Innovation: Adopting modern hospitality solutions
- Sustainability: Supporting local employment and eco-friendly operations

2. Project Description & Objectives

Project Description:

MANULIFE TRADING COMPANY LIMITED intends to develop and operate a modern mid-sized hotel on a leased land parcel of 1,400 square meters, strategically located in Tanzania. The facility will cater to both business travelers and tourists, offering comfortable rooms, dining services, conference facilities, and leisure amenities.

Land Lease:

- Size: 1,400 m²
- Rent: USD 1,100 per month
- Lease tenure: Long-term renewable contract

Hotel Facilities (Proposed):

- 50–70 guest rooms (standard, deluxe, and executive)
- Restaurant & café lounge
- Small conference/meeting rooms
- Parking facilities

- Outdoor recreation area

Project Objectives:

1. Construct and operate a 3-star standard hotel by 2027.
2. Capture the growing demand for affordable but quality hospitality services in Tanzania.
3. Create at least 60 direct jobs and additional indirect employment through suppliers and partners.
4. Achieve break-even within 3 years of operation.
5. Support Tanzania's Vision 2025 for tourism and foreign direct investment.

3. Investment Capital Structure

Total Investment: USD 800,000

Funding Source:

- 100% Shareholder Equity (No bank loans/debt financing)

Capital Allocation (Proposed):

- Land lease (advance payments): USD 25,000
- Construction & renovation: USD 450,000
- Furniture, fixtures & equipment (FF&E): USD 120,000
- Licenses, permits & registration: USD 10,000
- Marketing & branding: USD 40,000
- Working capital (salaries, operations, contingency): USD 155,000

4. Financial Projections

Key Assumptions:

- Hotel average occupancy rate: 55% in Year 1, rising to 70% by Year 3.
- Average room rate: USD 65 per night
- Food & beverage + event services add ~30% to revenue.
- Operating costs (staff salaries, utilities, rent, supplies) = ~55% of revenue.

Projected Revenues:

- Year 1: USD 650,000
- Year 2: USD 820,000
- Year 3: USD 1,000,000

Projected Net Profits:

- Year 1: USD 85,000

- Year 2: USD 160,000
- Year 3: USD 250,000

Break-even point: Between Year 2 and Year 3.

5. Market Analysis

Industry Overview:

Tanzania's hospitality and tourism sector is one of the fastest-growing in Africa. The country welcomes over 1.5 million tourists annually, and Dar es Salaam/Arusha serve as major business and transit hubs. Demand for mid-range hotels is expanding due to growth in business travel, international conferences, and domestic tourism.

Target Market:

- International tourists
- Domestic business travelers
- NGOs and development agencies
- Corporate clients for meetings & events

Competitive Advantage:

- Affordable yet modern facilities
- Prime location with easy access to city center/transport hubs
- Personalized guest services
- Integration of local cultural experience

6. Employment Projections

Direct Employment (at full operation): ~60 jobs

- Hotel Manager: 1
- Front Office & Admin: 6
- Food & Beverage (kitchen, restaurant, café): 20
- Housekeeping: 15
- Maintenance & Technical: 5
- Security: 5
- Marketing & Sales: 3
- Finance & Accounts: 5

Indirect Employment:

- Local suppliers (food, beverages, maintenance)

- Event partners (tour guides, transport companies)
- Contractors during construction phase (~50 jobs)

7. Conclusion

The hotel project by MANULIFE TRADING COMPANY LIMITED represents a strategic investment opportunity that aligns with Tanzania's tourism growth and urbanization trends. With an equity-backed capital structure of USD 800,000, strong projected returns, and sustainable employment creation, the project is positioned for long-term success.