

NYUMBANI COLLECTIONS LIMITED

BUSINESS PLAN FOR CONSTRUCTION OF CAMPSITE IN TARANGIRE & SERENGETI NATIONAL PARKS

EXECUTIVE SUMMARY

Nyumbani Collections Limited is a profit-making company established in the United Republic of Tanzania under the Companies Act 2002 as a private company limited by shares. The company is based in Arusha, Tanzania, with business activities focused on tourism and hospitality services.

This business plan presents the company's strategic initiative to construct eco-friendly campsite accommodation facilities in **Tarangire National Park and Serengeti National Park**. The aim is to expand the tourism and hospitality arm of the company by offering mid-to high-end tented lodges and chalets designed for tourists visiting these globally renowned parks.

- **Project Budget: USD 680,000**
- **Source of Funds: Internal (shareholders' equity)**
- **Scope:** Construction of two eco-lodge campsites (10–12 tented chalets each) with dining, staff housing, and renewable energy systems.
- **Site Allocation:** Serengeti USD 340,000; Tarangire USD 340,000

The objective is to capture a growing market of international and domestic tourists, generate consistent profits, create jobs for local communities, and support conservation by adopting eco-friendly practices.

Nyumbani Collections Limited has a capable management team, a strong governance structure, and experienced professionals in tourism, finance, and administration. These strengths provide confidence that the campsite project will be implemented successfully and sustainably.

1. INTRODUCTION

Currently, Nyumbani Collections Limited operates in Arusha with a focus on tourism services. The proposed project will diversify the company into hospitality infrastructure within Tanzania's national parks, where demand for quality accommodation continues to rise due to increasing tourist arrivals.

The project requires **USD 680,000** to construct the two campsites, with equal investment in **Serengeti (USD 340,000)** and **Tarangire (USD 340,000)**. Unlike debt-financed projects, this

investment is fully supported by internal funds, ensuring financial independence and flexibility.

2. BUSINESS ANALYSIS

2.5 Financial Plan

Budget Breakdown (USD 680,000):

- Land lease & TANAPA permits: \$70,000
- Construction & furnishing: \$410,000
- Renewable energy & utilities: \$70,000
- Marketing & partnerships: \$40,000
- Staff recruitment & training: \$40,000
- Working capital reserve: \$50,000

Revenue Projection (after Year 2):

- Room rate: \$200/night
 - Average occupancy: 55%
 - Annual Revenue: \$500,000 – \$700,000 (combined across both campsites)
 - Net Profit Margin: 25–30%
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4. CONCLUSION

Nyumbani Collections Limited seeks to expand into the accommodation sector by constructing eco-friendly campsites in **Tarangire and Serengeti National Parks**. With an investment of **USD 680,000 (USD 340,000 for Serengeti and USD 340,000 for Tarangire)** sourced internally, the company is well-positioned to capture a growing market, contribute to conservation, and create employment opportunities.

This project aligns with Tanzania's tourism growth and represents a sustainable, profitable, and impactful investment for the future.