

Business Plan: Kuona Serengeti Luxury Lodge

Owned by: *Kostiv Tanzania Group Limited*

Location: *Serengeti region, Tanzania*

1. Executive Summary

Kuona Serengeti Luxury Lodge will be a premier luxury safari lodge offering world-class hospitality and unforgettable wildlife experiences in the iconic Serengeti ecosystem. The lodge aims to attract high-end international tourists, safari enthusiasts, and discerning travellers seeking both comfort and authentic Tanzanian safari adventure. The venture will leverage Kostiv Tanzania Group Limited's commitment to sustainability, community upliftment, and premium service delivery.

Mission:

To provide an exclusive, environmentally responsible luxury safari experience while positively impacting local communities and preserving the natural heritage of the Serengeti.

Vision:

To be recognized as a top luxury safari destination renowned for excellence, sustainability, and deep community connection.

2. Company Overview

Owner: Kostiv Tanzania Group Limited — based investment firm active in sustainable agriculture and luxury hospitality with strong community and environmental values.

Business Structure: Private company, managed through a dedicated hospitality division reporting to the group's executive leadership.

Lodge Concept:

- 15–25 luxury tents
- High-end amenities: en-suite bathrooms, private decks, pool
- Restaurant with fine dining
- Lounge, bar, wellness area, and wildlife viewing decks

Unique Value Proposition:

Luxury safari experience with strong sustainability focus — built with eco-friendly materials, low-impact infrastructure, and community-driven partnerships.

3. Market Analysis

Tourism Context

The Serengeti is one of the world's most iconic safari destinations, drawing global visitors for its wildlife and the Great Migration. Luxury lodges here attract high-spending tourists willing to pay premium rates for exclusive experiences.

Target Customers

- **High-income international tourists** (Europe, North America, Middle East, Asia)
- **Luxury safari travellers**
- **Honeymooners & small groups**
- **Eco-tourists seeking sustainable luxury**

Competition

High-end lodges already operating include ultra-luxury tented camps and branded properties (e.g., JW Marriott Serengeti Lodge in partnership with Delaware Investment — setting a premium benchmark).

Competitive Edge:

- Local engagement
 - Sustainability certification & eco-design emphasis
 - Cultural immersion experiences with Maasai and local communities
-

4. Services & Amenities

Core Offerings:

- ✓ Luxury guest accommodations with panoramic views
- ✓ Gourmet dining featuring local ingredients

- ✓ Daily guided game drives with professional safari guides
- ✓ Wellness and relaxation areas
- ✓ Cultural engagement activities (Maasai village visits, local crafts)
- ✓ Airport transfers & travel coordination

Supporting Services:

- High-speed Wi-Fi in lodge areas
 - Laundry and concierge services
 - Private events and celebration setups
-

5. Construction & Development Plan

Site Selection:

Strategically identified area with easy airstrip access, within or adjacent to the Serengeti.

Design Principles:

- Eco-sensitive layout and materials
- Solar power and rainwater harvesting systems
- Waste management with recycling and composting elements

Construction Timeline:

1. **Feasibility & Approvals:** 2–3 months
2. **Design & Environmental Impact Assessment:** 3–4 months
3. **Construction:** 8–10 months
4. **Furnishing & Staff Training:** 1–2 months

Key Partners:

- Architects specialized in eco-lodges
 - Licensed builders with safari-infrastructure experience
 - Local suppliers for materials and furnishings
-

6. Marketing & Sales Strategy

Branding:

Position Kuona Serengeti as an exclusive, sustainable luxury safari brand.

Channels:

- Official website + social media presence
- Partnerships with international luxury travel agents
- Listing on global booking platforms
- Collaborations with safari tour operators

Promotional Tactics:

- Launch promotions & opening offers
 - Feature stories in travel magazines and blogs
 - Influencer / media familiarisation trips
-

7. Management & Operations

Leadership Team:

- Lodge General Manager
- Head of Operations
- Guest Services Manager
- Safari Guide Coordinator
- Marketing Manager

Staffing Model:

Local hiring for operational teams (guides, hospitality staff, cooks), complemented by expert trainers and expatriate specialists to maintain global service standards.

Training:

Ongoing skills development in hospitality, conservation, and guest experience best practices.

8. Financial Plan (To be confirmed)

Revenue Streams

- Room / accommodation fees
- Safari package add-ons
- Dining & bar sales
- Private events and group bookings

Pricing Strategy

Premium nightly rates in line with luxury lodge standards — typically ranging well above standard safari camps due to exclusivity and service value.

Profitability Outlook

Break-even expected 3–5 years after opening, dependent on occupancy and operating efficiency.

9. Sustainability & Community Impact

Environmental Goals:

- Solar energy systems
- Water conservation
- Minimal ecological footprint

Community Programs:

- Local employment opportunities
- Partnerships with Maasai cultural groups

These align with Kostiv's broader values of sustainability and community empowerment.

10. Risk Management

Key Risks:

- Regulatory delays and permit approvals
- Seasonal tourism fluctuations
- Environmental compliance challenges

Mitigation:

- Early engagement with TANAPA & NEMC
 - Diverse service offerings to boost off-peak occupancy
 - Strict adherence to environmental standards
-

Conclusion

With the Serengeti continuing to be one of the most desirable safari destinations in the world, **Kuona Serengeti Luxury Lodge** represents a strong opportunity to combine high-end tourism with sustainability and community impact. Supported by Kostiv Tanzania Group Limited's vision and values, the lodge is positioned to become a flagship hospitality experience in Tanzania.