



EASTERN ALLIANCE
Business Plan



2026

Table of Contents	Executive Summary	1
	Company & Business Description	2
	Product & Services Line	3
	Market Analysis	4
	Marketing Plan	5
	Sales Plan	6
	Quality Assurance	7
	Legal Notes	8
	Financial Considerations	9

1. Executive Summary

Providence of hotel management services is one of the successful businesses needed to have the professionalism and skills of business management. Before starting a business, the owners of the business had to do a thorough analysis that would help them to make a profitable business. The business model also needs to be focused on the project in all the early stages. When the business starts, it should have a variety of marketing, distribution and archiving skills. This plan shows some of the business management principles that will be used to run this business effectively.

A brief history of business

Prior to starting this business, the owners gained practical experience in their management duties from their education knowledge up to skills acquired on working with different companies during the past two years. So the owners has a great understanding of the management and operation of hotel and hospitality and also has a great understanding of the tourism sector.

The name and location of the business

After a long experience, the owners took the initiative to develop a business called **EASTERN ALLIANCE INTERNATIONAL Limited**, located at Kisasa, Dodoma. And it will be able to sell its services and serve a wide range of people in and around the whole country.

Ownership and management of business

This business is a Company with shareholding ownership of four Chinese, which enables the owners to be able to manage, get direct contact with their customers, and be able to see and make all the profit. The owners will be able to hire staff who can assist them with the duties of running the activities of hotel.

Business Background in Registration, Management, Marketing and Finance

In order to run the business and provide value to consumers of our products, Eastern Alliance Company, undergo the registration of the Company and is in progress on registering its trademark with BRELA, which will protect the trader in the competitive world of business to be recognized and give his business a boost.

The Company also have a taxpayer registration certificate (TIN), which will gives the opportunity to be qualified as a taxpayer and contributor to the national income. Upon completion of the registration of TIN the company will be required to define the license of the businesses issued by BRELA.

After completing the initial stages, the company is required to register and obtain permit to run businesses. The very last in the issue of permits is the application of the licence to run business of hotel management with BRELA.

2. Company & Business Description

Company Purpose

Providence HOTEL Management provides hospitality management services businesses with high-quality ingredients at unparalleled value. Serving Tanzania and the immediate surrounding area, local networks and communication and more.

Mission/Vision Statement

Our mission is to provide Tanzania with efficiently hospitality services.

Core Values

Community: Our company exists because we want to emphasize community and promote local employment businesses while also helping local hospitality companies get amazing ingredients.

Sustainability: By keeping our hospitality services sourcing in Tanzania area.

Authenticity: We work with trust and genuiness

Team & Originations Structure

CEOs, heads up our three-division company. See the chart below to see our org structure layout.

HOTEL Service?

At Eastern Alliance, we offer a unique services based service to Corporate Institutions, SMEs, SACCOs, Schools & Colleges, NGOs, Churches, government institutions and many other organizations.

3. Product Line

Product Offering

Our options include, but are not limited to:

- Hotel Services
- Hospitality gestures like foods and beverage
- Short Time hospitality
- Air BnB

Development

Pricing Model

PDCL offers a progressive pricing strategy that incentivizes larger orders. There are three levels of pricing. Depending on the ingredient, price-per-unit will go down after a certain threshold.

Promotional bundles = from time to time

NB:

Post-paid arrangements can be made but we will require a purchase commitment of 20,000 units amounting to Tsh. 32,000 and an equivalent deposit. Future service usage will be invoiced depending on the consumption to the organization on a monthly basis.

With this model, we will encourage our customers to place larger orders and increase our revenue per shipment.

Palmtech For Bulk SMS

Eastern Alliance can be a good choice for businesses implementing an hotel marketing campaign. It allows businesses to send text messages to many recipients at once. The platform offers a range of features, such as scheduling messages, message personalization, and detailed reporting to help businesses optimize their hotel marketing campaigns.

Some of key benefits include:

Cost-effective: hotel marketing is a cost-effective way to reach many customers simultaneously, and Eastern alliance offers competitive pricing plans.

Easy to use: The platform is easy to use and requires no technical expertise.

Personalization: With eastern alliance, businesses can personalize their messages and tailor them to specific customers, which can help increase engagement.

Reporting: The platform provides detailed reporting on message delivery, open rates, and click-through rates, which can help businesses analyze the effectiveness of their hotel marketing campaigns.

Hotel is a powerful marketing tool businesses of all sizes should consider incorporating into their marketing strategy. It is a cost-effective way to promote products, build brand awareness, and improve customer engagement.

With the ability to personalize messages, high engagement rates, and quick and easy delivery, Hotel is a valuable addition to any business's marketing arsenal. Eastern Alliance can be a good choice for businesses implementing a Hotel marketing campaign. However, evaluating your business needs and budget is essential before deciding.

4. Market Analysis

How Effective Is Bulk SMS Marketing?

Hotel is a highly effective marketing tool that can help businesses of all sizes communicate with their customers quickly and efficiently. This marketing strategy involves sending many text messages to a group of people at once, typically for promotional or informational purposes.

Positioning Strategy

Dodoma is the commercial hub. By positioning ourselves as the champion city of Dodoma, its inhabitants, and its entire commercial scene, we'll be synonymous with companies in the area.

As a full-service digital solutions provider, we will take the headache out of having to work with multiple providers and offer immediate, fresh, and locally-sourced products for our clients. That way they can focus on creating a great guest experience without having to worry about when or if their next shipment will arrive.

Marketing Channels

Our main acquisition channels are as follows:

- **Event Marketing:** We will attend local and international events and conferences to promote our provisions of services in Dar es Salaam and surrounding states.
- **Paid Marketing:** We will invest in SEM on Google to target keywords pertaining to digital provisions, geo-focused on Tanzania in all states.
- **Website Marketing:** We will optimize our website for relevant keywords and perfect our conversion path to ensure those who come on our website stay on our website.

Build customer database.

We must have a database of our customers' mobile numbers to send bulk SMS messages. We can collect this information through sign-ups on your website, in-store, or at events. Make sure that we have the explicit consent of your customers to send them text messages.

Segment our customer database.

Segment our customer database into different groups based on interests, preferences, and behaviors. This will allow us to send targeted messages more relevant to each group, increasing engagement and response rates.

Craft our messages.

Keep our messages short, clear, and to the point. Make sure that our messages are relevant to our customers and provide value. Use a call-to-action to encourage customers to take action.

Schedule our messages.

Use a scheduling tool to plan and schedule our messages in advance. This will help us to send messages at the most optimal time, increasing the chances of your messages being read and acted upon.

Analyze our results.

Use analytics tools to track and analyze the results of our campaigns. Look at open rates, click-through rates, and conversions to see how well your messages perform. Use this data to refine and improve your future campaigns.

Hotel marketing for our business can effectively communicate with your customers, promote your products or services, and build stronger relationships with your audience. By following these steps, we can create targeted, engaging messages that deliver results for your business.

Marketing plan

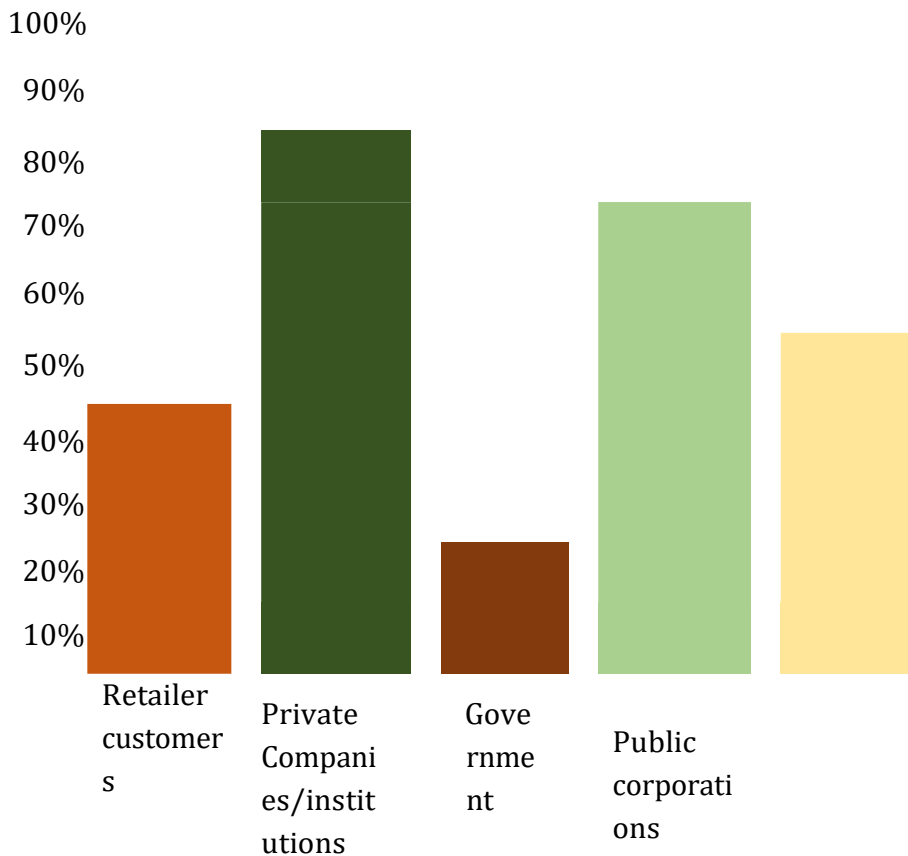
As mentioned earlier, it is important for the company to find someone to assist in

managing the development and search of the markets. In every business it is important for a business owner to dedicate time to promoting their business and creating awareness for the users of the product to understand the presence of the product in the market. So the owner or marketing officer can use the following techniques to reach more people in the market;

Identification of customers and buyer

The product of hotel is one of the most in demand in Tanzania at large. This product is used in approximately 93% of the population of this region and Tanzania as a whole through different companies ranging from betting companies, communication companies, government and parastatal corporations. The main customers of this product are government, companies, hotels, restaurants, shops, schools, corporations and retail buyers as shown in the chart below;

A very good number





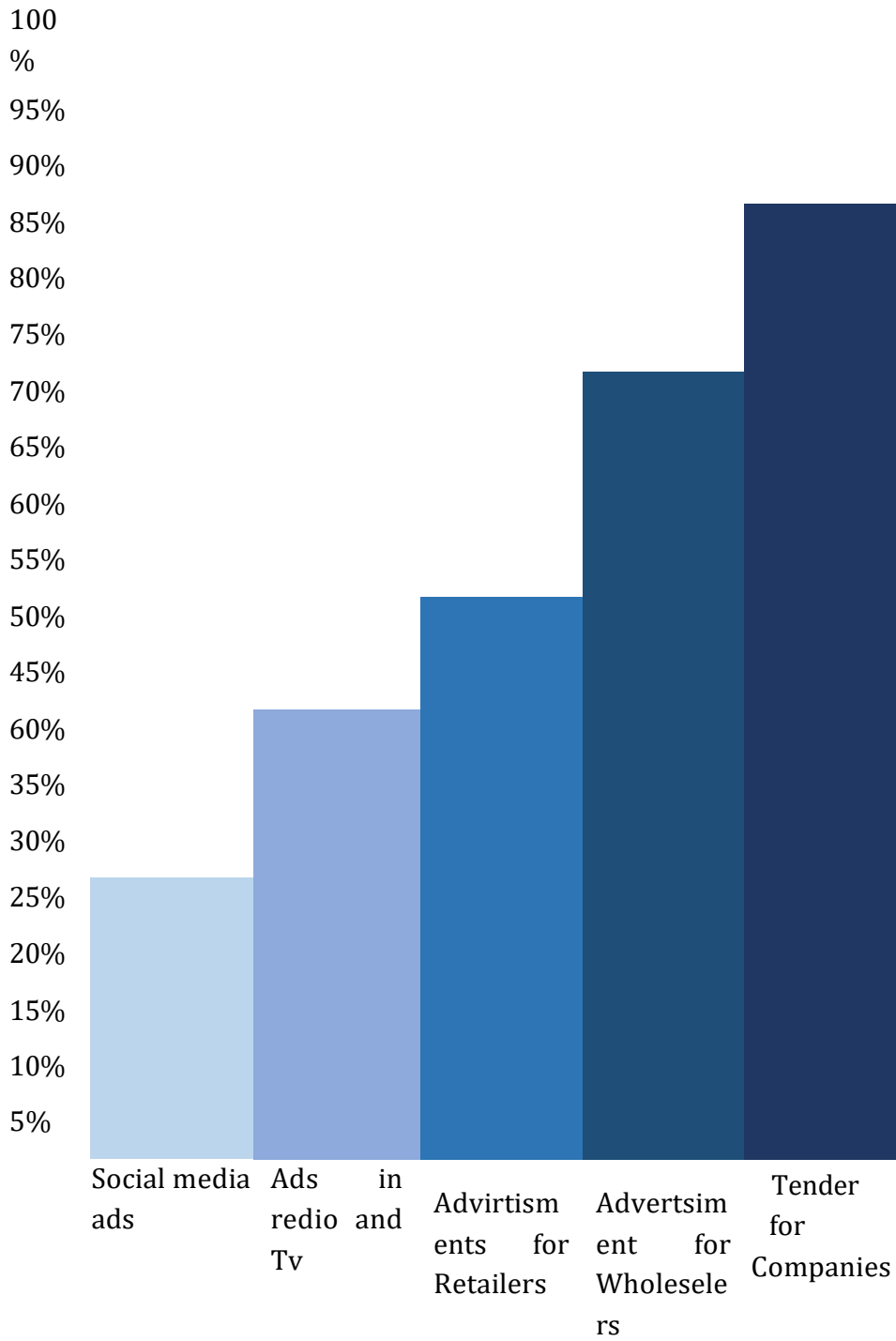
Through the chart we have set out above, we can now identify the breadth of our market and the different customers with the needs and consumption of the products we will produce.

Growth in marketing and marketing of goods

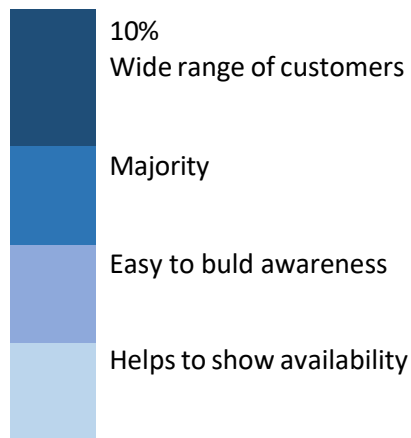
There are many ways an owner or marketing officer can use them to promote their product in the market, to be understood by various customers and their product to be the customer's choice and to be loved more. In order to reach more customers, the marketing officer should promote the product to make it easier for consumers to have an understanding of the Palmtech products and services. The following are the various methods that the marketing officer can use to promote the products produced by Palmtech;

- a. Visiting Companies, schools, universities and institutions
- b. Visiting retail vendors
- c. Creating social media accounts and posting ads
- d. Request for distribution of products and services in hotels, restaurants and schools
- e. Product advertising in the media

Advertisements for customers



 Social media advertising helps to bring awareness about the product and its accessibility



In order to achieve good market success it is good for a marketing officer or owner to use all the means indicated to further grow the market for his products and gain a significant increase in the number of customers who will buy his products.

6. Sales Plan

Sales Methodology

Our strategy will be a part inbound, part outbound strategy. Inbound will be enacted using the acquisition channels listed above in the Marketing Plan Section.

For our outbound work, we will work on account-based sales. We want to build relationships with Tanzanian Companies, institutions and individuals most prominent, and to do that, we need to take an active role in forming these connections.

Sales Organization Structure

We have two in-house BDRs to work out inbound and outbound channel from the office. We also have three outbound sales reps to actively form connections and respond to in-person inquiries.

The team is headed up by our VP of Sales, who reports to our CRO.

Tools and Technology

We will utilize HubSpot Sales Software to manage our prospects' sales cycle and information. This software also builds our sales reports, tracks revenue, and analyzes our goal analysis.

7. About Quality Assurance & Quality Control?

Eastern Alliance need to deliver a high-quality product or service at a reasonable price in today's competitive market. If you do not have a well-defined process for providing quality products and services, then there is no way that you can make sure that customers get what they pay for. This could result in an unsatisfied customer, leading to dissatisfied employees and, ultimately, lower sales.

What Do we Do?

It is essential to recognize that the terms "assure" and "verify" mean different things. As mentioned earlier, assurance usually refers to something being done to improve or maintain existing conditions. Verification, however, focuses on checking the accuracy of the results. Palmtech will ensure the following is done as a quality assurance plan;

1. Establishing a Quality Management System (QMS)
 2. Prevention of quality problems by focusing on the process used to make the product or deliver the service.
 3. Identifying quality problems by inspecting the finished product or service.
 4. Involving the entire organization, from top management to front-line employees in every decision of the Company.
 5. The Company will be doing inspections of his technicians and recruiting qualified and experienced technicians
6. Including activities such as process design, training, inspection, testing, and corrective action, documentation, and audits before every decision.

How are these achieved?

Quality Control is achieved by testing, inspecting, and eliminating causes of quality problems to meet customers' requirements continually. Quality control activities include inspection and testing of products or services.

Quality Assurance will be achieved by establishing a Quality Management System (QMS), which focuses on meeting internal and external requirements, conducting quality audits and the periodic review of the system.

Quality assurance activities require the involvement of all team members in the organization.

8. Legal Notes

Legal Structure

Providence of Hotel messages will be an LLC and a fully licensed business, backed up with all procedures and requirements of its formation.

Legal Considerations

Our biggest considerations will come from the Tanzanian digital, privacy and communication policies. We work closely with local professionals to ensure our sourcing, storage, and delivery is safe and compliant with all restrictions. We are also fully compliant with restrictions for Tanzanian customs and norms.

Direction and outlook for the future.

This business will take care of more than five hundred to seven hundred (500-700) customers in Tanzania mostly of clients from Dodoma, Dar es Salaam, Mbeya, Mwanza and Arusha. For the entire semester of the year, not only this is predicted to increase the number of customers -(50-100) each year. Palmtech is expected to increase customer and capital where it will be able to serve other neighbouring regions.

Competitive analysis in business.

In Tanzania there are few companies that trade in hotel management services, which does not mean it can be easy for Palmtech Company from achieving commercial success in its region. There are many commercial and marketing methods that Palmtech can use to keep a good by making sure it gets customers and takes care of its customers throughout the business year. The important things that Palmtech should consider are;

- i. Customer service and language (Customer care)
- ii. Quality of goods sold to customers
- iii. Legalization of trade in government registers

iv. Advertising and Best Commercial Brand

v. Quality of products

9. Financial Considerations

Startup Costs

Description	Cost
Marketing	Tsh. 1,500,000
Real Estate and Storage	Tsh. 1,000,000
Inventory	Tsh 2,000,000
Assets and Tools	Tsh 3,000,000
Hiring Costs	Tsh. 2,000,000
Compliance	Tsh. 5,000,000
Total	Tsh. 14,500,000

Operational and management plan

In this section, this business is run by the management of an individual who are the owners of Eastern Alliance Company. The company needs to hire people who will assist in the management and operation of this business.

- 1.The owner will need to have someone who can go to help them reaching customers
- 2.The owner needs to work with the experts in communication and people who are loyal and help the owner clean his produce from various regions to get it to his mill in Dar es Salaam.
- 3.The owner needs to have at least three employees majoring and skilled in coding and decoding, computer engineerers that will be doing the company activities
- 4.The owner will also need to have someone responsible for the handling of the

money and business records, including various receipts

5. The owner will need to have a marketing officer to help him promote his business in various fields to further promote the sale of his products.
6. Finally, the owner will have a business officer who will help him monitor all the conduct of his business in renewing license and permits and filing returns when the time to do so arrives.

Important Note: it is important for the person to be careful and be the general manager of the business in all respects to help him avoid the various losses that may arise from the human errors committed by the people he has hired to assist him in management.

Financial plan

Here we will see the sources of business capital, the analysis of business capital and the financial budgets that will be used to run the business. The budget we have divided into two groups The first group is the amount of money needed to start your business (starting budget) and the second group is the amount of money needed to run the business (operating budget).

The owner must start with a capital of fifteen million shillings 14,500,000/= to cover the various costs of running his business. Costs including business registration expenses, and compliance costs, business area cave costs, corn purchase costs, corn transportation costs, labor costs, electricity and water operating costs;

The emergence of the technology provides you a great opportunity to expand your reach to your target clients as well as serve them in a far effective and efficient manner.

