

BUSINESSPLAN FOR DODOMA PARADISE HOTELS AND APARTMENTS LTD

CompanyName: Dodoma Paradise Hotels and Apartments Ltd.

Certificate of Incorporation No: 171024412

Sector: Hospitality

Sub-Sector: Hotels and Apartments

1. Executive Summary

Paradise Hotels and Apartments Ltd registered in Tanzania with certificate of incorporation number 171024412 of 27th December 2023. The objectives for which the company is established, among others, are the promotion of tourism in Tanzania and elsewhere in Africa to carry on business of hotels, car rentals, tour operation, safari promoters etc. at Dodoma City Council, in the area called Msalato which we have already bought, and it is about 17 Kilometres from Dodoma City Centre on the way to Arusha.

The Company will focus on Hospitality business which will provide around 25 - 30 jobs to Tanzanians, particularly from the Dodoma Region, who have a high and minimum of vocational skills and contribute to the local economy.

2. Investment Objective

To establish a developer of a modern and state of the art creation centre at the Central Zone of Tanzania.

3. Market Analysis

Target Market:

Tourists, business people, events and event planners, transit people, travelers and all people who wants to be away from home for relaxation around Dodoma, Tanzania and East Africa. Target consumers include travellers, individual, business people, tourists, families and all type of outdoor events.

Market Demand:

Growing demand for accommodation and recreation centers around the Central Zone of Tanzania, which is the hub of business to connect Lake Zone, Southern Highland Zone, and nearby countries such as Zambia, Malawi, Congo DRC, Uganda, and Rwanda.

4. Operational Plan

Size/Capacity:

The Company will construct a modern hotels and apartments with all necessary facilities such as hotels rooms, apartments, restaurants, sauna, massage, gym, swimming pool, kids playgrounds, sports center, office block etc.

Sources of Supply:

60% of inputs are sourced from China (including key components such as hotels facilities, kitchen facilities, restaurant facilities, gym facilities, and other materials.

40% of inputs are sourced locally in Tanzania (including bricks, cement and aggregates)

Job Creation:

The company plans to create 50 local jobs in various roles, including management, technicians, sales, administration, and logistics.

5. Investment Funds Expenditure Breakdown

Expenditure Category	Estimated Cost(USD)
Land and building	\$200,000
Furniture and Fittings	\$20,000
Initial Inventory(Components)	\$ 8,000
Marketing and Sales	\$ 5,000
WorkingCapital	\$ 20,000
Miscellaneous	\$ 2,000
Total	\$ 250,000

6. Marketing Plan

Brand Positioning:

Position Dodoma Paradise Hotels and Apartments Ltd is a reliable and affordable hotels that meets the needs of various hospitality and tourism sectors.

Sales Strategy:

- Develop partnerships with local tour operators, airports, private and government sectors, local suppliers, distributors and dealerships.
- Participation in trade shows and exhibitions.

Promotional Activities:

Advertising campaigns through local radio, TV, and social media. Sponsorship of local events to increase brand visibility. Offer promotions and discounts during the initial launch to obtain new tenants

7. Implementation Schedule

Milestone	Timeline
Company Registration and Licensing	Completed
Securing Investment Funds	1-2months
Hotel and apartments infrastructure setup	6-12months
Marketing and Sales	Full time

8. Conclusion

Dodoma Paradise hotels and Apartments Ltd is strategically positioned to become a key player in the hospitality and tourism business development for accommodation and recreation place. With a strong focus on local job creation, quality service, and a robust marketing strategy, the company aims to achieve significant growth over the next five years, contributing to the economic development of Tanzania.

