

LEVEL UP AVIATION PROJECT BUSINESS PLAN

Establishment of a Helicopter Company in Tanzania

1. Investment Objectives, Sector, and Services

The project consists of establishing a helicopter company in Tanzania operating in the aviation sector.

The company will provide tourism flights, VIP charter, aerial work, and industrial support services.

The objective is to deliver safe, efficient, and premium helicopter services across Tanzania.

2. Investment Costs and Source of Financing

Total investment: USD 500,000.

Fleet: 2 x Airbus AS350 B3 helicopters leased from Level Up Aircraft Leasing Limited.

Shareholding: Level Up Group SAS (France) and Level Up Limited (Kenya).

3. Job Creation

Direct employment: 11–13 jobs including pilots, engineers, operations, and administration.

Indirect employment through tourism, fuel supply, and logistics sectors.

4. Investment Funds Expenditure Breakdown

CAPEX: Setup, certification, infrastructure.

OPEX: Lease costs, fuel, salaries, maintenance, insurance, landing fees.

5. Sources of Supply

Aircraft provided via leasing.

Maintenance via Airbus network.

Fuel via local suppliers.

Staff: local and expatriate mix.

6. Marketing Plan

Target markets: tourism, mining, oil & gas, NGOs, corporate clients.

Strategy: partnerships, contracts, regional synergies.

Competitive advantage: flexibility, safety, group expertise.

7. Implementation Schedule

Month 1: Registration

Months 1–6: AOC certification

Months 3–6: Recruitment and setup
Month 6: Start operations

8. Capacity of the Project

Fleet: 2 helicopters initially.

Utilization: 600–800 hours per aircraft annually.

Capacity: up to 1,600 flight hours per year.

9. Financial Projections (5-Year Detailed Model)

9.1 Key Assumptions

Parameter	Value
Aircraft type	AS350 B3
Initial fleet	2 helicopters
Expansion	3 aircraft (Year 3), 4 aircraft (Year 5)
Avg. billing rate	USD 1,700 / hour
Utilization	600 → 750 hrs/aircraft
Variable cost	USD 800 / flight hour
Lease cost / aircraft	USD 400,000 / year
Crew cost / aircraft	USD 150,000 / year
Insurance / aircraft	USD 75,000 / year
Company overhead	USD 300k–400k/year

9.2 Revenue Projection

Year	Aircraft	Hours/AC	Total Hours	Revenue (USD)
Year 1	2	600	1200	2,040,000
Year 2	2	700	1400	2,380,000
Year 3	3	750	2250	3,825,000
Year 4	3	750	2250	3,825,000
Year 5	4	750	3000	5,100,000

9.3 Variable Costs

Year	Total Hours	Cost/hr	Total Variable Cost
Year 1	1200	800	960,000
Year 2	1400	800	1,120,000
Year 3	2250	800	1,800,000
Year 4	2250	800	1,800,000
Year 5	3000	800	2,400,000

9.4 Fixed Costs

Year	Aircraft	Aircraft Fixed Cost	Overhead	Total Fixed Cost
Year 1	2	1,250,000	300,000	1,550,000
Year 2	2	1,250,000	320,000	1,570,000
Year 3	3	1,875,000	350,000	2,225,000
Year 4	3	1,875,000	350,000	2,225,000
Year 5	4	2,500,000	400,000	2,900,000

9.5 Profit & Loss Summary

Year	Revenue	Variable Costs	Fixed Costs	Net Profit / (Loss)
Year 1	2,040,000	(960,000)	(1,550,000)	(470,000)
Year 2	2,380,000	(1,120,000)	(1,570,000)	(310,000)
Year 3	3,825,000	(1,800,000)	(2,225,000)	(200,000)
Year 4	3,825,000	(1,800,000)	(2,225,000)	(200,000)
Year 5	5,100,000	(2,400,000)	(2,900,000)	(200,000)

9.6 Optimized Scenario (With Contracts)

Year	Revenue	Net Profit
Year 3	4,500,000	400,000

Year 4	4,800,000	600,000
Year 5	6,000,000	1,000,000

9.7 Break-even Analysis

Metric	Value
Break-even hours / aircraft	650–700 hrs/year
Break-even revenue	~USD 2.3M annually
Expected break-even	Year 2–3

10. Conclusion

This project represents a scalable, low-capital helicopter operation leveraging a leasing model and strong regional expertise.

It is expected to reach profitability with moderate utilization and contract-based operations.