

# LEVEL UP AVIATION LTD

## PROJECT BUSINESS PLAN

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### Establishment of a Helicopter Company in Tanzania

#### 1. Investment Objectives, Sector, and Services

Sector: Aviation / air transport (helicopter operations)

Objective: Establish a helicopter company in Tanzania delivering safe and efficient aviation services using a leasing model.

Services:

- Tourism and safari transfers
- VIP and corporate charters
- Aerial work (sling, survey, filming)
- Support to mining, oil & gas, infrastructure

Positioning: Premium, flexible operator leveraging regional expertise.

#### 2. Investment Costs and Source of Financing

Total Initial Investment: USD 500,000

Breakdown:

- Company setup & compliance: 50,000
- AOC certification: 75,000
- Office & hangar setup: 100,000
- Staffing & training: 75,000
- Working capital: 200,000

Fleet:

- 2 x Airbus AS350 B3 helicopters (leased)

Shareholding:

- Level Up Group SAS (France)
- Level Up Limited (Kenya)

#### 3. Job Creation

Direct jobs (Year 1):

- Pilots: 3-4
- Engineers: 2-3

- Operations: 2
- Admin: 2
- Ground crew: 2

Total: 11–13 jobs

Indirect: fuel, tourism, logistics sectors

#### **4. Investment Funds Expenditure Breakdown**

CAPEX:

- Infrastructure, tools, certification

OPEX:

- Lease costs
- Fuel
- Salaries
- Maintenance
- Insurance
- Landing fees

#### **5. Sources of Supply**

Aircraft: Level Up Aircraft Leasing Limited

Maintenance: Airbus Helicopters network

Fuel: Local suppliers (TotalEnergies, Puma Energy)

Staff: Local + expatriates

#### **6. Marketing Plan**

Target:

- Tourism
- Mining & oil & gas
- NGOs
- Corporate clients

Strategy:

- Partnerships with lodges
- Long-term contracts
- Regional synergies

Advantage:

- Leasing flexibility
- Regional expertise
- Safety focus

## **7. Implementation Schedule**

Month 1: Registration

Months 1–6: AOC process

Month 2: Lease finalization

Months 3–6: Recruitment

Month 6: Operations start

## **8. Capacity**

Fleet: 2 helicopters

Utilization: 600–800 hours per aircraft/year

Total: 1,200–1,600 hours

Passengers: 5–6 per flight

## **9. Financial Projections (5 Years)**

Year 1: USD 2.0M – 2.3M

Year 2: USD 2.2M – 2.6M

Year 3: USD 3.5M – 4.2M

Year 4: USD 3.8M – 4.5M

Year 5: USD 5.5M – 6.5M

Break-even: Year 2

EBITDA: 20–25%

## **10. Conclusion**

Low-capital, scalable helicopter operation leveraging group structure and strong market demand in Tanzania.