



BUSINESS PLAN

(2026–2030)

DASHENG GROUP COMPANY LIMITED

1. EXECUTIVE SUMMARY

Dasheng Group Company Limited is a 100% foreign-owned investment company established to invest in the hospitality and tourism sector of the United Republic of Tanzania.

This Five-Year Business Plan (2026–2030) covers the first phase of a long-term investment program exceeding ten (10) years, with the strategic objective of developing a standardized chain hotel brand across Tanzania.

The initial project involves the construction, ownership, and operation of a modern mid-range hotel comprising:

- 20 guest rooms
- 3 floors
- Full supporting facilities

The project will be developed at Plot No. 108, Mikocheni, Kinondoni, Dar es Salaam, one of the city's most strategic residential-commercial zones.

The total investment value for Phase I is approximately USD 605,000, fully financed through foreign equity capital, with no loans or external borrowing.

2. COMPANY BACKGROUND AND INVESTMENT PROFILE

Dasheng Group Company Limited was established with the objective of undertaking **long-term, sustainable foreign direct investments** in emerging markets, with a strong focus on:

- Real assets
- Service infrastructure
- Hospitality and tourism

The company adopts a **build–operate–expand** strategy, prioritizing:

- Asset ownership
- Standardized operations
- Local employment
- Continuous reinvestment

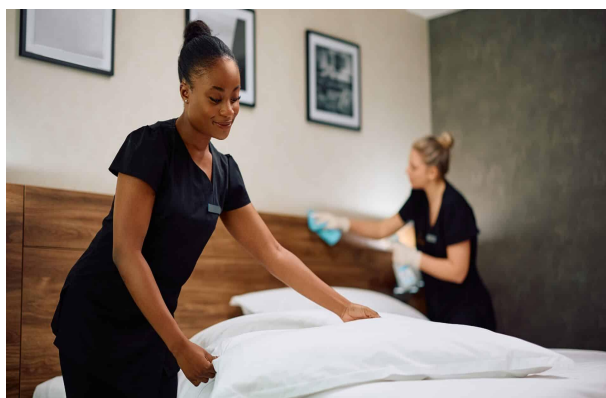
The proposed hotel project represents the **first operational platform** for a nationwide chain hotel network.

3. INVESTMENT OBJECTIVES



The key objectives of the investment are:

- ❖ To develop and operate a professionally managed mid-range hotel in Dar es Salaam
- ❖ To establish a replicable chain hotel model suitable for expansion across Tanzania



- ❖ To provide quality accommodation services to business travelers, expatriates, NGOs, and tourists
- ❖ To create direct and indirect employment for Tanzanian citizens
- ❖ To generate stable long-term financial returns and foreign exchange inflows

- ❖ To reinvest profits into additional hotel developments in strategic cities

4. SECTOR OVERVIEW AND MARKET ANALYSIS

4.1 Hospitality and Tourism Sector

The hospitality and tourism sector is a priority sector under Tanzania's national development agenda.

Dar es Salaam remains the country's:

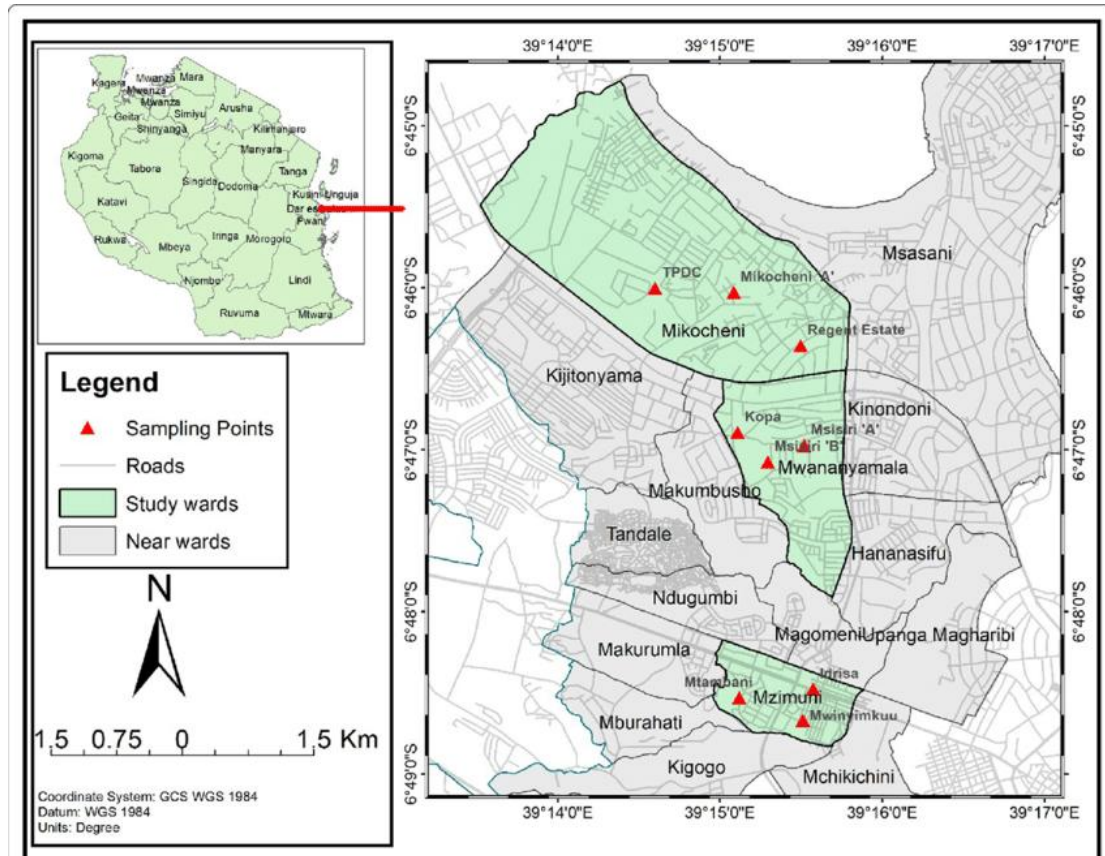
- Commercial capital
- Main entry point for international business travelers
- Headquarters for embassies, NGOs, multinational companies, and government agencies

4.2 Location Advantage – Mikocheni, Kinondoni

Mikocheni is a prime urban district offering:

- Proximity to the Central Business District
- Easy access to embassies and offices
- Strong demand for mid-range business accommodation

The location is ideal for a business-oriented hotel with stable year-round occupancy.



5. PROJECT DESCRIPTION

The proposed hotel will consist of:

- ✓ 20 fully furnished guest rooms
- ✓ 3 floors
- ✓ Reception and lobby area
- ✓ Breakfast service area
- ✓ Laundry and service rooms
- ✓ Parking and security facilities

The design emphasizes:

- ✓ Functionality

- ✓ Cost efficiency
- ✓ International mid-range standards
- ✓ Replicability for future chain hotels

6. LONG-TERM STRATEGY: CHAIN HOTEL DEVELOPMENT

(10+ YEARS)

Dasheng Group Company Limited is **not a single-asset investor**.

This project is **Phase I** of a long-term chain hotel strategy.

6.1 Chain Hotel Vision

- Unified brand identity
- Standardized room design and service protocols
- Centralized procurement and marketing
- Shared reservation and management systems

6.2 Expansion Roadmap

Phase	Location	Target Period
Phase I	Dar es Salaam – Mikocheni	2026–2030
Phase II	Dodoma	2028–2032
Phase III	Arusha	2030–2034
Phase IV	Zanzibar	2032–2036

This phased approach reduces risk and ensures sustainable expansion.



7. TOTAL INVESTMENT COST AND SOURCES OF FINANCE

7.1 Total Investment Cost (USD)

Item	Amount (USD)
Construction (3 floors, 20 rooms)	350,000
Furniture & Interior Fit-Out	80,000
Hotel Equipment & Systems	50,000
Vehicles (2 units)	60,000

Item	Amount (USD)
Licenses & Pre-Opening Costs	25,000
Initial Working Capital	40,000
TOTAL INVESTMENT	605,000

7.2 Source of Finance

Source	USD	%
Foreign Equity Capital	605,000	100%
Loans	0	0%

8. CAPITAL AND OPERATING EXPENDITURE

8.1 Capital Expenditure (CAPEX)

- Building construction and civil works
- Furniture, fittings, and décor
- Hotel equipment (kitchen, laundry, IT, CCTV, AC)
- Vehicles for operations and guest transport

8.2 Annual Operating Expenditure (OPEX)

Category	USD / Year
Rent (USD 4,000 × 12 months)	48,000
Salaries & wages	90,000
Utilities & maintenance	40,000
Marketing & promotion	15,000
Administration & insurance	20,000
TOTAL OPEX	213,000

9. EMPLOYMENT CREATION

9.1 Direct Employment (19 Staff)

Category	Number
Management	2
Front office & administration	3
Housekeeping	6

Category	Number
Kitchen & service	3
Security	3
Drivers & maintenance	2
Total	19

9.2 Indirect Employment

- Construction workers
- Suppliers and contractors
- Transport and logistics providers
- Local service providers

10. SOURCES OF INPUTS

- Construction materials: **Local suppliers**
- Furniture and fittings: **Local and imported**
- Hotel equipment: **Imported**
- Food supplies: **Local farmers and distributors**
- Labor: **Tanzanian workforce**

11. MARKETING AND SALES STRATEGY

11.1 Target Market

- Business travelers
- NGOs and international organizations
- Corporate clients
- Long-stay expatriates
- Tourists

11.2 Pricing Strategy

- Average Room Rate (ARR): **USD 80**
- Corporate and long-stay discounts
- Seasonal pricing adjustments

11.3 Promotion Channels

- Online booking platforms
- Corporate contracts
- Travel agencies
- Digital marketing and social media
- Chain brand recognition

12. IMPLEMENTATION SCHEDULE

Activity	Timeline
Design and approvals	Months 1–2
Construction	Months 3–10

Activity	Timeline
Interior fit-out & equipment	Month 11
Recruitment & training	Month 12
Soft opening	Month 12
Full operation	Month 13

13. FIVE-YEAR FINANCIAL PROJECTIONS

13.1 Key Assumptions

- Rooms: 20
- Average occupancy: 55% → 75%
- ARR: USD 80

13.2 Projected Revenue

Year	Revenue (USD)
Year 1	321,200
Year 2	350,400

Year	Revenue (USD)
Year 3	379,600
Year 4	408,800
Year 5	438,000

13.3 Net Profit (Before Tax)

Year	Net Profit (USD)
Year 1	108,200
Year 2	137,400
Year 3	166,600
Year 4	195,800
Year 5	225,000

14. ROI, IRR AND FINANCIAL VIABILITY

- Estimated payback period: **4–5 years**
- Estimated ROI (5 years): **55%–65%**
- Estimated IRR: **18%–22%**

These indicators demonstrate **strong financial sustainability and investment attractiveness.**

15. RISK ANALYSIS AND MITIGATION

Risk	Mitigation
Market competition	Strong location & brand strategy
Cost escalation	Fixed contracts & phased spending
Occupancy fluctuation	Corporate & long-stay focus
Operational risks	Professional management systems

16. ENVIRONMENTAL AND SOCIAL IMPACT

- Compliance with Tanzanian environmental regulations
- Priority employment for local citizens
- Energy-efficient lighting and systems
- Responsible waste and water management

17. PROJECT CAPACITY

- Total rooms: 20
- Floors: 3
- Annual room-night capacity: 7,300
- Designed for replication across Tanzania

18. CONCLUSION

Dasheng Group Company Limited's hotel project represents a **strategic, long-term foreign direct investment** aligned with the objectives of the **Tanzania Investment Centre**.

The project:

- Creates employment
- Supports tourism and business infrastructure
- Establishes a scalable **chain hotel platform**

This five-year plan forms the **foundation for a 10+ year expansion program**, demonstrating strong commitment to Tanzania's economic development.