



BUSINESS PLAN

Helicopter Medical Evacuation, Wilderness Medicine, Scenic and Helicopter Charter Services



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1. ABBREVIATIONS AND DEFINATION OF TERMS

a. Abbreviations

AOC	
CAGR	Compound Annual Growth Rate
GDP	Gross Domestic Product
CSR	Corporate Social Responsibility
KCMC	Kilimanjaro Christian Medical Centre,
MoU	Memorandum of Understanding
SAL	Savannah Aviation Limited
CSR	Corporate Social Responsibility

b. Defination of Terms

Gross Profit – reflects only the direct costs of production.

Kili Fasta - This is a luxury rapid descent from different mountain camps by helicopter,

MedVac - is the timely, efficient movement and en-route care of patients—typically those who are critically ill or injured—to a medical facility.

Net Profit – accounts for every expense a business incurs, including taxes and interest.

CSR - strategic integration of social, environmental, and ethical concerns into a company's branding and communication.

2. EXECUTIVE SUMMARY

- a) Tanzania boasts a population of 58.9 million as of January 2020, growing at an annual rate of 3%. The country has one of Africa's fastest-expanding economies, averaging 6-7% annual growth over the past decade, with ambitions to reach middle-income status by 2025.
- b) The founders of SAL are looking to exploit gaps that have emerged in the Tanzania Aviation sector and enhance non-scheduled charter operations, especially helicopter services, to support the revitalization of key industries
- c) SAL mission is to transform non-scheduled air services—focusing on helicopters—making them more reliable and responsive to meet the demands of Tanzania's evolving industrial economy.
- d) SAL management team brings proven experience in helicopter and medical services, having previously worked with organizations in similar fields. Market research and projections show strong demand for helicopter services in tourism and emerging non-tourism sectors, positioning the company for sustainable revenues from its first full year of operations.
- e) Drawing on previous experiences, management has developed this strategic plan to guide the company's direction such as reliance on case-by-case leased helicopters led to high direct costs and inconsistent service delivery.
- f) This plan prioritizes ensuring reliable service availability to establish SAL as Tanzania's go-to helicopter provider. Past inconsistencies stemmed from factors like underfunding (insufficient operating capital), seasonal tourism fluctuations exacerbated by political tensions, limited aircraft control, inadequate marketing, and poor operational planning due to budget constraints.
- g) To build long-term sustainability, the plan outlines acquiring an aircraft and securing operating funds. It also stresses strategic aircraft positioning for optimal market access, robust marketing and operational strategies, and data-driven decision-making as essential pillars of success.
- h) Current operations demonstrate a strong profitability ratio, enabling the company to cover both direct and indirect costs through generated revenues.

3. PROJECTED REVENUE VS. GROSS COSTS VS. GROSS PROFIT VS. NET PROFIT (IN USD)

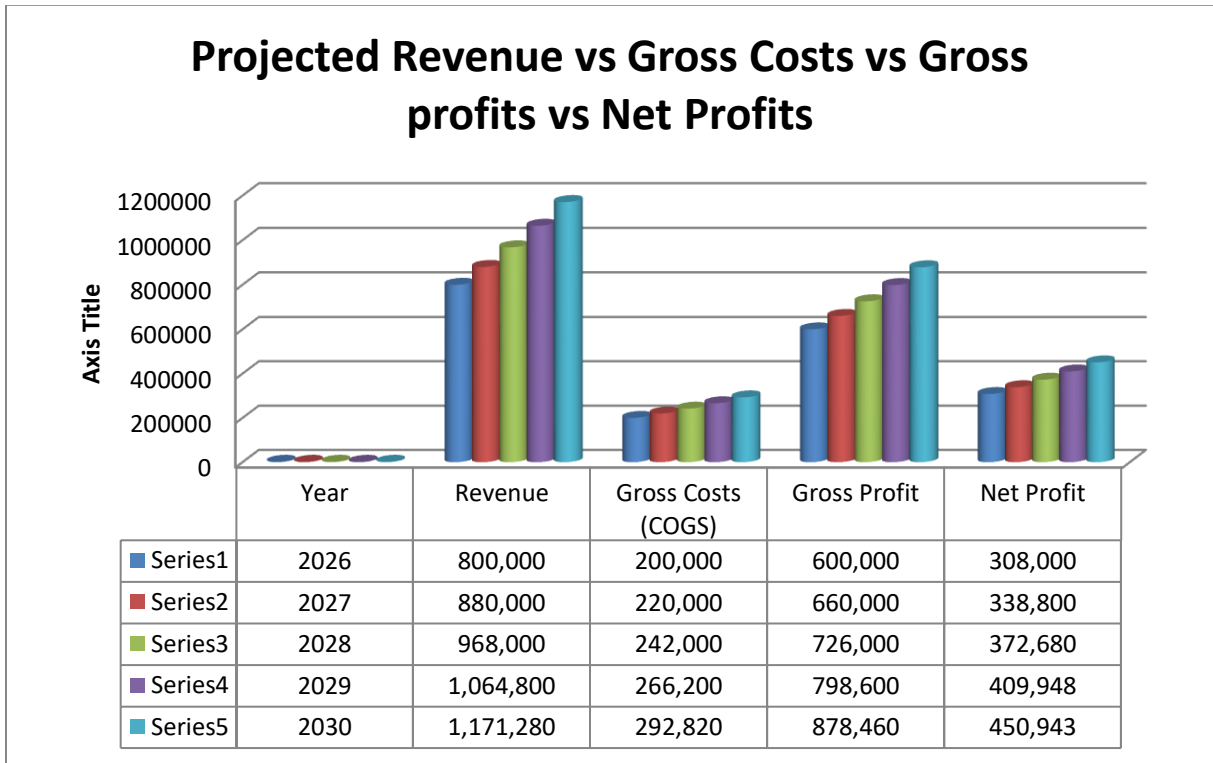
These projections account for Tanzania's economic growth (6-7% annually), aviation recovery post-COVID, and helicopter market expansion in Africa (CAGR around 4-6%).

Key Assumptions:

- i. **Starting Point:** Operations scale up with consistent aircraft availability. Initial annual revenue of \$800,000 in 2026, based on one helicopter flying ~400 hours/year at an average charter rate of \$2,000/hour.
- ii. **Growth Rate:** 10% annual revenue growth, combining Tanzania's GDP growth, increasing demand for helicopter services in tourism and non-tourism industries, and improved utilization/marketing.
- iii. **Cost Structure** (aligned with "high profitability ratio" from company plan):
 - A. **Gross Costs** (COGS/direct costs like fuel, maintenance, pilots): 25% of revenue (~\$500/hour operating cost).
 - B. **Gross Profit:** Revenue minus Gross Costs (75% margin).
 - C. **Operating Expenses** (indirect costs like marketing, admin, insurance): 20% of revenue.
 - D. **Taxes:** 30% on profit before tax (standard corporate rate in Tanzania).
- iv. **Profit Margins:** Overall net margins start at ~38% and stabilize, reflecting industry averages for charters (20-40% gross margins, with high performers achieving strong nets).

NOTE: These are conservative estimates; actuals could vary with factors like seasonal tourism, fuel prices, or expansion to multiple helicopters.

Projected Revenue vs. Gross Costs vs. Gross Profit vs. Net Profit (in USD)



This projection shows steady growth, with revenue exceeding \$1 million by 2029 and net profits covering costs while building sustainability.

By focusing on reliable service and marketing, as outlined in the plan, the company could achieve break-even quickly and reinvest in expansion. If acquiring additional aircraft or facing higher costs (e.g., from global shortages), revenues could scale further but with adjusted margins.

4. PREAMBLE

- I. Savannah Aviation limited was incorporated in April 2025, to take advantage of a specific gap in the Tanzania market for helicopter Services.
- II. The directors, having come from the aviation industry and with their vast experience, aim at collaborating with the available tourism stakeholders to:
 - a) **Capitalizing on Booming Tourism Demand:** Tanzania's tourism industry is expanding rapidly, driven by its diverse landscapes like Mount Kilimanjaro and Serengeti, with helicopter services increasingly sought for scenic tours, safari transfers, and leisure charters. Market trends show steady growth in helicopter services through 2031, fueled by post-pandemic recovery and rising international visitors, making an AOC crucial to legally offer these high-margin services.

- b) **Supporting Industrial and Infrastructure Development:** With Tanzania's economy growing at 6-7% annually and attracting foreign investments in mining, oil and gas, and construction, helicopters are vital for transporting personnel and equipment to remote sites. Current trends indicate increasing demand for aerial support in these sectors, including natural resource exploration and surveys. An AOC allows operators to secure contracts in these areas, aligning with government initiatives for infrastructure enhancements.
- c) **Meeting Rising Needs for Emergency Medical Services (EMS) and Medevac:** Humanitarian and medical transport is a key growth sector in Africa, with Tanzania emerging as a new market for air ambulances, search and rescue, and disaster response. Trends highlight demand for qualified operations in remote regions, exacerbated by population growth (now over 65 million) and climate-related challenges. An AOC is required to provide these critical services, often supported by government and NGO partnerships.
- d) **Expanding into VIP, Corporate, and Government Transport:** As foreign investments rise, there's a shift toward VIP and corporate helicopter charters for efficient travel in a country with limited road infrastructure. Government and VIP transport is identified as a high-growth area in African helicopters, with Tanzania's focus on economic connectivity making an AOC essential for securing lucrative contracts in this segment.
- e) **Leveraging Overall Aviation Sector Growth and Economic Contributions:** Aviation contributes 4.8% to Tanzania's GDP, supporting over 711,000 jobs and handling significant cargo volumes. Global civil helicopter markets are projected to grow at a 5.5% CAGR from 2025-2032, with Africa's demand driven by remote access needs. An AOC positions operators to benefit from this, especially with technological trends toward fuel-efficient models and diverse applications like offshore support.
- f) **Addressing Remote and Conservation Needs:** Tanzania's vast remote areas require helicopters for conservation, firefighting, security, and humanitarian efforts, with demand growing amid environmental challenges. An AOC enables specialized operations in these niches, capitalizing on Africa's expanding footprint for such services and ensuring compliance for international collaborations.

Incorporation No: 184108615 (14Th April 2025)

**Attached on the Appendices is the Company
BRELA Certificate**

a. Mission Statement

To provide reliable, innovative, and efficient non-scheduled helicopter services, specializing in medical evacuations, tourism charters, and industrial support, while leveraging expert management and local entrepreneurship to meet the evolving demands of Tanzania's dynamic economy and ensure safe, accessible aerial solutions for all sectors.

b. Vision Statement

To become Tanzania's leading helicopter operator, driving aviation excellence and economic development by 2030, through consistent service availability, strategic aircraft acquisitions, and partnerships that enhance connectivity, safety, and sustainability across tourism, medical, and industrial landscapes.

COMPANY SHARE HOLDERS	
NAME	No. of Shares
CONRAD MAREE	90
DAVID SAMWEL MINJA	10

5. OFFICE LOCATION

Moshi AIRPORT, HANGAR No. 4

6. FLEET

- i. The company aims at operating:
- ii. Airbus AS350 B3 Helicopter
- iii. Airbus AS350 B2 Helicopter
- iv. R44.

7. SERVICES

- i. SAL will provide:
 - a) Quick emergency Response company that provides immediate helicopter search rescue services at Mt. Kilimanjaro, and Other National Parks.

- b) Evacuation services at remote camps and sites whether construction, mining, or other. We position ourselves as reliable life savers during a life-threatening situation, where casualties or patients need to be taken to a safer environment.

a. Medvac

Experience the ultimate luxury with KiliFasta, our premium helicopter descent service from various mountain camps on Mt. Kilimanjaro, condensing a two-day trek into a swift, scenic flight. Designed to streamline your return, it frees up valuable time for thrilling safaris, relaxation, or seamless preparations for your journey home.

b. Kili-fasta

This is a luxury rapid descent from different mountain camps by helicopter, shortening two days decent from Mt. Kilimanjaro. 'KiliFasta's' major objective is to ease tourists' journey back from the mountain, allow them to save their time, and proceed on other adventurous activities like going on Safari or resting in preparation for their flight back home.

c. Scenic

Ensure clients embark on thrilling helicopter sightseeing adventures to Tanzania's most captivating landscapes, from the wild expanses of national parks and the majestic peaks of Mt. Kilimanjaro to idyllic picnics in serene natural havens. Clients can also select aerial tours over stunning cities like Dar-es-Salaam, Kilimanjaro, Mwanza, Arusha, and countless others—the sky's the limit.

d. Charter Flights

- i. Chartered Flights involves operating our helicopter for hire, which includes. VIP/VVIP Transfers
- ii. Savannah Aviation Limited shall provide private and comfortable flights, offering Executive helicopter pickups and drop-offs from specific destinations. No request is too big or complex; we fly high-end individuals and groups above rush-hour traffic.
- iii. Savannah Aviation Limited shall provide a faster and safer solution, for crew transfers when shuttling crews to and from offshore facilities, we transfer crew to a remote location and extend the help of medical doctors to a remote area.

e. Aerial Filming and Photography

Savannah Aviation Limited shall give filmmakers and photographers the advantage of taking quality pictures and videos, the helicopter is flown at any safe heights, whether lower or higher they can guarantee a job done with quality and efficiency. The helicopter can be installed with different types of external camera equipment used by photographers, or these companies and professionals may use handheld equipment from inside the aircraft.



f. Sling Operations.

SAL shall provide helicopter services suitable for lifting needs, whether it be in remote access, ocean, lakes, harbor ports, national parks, or lifting construction materials to ensure the load is safely lifted and transported where normal methods are simply not applicable to the desired operation.

g. Anti - Poaching

Tanzania has been into a serious campaign on fighting anti-poaching and illegal wildlife trafficking to ensure that the country is free from it. SAL values and supports Tanzania's government by providing the ideal and convenient means of spotting and surveying areas in which poaching is practiced and allowing more access to remote locations.

h. Hunting

For an exceptional hunting experience, safe, fast, and convenient access to remote wilderness areas in Tanzania, SAL gives you a suitable solution by providing you with helicopters to suit your hunting needs. We tailor services according to clients' desires and our experienced pilots fly you to your desired hunting destinations.

i. Banners

We shall transform the advertising industry by offering aerial billboards, logo boards, letter banners, or skywriting. This can be executed by our dedicated team of pilots using helicopters enlisted to create or display messages during marketing campaigns for different organizations, media content distribution, and advertising.

j. Medical Services

Our Medical Services to be Provided by SAL registered Remote Medicine Clinic, which is highly specialized in Mountain medicine, Diving Medicine, emergence medicine, wilderness medicine, and traveler medicine together with tropical medicine. These services include;

k. Mountain Clinics

- i. Our Remote Medicine Clinic offers medical consultations to Safari goers and mountaineers before and after their safari or climb, these consultations may be offered at our facilities or hotels and lodges. We go beyond tourism and offer medical consultation to remote construction camps and mining areas.
- ii. We partner with a tertiary facility (Faraja Hospital), KCMC for all patients with indications for hospitalization, radiological investigation (CT scan, MRI), and advanced Laboratory investigations (e.g., Biochemistry test).

l. Doctors En-Route

SAL Remote Medicine Clinic provides medical personnel/team to accompany a person or group of persons in expeditions, tourism adventures, hunting, and other similar activities, to provide medical care and ensure health and safety during such activities. The team is also

deployed to other remote sites like construction sites, offshore projects, and mining areas that seek site medical attention.

8. CLIENTELE:

a. Local tour operators

These are tour operators in Tanzania who need our helicopter and medical services for their client's safety/ and other leisure purposes

b. International Travel Agencies

These are international tour companies that sell Tanzania as a tourist destination and work hand in hand with local tour operators.

c. Customers outside tourism

- i. Oil and Gas Projects
Potential companies in oil and gas like Helium one global which has a gas project in Rukwa and others are yet to be pursued.
- ii. Government Agencies
Government agencies such as Tanzania Wildlife Research Institute (TAWIRI) often use helicopters for conservation work.
- iii. Other Companies
Corporate will benefit a lot from helicopter services, from transporting their top officials to flying banner advertising and even filming for production companies.

SECONDARY

d. Tourists

These include all international visitors who come to Tanzania to visit tourist attractions either climbing the mountain or visiting national parks.

e. Local Tourism

SAL aims at boosting aerial tourism by having standardized flying rates for Tanzania citizens as the use of helicopters is yet to be adopted by Tanzanians.

f. Insurance Companies

These include all international insurance companies that offer medical coverage which includes helicopter medical evacuation.

g. Clientele Sample

Below is a list of clients we have served while operating under different company profile.

CLIENTELE	PRODUCTS
Trek DMC	Helicopter Evacuation, clinic consultations
Shah Tours	Doctor En Route, Hotel Consultations
The Rickshaw Travels	Helicopter evacuation
Follow Alice Tours	Doctor En route
Trek to Kili	Clinic Consultations
Ungi Tours	Clinic Consultations
Lava Rock Adventure	Helicopter Evacuations
Asilia	Helicopter Charter-Game Work
TBGS	Helicopter Charter-Hunting safari
Nature Discovery	Helicopter Evacuation
Hatari Lodge	Helicopter Transfer
Abercrombie and Kend	Kili Fasta

9. CURRENT PROBLEM vs OPPORTUNITY

- i. In 2019, Tanzania welcomed about 1.5 million tourists pre-pandemic. Even during 2020–2021, over 700,000 arrived, with more than 500,000 heading to northern hotspots like Mount Kilimanjaro and Mount Meru.
- ii. These adventurers face thrilling yet risky terrains—think remote mountains where accidents or illness can strike fast. Vehicle access? Often impossible or dangerously slow, ramping up the urgency for quick medical evacuations.
- iii. That's why smart travelers pack comprehensive insurance. Insurers crunch the numbers: 3% of tourists need medical help, and in Kilimanjaro-like spots, 25–35% of those require airlifts.
- iv. Sightseeing fuels the influx, with aerial thrills stealing the show. Snap epic shots from above—tour packages often spotlight Kilimanjaro, Lake Natron, and Oldoinyo Lengai.
- v. Visitors span all walks: VVIPs dodge traffic jams for premium speed, elders and high-earners skip bumpy rides for luxe, swift flights.
- vi. Beyond tourism, Tanzania's booming private air taxi scene serves entertainers, execs, entrepreneurs, politicians, and government pros alike.

- vii. Let's dive deeper into those evacuation stats from the travel insurance formula, breaking it down with calculations, real-world context, and why it matters for Tanzania's high-risk spots like Mount Kilimanjaro and Mount Meru.

10. UNDERSTANDING THE FORMULA

- i. The industry estimates that 3% of tourists end up needing some form of medical care during their trip—think altitude sickness, injuries from hikes, or even wildlife encounters. Of those cases, data from similar rugged terrains suggests 25–35% require a full medical evacuation (often by air, since roads are bumpy or nonexistent in remote areas).
- ii. This isn't pulled from thin air; it's based on patterns from high-altitude destinations worldwide, tailored to Tanzania's northern circuit where risks spike due to wilderness exposure.
- iii. Crunching the Numbers for Tanzania
- iv. Using the tourist arrival figures:
 - a) Pre-pandemic (2019: ~1.5 million visitors): 3% needing care = ~45,000 people. Of those, 25–35% evacuated = 11,250–15,750 potential airlifts. That's a hefty load on emergency services!
 - b) Pandemic years (2020–2021: ~700,000+ visitors, with >500,000 in the northern circuit): 3% = ~21,000 needing care overall. Narrowing to the north: ~15,000 cases, leading to 3,750–5,250 evacuations.
- v. These are projections—actuals depend on factors like group fitness, weather, and tour quality. But they highlight why insurance is non-negotiable: Evacs can cost \$5,000–\$10,000+ per helicopter ride, often not covered by basic policies.

a. Real-World Data from Kilimanjaro (The Risk Epicenter)

Mount Kilimanjaro sees 30,000–50,000 climbers annually, a subset of northern tourists but the hotspot for evacs due to its 5,895m altitude. Reports consistently peg ~1,000 evacuations per year—that's 2–3.3% of climbers, aligning closely with (or slightly exceeding) the formula's implied evac rate (0.75–1.05% overall, but higher here since not all need full care before evac).

Why so many? Altitude sickness (AMS) dominates, hitting up to 75% of climbers mildly, but escalating to severe forms like HAPE (pulmonary edema) or HACE (cerebral edema) in ~1–2% of cases. A two-year hospital study near the mountain logged 62 admissions (mostly

AMS-related), with 66% recovering after treatment—but that's just the tip; many evacs happen on-site without hospital stays.

Fatalities are rare: Just 3–15 deaths/year (0.02–0.03% rate), mostly from HAPE (76% of cases). Porters face double the risk (~20 deaths/year), underscoring ethical tour choices.

Summit success tie-in: Only ~50% reach the top, often due to health pullouts—slow ascents (7–9 days) cut risks dramatically.

Broader Tanzania stats are scarcer (no centralized tourist evac tracking), but with 1.7 million visitors in 2023, the formula suggests thousands of cases yearly, mostly in adventure zones. Global outfits like helicopter services handle spikes, especially for VVIPs or luxury seekers ditching rough roads.

Bottom line: These stats aren't scare tactics—they're a call to prep with solid insurance, acclimatization, and air-savvy tours. Thrills await, but safety first turns potential disasters into epic stories!

11. SOCIO-ECONOMIC IMPACT

- a. The proposed project will result in the following social-economic impacts:
 - i. Increase the provision of helicopter transportation services in the aviation industry of the country, and neighboring countries hence, reduce costs and inconveniences to helicopter transport clients.
 - ii. We will feed the National Institute of Transport (NIT) & other Aviation Schools our generic reference details of operations for learning purposes for their students.
 - iii. SAL will create hi-tech aviation jobs in Tanzania, thus giving young Tanzanian opportunities.
 - iv. The proposed project will also improve the tourism sector by offering quality aviation services and reducing the transfer time of tourists from Airports to their final destination and back.
 - v. The Government and other agencies will benefit from better services provided to high-end tourists, thereby increasing revenue from taxes, fees, and commissions that will be paid by safari companies.

SWOT ANALYSIS

STRENGTH

- Only helicopter-based Evacuation in Tanzania
- Proven track record of successful higher altitude rescue
- Authorization by TANAPA to Conduct Evacuation in All National Parks
- A strong relationship with Authorities and other stakeholders
- Experience, skilled and dedicated staff
- Only High-Altitude Medicine Clinic in Africa
- MoU with tertiary facility for extensive healthcare needs (Faraja Hospital)

WEAKNESS

- Limited Resources
- Lack of proper control over aircraft
- AOC subject to 5H registration
- Un-conducive work environment.
- Skeleton startup staff,

OPPORTUNITIES







- Market expansion outside TOURISM
- Free marketing opportunities
- Increase demand for Evacuations
- HEMS-Operating Flying Ambulance
- Sling operations and firefighting with water buckets.
- SAL Potential helicopter supplier to mining companies.
- Create an assurance program to allow reliable and immediate medevac/evacuation without having to wait for an insurance green light.

THREATS

- Unfavorable Authority Regulations During Crisis Period
- COVID-19
- High government fees on aircraft movements.
- Political Instability.

12. RISK-LEVEL ANALYSIS

With any new venture, there is risk involved. The Company pays proper attention to the risks associated with the business and permanently ensures proper mitigation mechanisms and actions are in place.

RISK	LEVEL	DESCRIPTION
Political/Regulatory		Changes in Regulatory environment of Aviation, Tourism and Business Policies in Tanzania. Monitoring of the operating environment shall be constant and continuous throughout the life of the business.
Weather		Weather in mountain environments changes in splits of seconds making flight operations challenging in that area. All safety flight procedures will be adhered to and decision making
Reputational/Brand Damage		Inconsistent service availability, poor CRM, and higher stakeholder expectation may tarnish the company's image. Savannah Aviation limited will create a continuous brand management strategy to avoid this
Economic Slow down		Global dynamics such as Covid 19 and War may create an economic slowdown due to inflation, travel challenges, and business shutdown. Continuous Planning reviewing and monitoring to understand how these dynamics could affect and develop a plan to minimize impact.
Accidents and Incidents		Workplace or flight accidents may occur with numerous causes. For flights, we ensure all the flight protocols and procedures are followed. For the workplace, there are also occupational safety practices and training.
Staffing		Fraud, vandalism, theft of equipment and supplies. Security, monitoring, and surveillance shall be 24 hours.

 Low  Medium  High

13. MARKET ANALYSIS

The business faces moderate competition from other companies in the area. Some dealers are dealing with the same business but the notable competitors are the ones who have a larger capital outlay than Savannah Aviation Limited. Due to a long stay in business and a good name so built by the business, SAL will manage to maintain a favorable market share.

	Savannah Aviation Limited	Level - Up	Tropic Air
Location	Moshi, Mwanza	Moshi	Arusha / Moshi
Services	Charter Cargo Scenic Flights	Helicopter Charter	Helicopter Charter Scenic Flights
Status	Operating	Operating	Not Operating
Pricing	Medium	Low (Small Aircraft)	Not Applicable

14. IMPLEMENTATION

a. Utilization of current Database

- i. SAL commands an expansive network of over 2,000 vetted contacts with Tanzania's top tour operators and hoteliers—far surpassing competitors. Even with active players around 1,000, our targeted outreach ensures your services shine through, unlocking untapped opportunities and driving real results.
- ii. Plus, we've forged unbreakable alliances with an elite cadre of loyal clients, nurtured by personalized emails, strategic calls, and high-impact meetings. These deep connections don't just endure—they propel mutual success, guaranteeing repeat business and glowing referrals for years to come. Partner with SAL and elevate your reach today!

b. Referrals

We are committed to building strategic partnerships that drive mutual growth and deliver top-tier service. By teaming up with key tourism players—like tour operators, guides, and porters' associations—we'll boost engagement and spread the word about our offerings.

These collaborations provide essential feedback for assessing our performance and uncovering industry insights to guide smart decisions. Plus, our delighted customers become powerful ambassadors, sharing glowing reviews and recommendations to draw in new adventurers.

c. Networking

Attending corporate events such as stakeholders' meetings and conferences, trade fairs, and exhibitions has been our norm. It has proven results in building relationships and creating awareness together with a proper understanding of our company to the key constituencies. Common expos to attend include but are not limited to Karibu Kili Fair, Swahili International Tourism Expo, and East African Tourism Expo.

d. Social Media Marketing

The internet has drastically changed how people socialize and most importantly how they seek and search for information. We will use this platform to increase reach and visibility through social media campaigns, social media Sponsored Ads, content marketing and engaging in different dialogues in sectors related topics with stakeholders. This will increase sales leads and prospects but also favorable public opinion.

e. Mainstream Media

The company will also employ traditional media to promote, educate and inform the public about various company activities, practices, and services. This will be done by creating news stories for the press, primarily through CSR, buying spots for interviews to speak about topics relative to our operations and sectors we serve best. E.g., Kilimanjaro Helicopter Safety.

f. Medvac Programme

- i. In a world where insurance bureaucracies can turn life-or-death emergencies into agonizing waits, SAL's Immediate Medevac Program (IMP) emerges as the game-changing solution every tour operator and traveler needs. Forget the global headaches of medevac organizations battling endless red tape—IMP empowers you with a seamless membership model: Tour operators subscribe, seamlessly collect nominal helicopter assurance fees from tourists, and forward them to us. In return? Guaranteed lightning-fast evacuations the moment protocols are cleared, with insurance hassles handled afterward.
- ii. Why settle for risks that could cost lives? Real-world experience reveals insurance approvals drag on for 3+ hours—or worse—jeopardizing patients in critical moments. IMP slashes through these barriers, eliminating payment delays and post-mission disputes. It's not just rescue; it's a visionary, long-term sustainable model that builds a thriving business ecosystem while prioritizing human lives.

iii. We're already in advanced negotiations with powerhouse stakeholders like

TANAPA, KINAPA, TATO, and Tanzania's leading safari giants—proving IMP's unmatched credibility and momentum. Once launched, it supercharges your safari packages with elite safety features, attracting discerning travelers and boosting your reputation as a top-tier provider.

iv. Remember:

The golden hour saves lives. With IMP covering upfront costs, we deploy helicopters immediately, bridging the gap to insurance seamlessly. Join the revolution—elevate tourist safety, secure your edge, and turn potential tragedies into triumphs. Contact SAL today and lead the charge in Tanzania's safer tomorrow!

The IMP is not insurance but rather an ad on to the normal travel insurance.

15. SALES AND MARKETTING PLAN

Initiate sales negotiations to non-tourism sectors such as Mining Areas, Oil and Gas, Medical companies like Dar es Salaam Flying Doctors, and Tindwa Health and Medical Services.

Some of these are already in progress and others we have obtained MoU with.

Other sectors that we are looking forward to exploring are politics, international institutions (UN), and other areas that are yet to be discovered.

a. Insurance provider's partnerships

To tackle the persistent hurdles with insurance companies and secure prompt, full payments every time, we're in advanced negotiations with a select group of leading insurers. By forging unbreakable partnerships and mutual trust, we'll empower tour operators to confidently recommend these vetted agencies to their clients—ensuring seamless contracts that prioritize reliability. This strategic focus funnels a substantial share of insurance revenue to trusted partners, streamlining our fund recovery and delivering unmatched efficiency for all involved. Join us in revolutionizing safety and sustainability—your clients deserve nothing less

b. Referrals

Personal selling never gets old and for a B2B company like SAL, it will always be a more efficient sales strategy than any other. We will apply personal selling in securing meetings/ appointments with potential identified clients/leads to present how we can cater to their needs.

Personal Selling goes to the level of using the sales team at the climbing gates to spread awareness and provide information about our services to climbers at the mountain, this is efficient since our sales officials will be communicating to the guides and tourists who will eventually be in need during their climb in case of any emergency.

c. Competitive pricing

Since there are now companies putting an eye in this industry and others have set foot already, Price will be crucial element customers will consider when choosing a supplier, we will work on cost reduction through minimizing expenses, especially in helicopter lease, this will allow us to reduce our price and further still apply discount strategy to attract customers while maintaining business profitably.

SAL will offer net rate pricing to clients and partners which allows them to make additional profits when serving their customers, this tactic stimulates them to bring more deals as they choose their profit.

d. CRS as a growth tool

Since our mission includes the aim to promote sustainability to all stakeholders, Savannah Aviation Ltd. has developed a socially responsible framework that not only helps tour operators and guides improve their business value but also creates our spot in the market and strengthens personal ties with individual stakeholders. The CSR initiatives include

- I. Free Training to the guides and tour operators on basic life support, mountain sickness, and remote health education. This training extends to the government park officials (mostly Park Rangers).
- II. We provide free treatment and consultation to mountain workers (Guides, Porters, Cooks, and Rangers) for mountain and wilderness-related sicknesses.
- III. Our future plans are to create an emergency Medvac program to help rescue the above groups of stakeholders from distress whether by ambulance or helicopter for free.
- IV. For both direct stakeholders and non-direct like the community around, with the membership fee collected from tourists, we will put a small amount into a firefighting fund which will help us fight fire disasters in both the mountain and local public areas (Markets, Hospitals, Bus stand, etc) if such emergency occurs.

16. OPERATIONS PLAN

Our main focus of this business is to provide reliable service and world-class customer care. This is achieved by considering various factors as shown below

a. Standby Helicopter

- i. To this end, a big part of our operations mainly depends on having a helicopter on standby, ready for a mission at our base (Moshi Airport). Since emergency evacuation and transfers are always on short notice, it is best for business to have a helicopter to provide for emergency medical and non-medical air services at site and in the northern circuit at large.
- ii. SAL will utilize its own Helicopter, An airbus AS350 b3e capable of performing in high altitude areas.

iii. Below are its specifications:

- a) The AS350 B3e, rebranded as the Airbus H125, is a versatile light single-engine helicopter renowned for its performance in high-altitude and hot environments, making it ideal for utility, tourism, and emergency operations.

Parameter	Metric	Imperial
Rotor Diameter	10.69 m	35.07 ft
Overall D-Value (Length with Rotors)	12.94 m	42.45 ft
Fuselage Length	10.93 m	35 ft 10 in
Height	3.145 m	10 ft 4 in
Cabin Internal Volume (excl. pilot's area)	3.00 m ³	105.94 cu ft

Parameter	Metric	Imperial
Maximum Takeoff Weight (MTOW – Internal Load, Dual Hydraulics)	2,370 kg	5,225 lb
Maximum Takeoff Weight (MTOW – Standard)	2,250 kg	4,960 lb
Maximum Takeoff Weight with External Load	2,800 kg	6,173 lb
Empty Weight (Standard Configuration)	1,295 kg	2,855 lb
Useful Load	1,075 kg	2,373 lb
Standard Fuel Tank Capacity	425 kg (540 L)	937 lb (143 gal)
Payload with Maximum Fuel	~450 kg	~992 lb

Parameter	Metric	Imperial / Other
Fast Cruise Speed @ MTOW	252 km/h	136 kts
Maximum Speed (VNE)	287 km/h	155 kts
Maximum Range @ Fast Cruise Speed	630 km	340 NM
Maximum Endurance @ Fast Cruise Speed	–	4 hr 27 min

Parameter	Metric	Imperial / Other
Rate of Climb	10 m/s	1,959 ft/min
Hover Ceiling OGE @ MTOW, ISA	3,871 m	12,700 ft
Hover Ceiling IGE @ MTOW, ISA	4,420 m	14,500 ft
Service Ceiling	5,044 m	16,550 ft
Maximum Altitude Flight	7,010 m	23,000 ft
Flight Envelope (Temperature)	-40°C to +50°C	-40°F to +122°F

b. Engine

- I. Type: Safran Helicopter Engines Arriel 2D (turboshaft)
- II. Takeoff Power: 710 kW / 632 kW continuous
- III. Shaft Horsepower: 952 shp takeoff / 847 shp continuous
- IV. Features: Dual-channel FADEC (Full Authority Digital Engine Control) for enhanced reliability and performance.

c. Crew and Passenger Configurations

- I. Standard: 1 pilot + up to 6 passengers (or 2 pilots + up to 4 passengers)
- II. Variants:
 - a) 4 passengers: Ideal for VIP/business with forward-facing seats.
 - b) 5 passengers: Suited for commercial transport with ample legroom.
 - c) 6 passengers: Optimized for tourism/sightseeing with panoramic views.

17. SCOPE OF OPERATIONS

- i. Our operations encompass two primary divisions: medical services and leisure (including luxury and charter) flights. These services are initially confined to Tanzania's borders, with provisions for expansion as the company grows.
- ii. Medical evacuations are authorized across all national parks in Tanzania, in accordance with TANAPA regulations. Mount Kilimanjaro remains our foremost priority for medevac operations, accounting for the majority of helicopter evacuations. Services can extend to other remote areas upon client request.
- iii. Leisure and charter flights are arranged based on client specifications within Tanzania. Preferred routes often highlight premier tourist destinations and scenic vistas. Non-tourism flights require appropriate regulatory clearances and compliance.

- iv. Our wilderness medicine clinic will exclusively address cases related to remote and outdoor environments, reinforcing our market positioning as specialists and a leading authority in wilderness medicine.

18. STAFFING

- i. SAL is committed to recruiting and retaining highly skilled professionals to ensure operational efficiency from the outset. In the initial years, we will prioritize motivational incentives while maintaining cost-effective staffing levels, with enhancements aligned to business expansion.
- ii. For specialized tasks that do not require daily involvement, SAL will engage external experts or firms, provided this does not compromise overall efficiency.
- iii. The dynamic nature of our operations necessitates informed decision-making, incorporating key variables such as timing, risk evaluation, potential outcomes, and uncertainties. These factors influence critical aspects including safety, client relationships, organizational reputation, and long-term sustainability, spanning all functional areas (e.g., finance, marketing, and healthcare).
- iv. To support this, SAL is developing a robust decision-making framework to guide management and staff in delivering high-quality, effective, and efficient outcomes in daily activities.

a. Open Door Policy

At SAL, we regard our people as a foundational core value. We actively promote an environment where every employee is encouraged to voice concerns, contribute ideas and opinions, and engage in open discussions. This approach fosters organizational synergy, ensuring all team members align with and advance our shared vision.

19. FINANCIAL PLAN

Leverage 2025's AI-driven tools for efficient budget control: Adopt incremental budgeting for seasonal ops and activity-based for contracts to minimize waste and adapt to eco-tourism surges.

20. RESOURCE ALLOCATION

Prioritize high-impact tasks via a needs-based framework:

- i. Stock essentials (fuel, permits, medical supplies) during peaks.
- ii. Integrate sustainable routing to align with adventure travel trends.

- iii. Reassess quarterly to optimize for climate disruptions.

21. QUARTERLY REVIEW MEETINGS

Conduct monthly management sessions to:

- i. Analyze funds, adjust budgets, and manage debt using digital analytics.
- ii. Incorporate predictive insights for agile responses to market risks.

22. INSURANCE CLAIMS

Streamline reimbursements:

- i. Enforce pre-mission terms for timely insurer commitments.
- ii. Hire claims specialists and deploy automated tracking to cut delays in 2025's digital ecosystem.

23. TOURISM PATTERN

Align operations to Tanzania's 2025 boom (5.3M+ arrivals), focusing on extended high seasons from sustainable trends:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
H	H	H	L	L	H	H	H	H	H	L	H

H = High, L = Low

Action: Monitor for shifts; extend marketing in H months.

Key Assumptions

Base projections on ops experience, research, and 2025 data:

- i. Assume average unit pricing with eco-discounts; prove profitability under conservative revenues.
- ii. Capitalize on government promotions and global trends (AI, noctourism) for sustained viability.
- iii. Review annually; adjust for geopolitical factors.

24. PROJECTED REVENUE BREAKDOWN

Financial statements have been derived from the below table of projected revenue. The estimates were created based on the actual experience of the business and from the bookings/calls/emails and clients SAL has served.

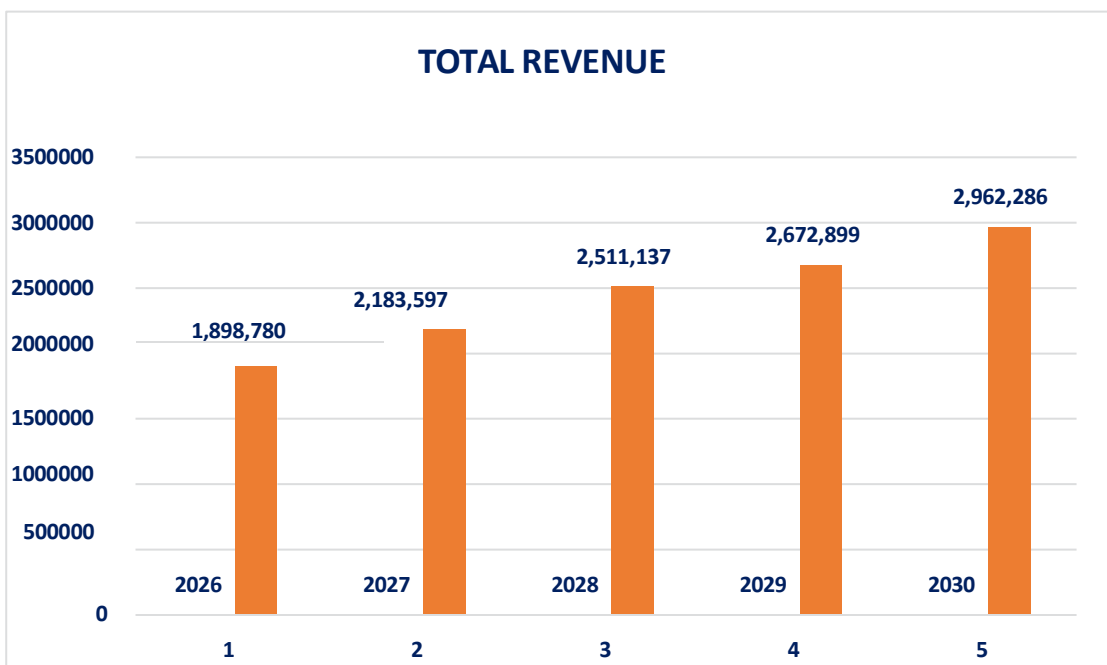
Total revenue shows possible fluctuation of income since most operations base on the tourism industry which is defined by high and low seasons.

However, it has minimal effect on the company's profitability.

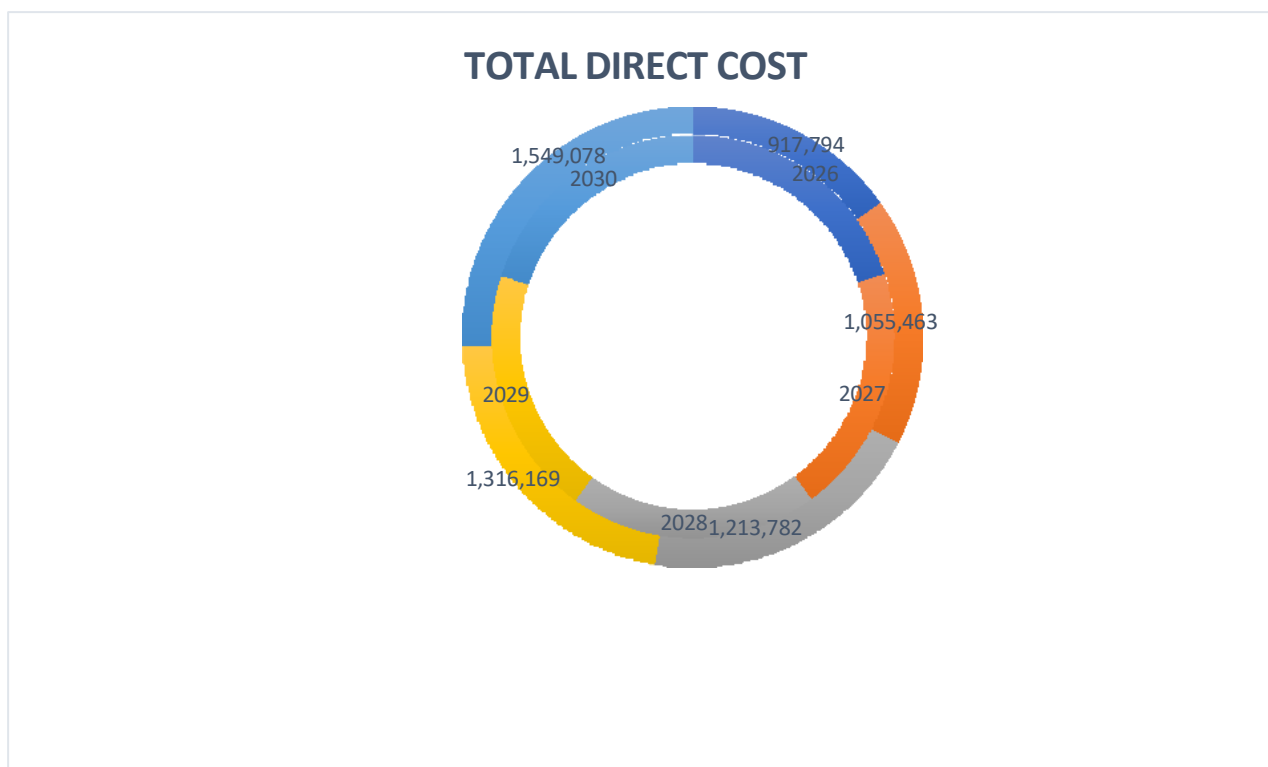
Total Revenue (USD)	<u>2026</u>	<u>2027</u>	<u>2028</u>	<u>2029</u>	<u>2030</u>
	1	2	3	4	5
Evacuation	1,086,000	1,248,900	1,436,235	1,545,970	1,760,845
Kili fasta	163,500	188,025	216,229	225,474	255,250
Scenic Flight	200,100	230,115	264,632	277,720	292,614
Chartered Flight	356,200	409,630	471,075	487,230	497,120
Clinic Services	62,400	71,760	82,524	91,320	101,135
Doctors En route	30,580	35,167	40,442	45,185	55,322
Total Revenue	1,898,780	2,183,597	2,511,137	2,672,899	2,962,286
Direct Costs					
Office rent	7,200	8,280	9,522	9,720	99,185
Helicopter lease	706,800	812,820	934,743	1,011,874	1,123,786
Helicopter fuel	42,121	48,439	55,705	66,234	75,062
Landing and parking charges	36,840	42,366	48,721	52,230	58,741
Others	124,833	143,558	165,092	176,111	192,304
Total direct cost	917,794	1,055,463	1,213,782	1,316,169	1,549,078
Gross Profit/ (loss)	980,986	1,128,134	1,297,354	1,356,730	1,413,208
Gross Profit Margin %	51.66%	51.66%	51.66%	51.66%	51.66%
Operating Expenses					
Printing and stationaries	233.00	267.95	307.84	350.00	372.22
Salaries & Wages	116,400.00	133,860.00	153,939.00	159,256.00	161,315.00
Payroll Taxes	7,465.97	8,585.87	9,873.75	10,556.12	11,427.19
Office & Administration expenses	2,954.00	3,397.10	3,906.67	4,133.55	4,192.57
Internet & Mobile	668.00	768.20	883.43	914.00	998.21
Meals allowance	2,940.00	3,381.00	3,888.15	3,967.31	4,026.78
Kitchen expenses	1,400.00	1,610.00	1,851.50	1,879.75	1,945.35
Per diem allowance	3,330.00	3,829.50	4,403.93	4,900.73	5,012.0

Cleaning expenses	755.00	868.25	998.48	1,011.91	1,026.87
Entertainment expenses	2,450.00	2,817.50	3,240.13	3,350.00	3,675.00
Clinic expenses	2,815.00	3,237.25	3,722.83	3,880.12	3,940.13
Communication allowance	4,050.00	4,657.50	5,356.13	5,402.33	5,490.50
Dues and subscriptions	204.00	234.60	269.79	275.10	290.15
Transport expenses	4,990.00	5,738.50	6,599.28	6,785.32	6,975.35
Inspection expenses	2,900.00	3,335.00	3,835.25	3,925.65	3,986.52
Facilitation fee	3,895.00	4,479.25	5,151.14	5,463.17	5,782.19
Car fuel expenses	12,000.00	13,800.00	15,870.00	17,780.00	19,650.00
Generator fuel expenses	600.00	690.00	793.50	845.00	975.00
Repair & maintenance	4,870.00	5,600.50	6,440.58	6,650.00	6,995.00
Depreciation expenses	7,170.53	5,488.05	4,310.68	3,464.75	2,831.58
Marketing & Advertisement	5,672.00	6,522.80	7,501.22	8,430.90	8,925.71
Legal & professional fee	3,588.00	4,126.20	4,745.13	4,945.82	5,174.69
Electricity expenses	360.00	414.00	476.10	512.15	560.35
Water bill expenses	1,445.00	1,661.75	1,911.01	1,990.91	2,071.13
All WHT	15,787.00	18,155.05	20,878.31	21,820.51	22,382.42
Miscellaneous expenses	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00
OPERATING COST	214,943	243,526	277,153.80	288,491.10	296,021.96
PROFIT / LOSS BEFORE TAX & INTEREST	766,044	884,608	1,020,200	1,068,238.90	117,186.04
NET PROFIT / LOSS AFTER TAX	539,256.90	620,775.40	714,522.20	747,248.48	780,612.04

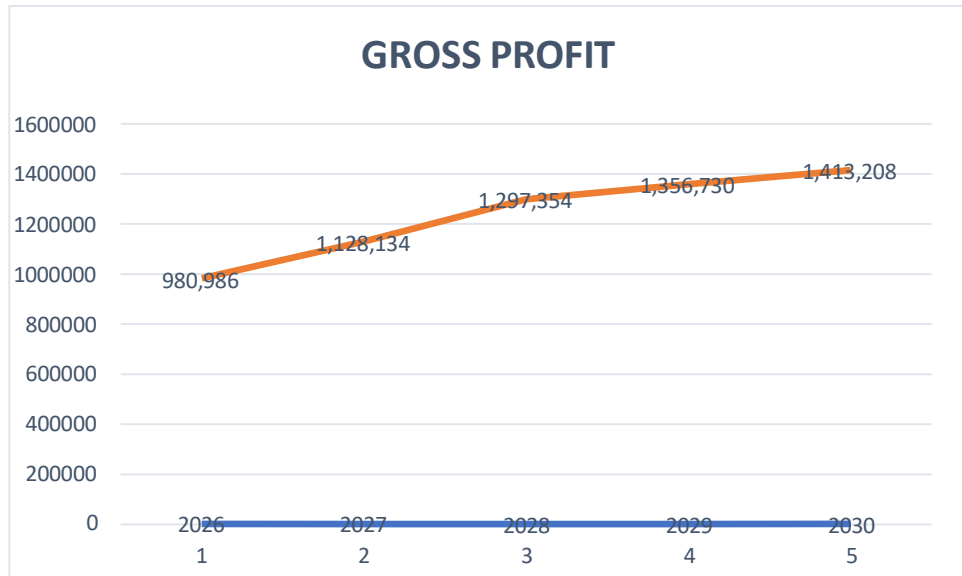
25. TOTAL REVENUE BY YEAR



26. DIRECT COST

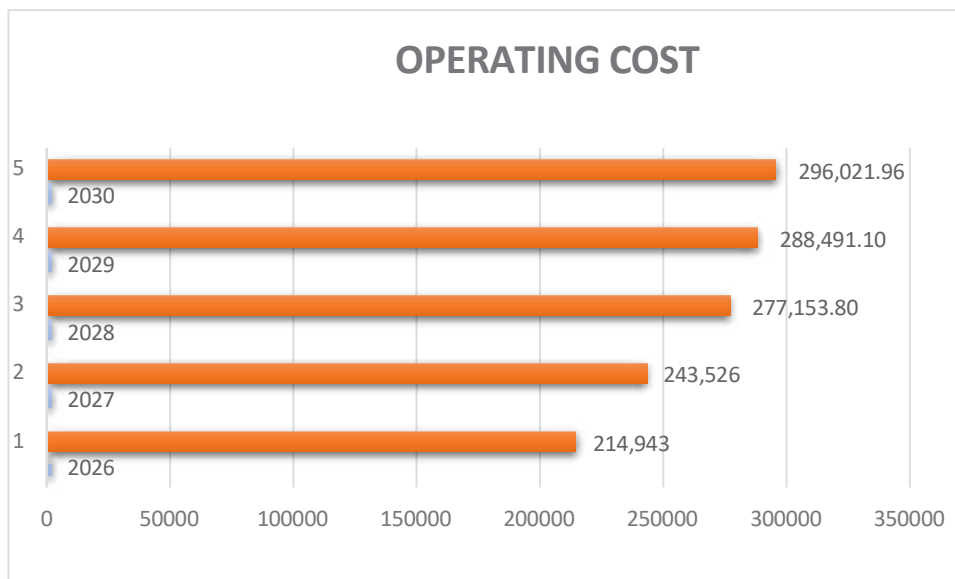


27. GROSS PROFIT BY YEAR



Savannah Aviation aims at generating revenue enough to cover the direct costs which control the operating costs that lead to the generation of good net profit.

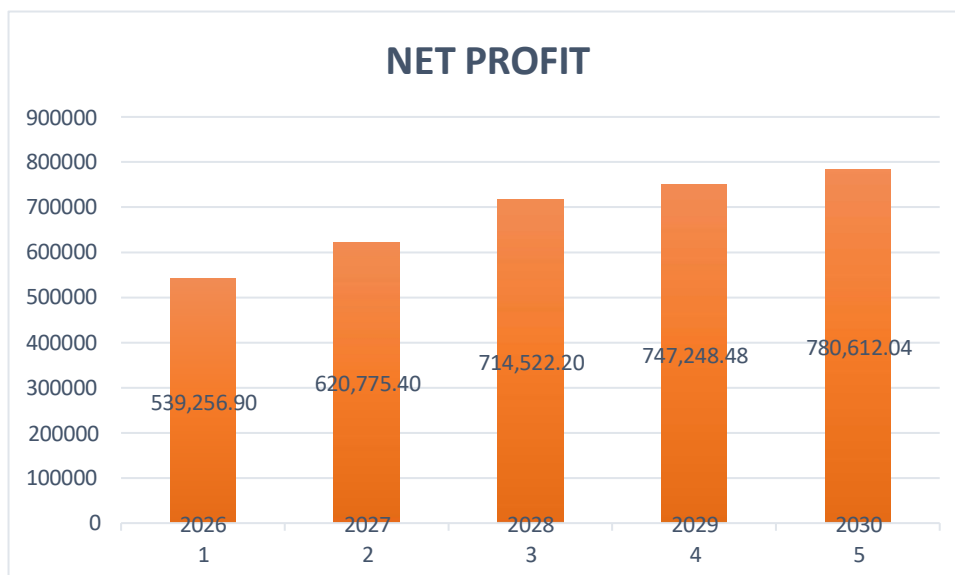
28. OPERATING COST BY YEAR



These variable costs were calculated at a minimal level to maximize profits

while maintaining value delivery.

29. NET PROFIT BY YEAR



Financial projections have proven final profitability of the business, with a good growth profit rate.

30. FIVE (5) YEARS FINANCIAL PROJECTIONS

Fixed Asset (USD)	2026	2027	2028	2029	2030
Computer & Equipment	7,064.66	4,415.41	2,759.63	1,724.77	1,077.98
less; Depreciation	2,649.25	1,655.78	1,034.86	646.79	404.24
Net book value	4,415.41	2,759.63	1,724.77	1,077.98	673.74
Plant & Machinery	1,321.12	825.70	516.06	322.54	201.59
less; Depreciation	495.42	309.64	193.52	120.95	75.59
Net book value	825.70	516.06	322.54	201.59	126.00
Furniture & Fittings	32,206.90	28,181.03	24,658.41	21,576.10	18,879.09
less; Depreciation	4,025.86	3,522.63	3,082.30	2,697.01	2,351.75
Net book value	28,181.04	24,658.40	21,576.10	18,879.09	16,527.34
Total Fixed Asset	33,422.15	27,934.09	23,623.42	20,158.66	17,327.08
<u>Current Asset</u>					
Cash in hands & at bank	706,187.18	749,901.60	825,735.01	841,424.91	865,286.48
Accounts receivables	649,448.18	749,414.60	804,058.01	811,812.90	825,256.48
Prepaid expenses	1,250.00	13,793.00	4,280.00	2,480.00	3,620.00

Others	215.00	312.00	320.00	330.01	350.00
Total current Asset	1,357,100.35	1,513,421.20	1,634,393.01	1,656,047.82	1,694,512.96
Total Asset	1,390,522.50	1,504,688.20	1,634,355.0	1,676,206.48	1,711,840.04
Noncurrent Liability					
Long term loan	-	-	-	-	-
Debentures	-	-	-	-	-
Other liabilities	500.00	650.00	700.00	750.00	800.00
Total Non current Liabilities	500.00	650.00	700.00	750.00	800.00
Current liability					
Accounts payables	1,000.00	1,245.00	1,250.00	1,250.00	1,350.00
Accrued expenses	-	1,000.00	1,500.00	1,580.00	1,620.00
Tax provision	203,214.60	233,966.80	269,331.81	272,120.00	274,200.00
Other current liabilities	500.00	500.00	500.00	500.00	500.00
Total current liabilities	204,714.60	236,711.80	272,581.81	275,450.00	277,670.00

31. FINANCIAL PERFORMANCE INDICATORS

The following key performance indicators (KPIs) are effective in measuring the delivery of Savannah Aviation Limited strategy and management of the business.

Performance Indicator	Calculation method	2026	2027	2028	2029	2030
Return on Equity	Net profit/ Total equity	45	49	52	53	54
Return on Asset	Net profit/ Total asset	38	41	44	44	46
Cost to income ratio	Total cost/ Net income	39	39	39	39	38
Current ratio	Current asset / Current liability	7times	6times	6times	6times	6times
Quick ratio	C.A - P . E/ C.L	7times	6times	6times	6times	6times

The company return on equity projections has the capacity to give its shareholders, a suitable return from their equity and prove an increase in percentage over the next five (5) years.

Savannah Aviation Limited shall utilize all its resources to generate revenue over time.

Based on the cost to income ratio, Savannah has the capacity to generate revenue leading to cover the running costs in the next five years.

Company Assets are able to generate revenue to cover short-term obligations that mature in less than one year.


Company Assets can quickly be converted into cash to pay its short-term obligations or current liabilities at a time when the company goes bankrupt.

32. FINANCIAL REQUIREMENTS

As explained in the Operations plan, our operations mainly depend on having a helicopter at site, Savannah owned, for sustainable business.

33. APPENDICES

a. BRELLA CERTIFICATE OF INCORPORATION

	TANZANIA	C.1 
Certificate of Incorporation of a Company Section 15 No: 184108615 I HEREBY CERTIFY THAT SAVANNAH AVIATION LIMITED is this day incorporated under the Companies Act, 2002 and that the Company is Limited. GIVEN under my hand at Dar es Salaam this 14 th day of APRIL TWO THOUSAND AND TWENTY FIVE.		
	 <i>PRINC ASST. REGISTRAR OF COMPANIES</i>	

b. AS -350 B2 Helicopter



