

PALM ROYALE LIMITED

BUSINESS PLAN

FOR

**AN INVESTMENT IN THE CONSTRUCTION OF A WAREHOUSE FOR LEASE AND SELL
ON PLOT NO. P70772 AND PLOT NO. P70773 AT CHEKENI, MWASONGA, KIGAMBONI
MUNICIPALITY, DAR ES SALAAM REGION**

**PALM ROYALE LIMITED
P.O.BOX 34359,
DAR ES SALAAM.**

MARCH, 2026

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1. GENERAL PROJECT INFORMATION

1.1 Preamble

This study covers the business plan for the construction of a warehouse on plot no. P70772 and plot no. P70773 at Chekeni, Mwasonga, Kigamboni Municipality, Dar es salaam region. (herein referred to as “property”) for the purpose of leasing and selling.

1.2 The Project Promoters

The project is being promoted by PALM ROYALE LIMITED, (herein referred to as “PALM ROYALE”) a limited liability company incorporated under the laws of Tanzania whose shareholders are as follows;

S/N	NAME SHAREHOLDERS	OF PERCENTAGE OF OWNERSHIP	NATIONALITY
1	TIANCI YOU	900	CHINESE
2	YI LIN	100	CHINESE

1.3 Proposed Development.

The proposed development shall consist of warehouse spaces covering an estimated area of 200 sqm. Each unit is expected to be sold at 2000 USD per square meter and leased at 50 USD per Square Meter.

1.4 The Project Justification

PALM ROYALE LIMITED aims to become a leading developer in the construction of modern warehouses for lease and sale in Tanzania. With the rapid growth of population and business activities in Dar es Salaam, there is an increasing demand for functional, high-quality storage and logistics spaces. PALM ROYALE intends to address this demand by developing warehouses that are durable, strategically located, and built to international standards, providing businesses with reliable and efficient solutions for storage, distribution, and operational need.

Having effectively studied this market, we have confident that our laid down strategies will enable us to compete favorably with other real estate companies in the area and even around the world.

Our Our goal is to be among the top three top brands in Tanzania as a whole. This we will do by not only offering the housing but also enabling Tanzanians to live in the best environment.

2. PROJECT DESCRIPTION

The Palm Royale development will consist of modern warehouse units ranging from 200 to 240 square meters. These units will be available for sale at a price of USD 2,000 per square meter, and for lease at a monthly rental rate of USD 20 per square meter, providing flexible options for businesses seeking either long-term ownership or rental space.

Each warehouse unit will be designed to support storage, logistics, and light industrial operations. The units will include a large open warehouse floor area, dedicated office space, two washrooms, and loading and unloading access suitable for commercial operations. Office areas will be equipped with air conditioning, telephone lines, and data cable connections to facilitate efficient business operations. In addition, dedicated parking spaces and vehicle access areas will be provided for each unit to accommodate staff and delivery vehicles.

The complex will also include shared facilities and common areas designed to enhance operational efficiency and convenience for tenants and owners. These will include secure parking areas for vehicles and trucks, internal access roads, landscaped surroundings, security services, and common service areas.

2.1 QUALITY

2.2 Quality will be ensured through high construction standards, skilled workmanship, and a strong client-focused approach. Palm Royale will maintain close working relationships with buyers and tenants to ensure that the warehouse units meet their operational needs. In addition to the standard design features, clients purchasing units will have the opportunity to customize certain internal layouts or operational fittings, such as office space configuration, storage arrangements, and technical installations, according to their business requirements.

2.3 The quality of the finished warehouse units will be evident at the time of handover. Prior to delivery, each unit will undergo professional cleaning and final inspection to ensure that the premises are ready for immediate operational use. All warehouse floors will be thoroughly cleaned, office areas and sanitary facilities will be properly finished and polished, and any

construction residue will be removed. The units will be delivered in ready-to-use condition, allowing buyers or tenants to immediately commence their business operations.

2.4 Quality assurance will continue even after clients take possession of their warehouse units. All purchased units will be covered by a one-year comprehensive construction warranty. This warranty covers any structural or construction-related issues ranging from the foundation and flooring to roofing and installed systems.

2.5 EFFICIENCY

The efficiency of the warehouse units will be evident in their energy performance and operational cost savings. The buildings will incorporate high-quality insulation, proper ventilation, and weather-resistant construction, ensuring stable internal conditions suitable for storage and business operations.

These energy-efficient features will help reduce electricity consumption related to cooling, lighting, and general warehouse operations, resulting in lower operating costs for owners and tenants throughout the year. The design ensures that businesses can operate in a cost-efficient and environmentally responsible facility while maintaining comfortable and functional working conditions.

2.6 SWOT ANALYSIS

Conducting a SWOT analysis is an essential part of evaluating the feasibility and potential success of the Palm Royale warehouse development project. This analysis enables us to assess the project's strengths, weaknesses, opportunities, and threats, providing a clearer understanding of the market environment and our competitive position. It also helps identify areas where improvements can be made while developing strategies to minimize potential risks and challenges. To ensure accuracy and objectivity, the SWOT analysis was conducted with the assistance of a reputable business consultant with extensive experience in advising startup and real estate development projects.

The primary objective of the SWOT analysis was to determine the viability and sustainability of pursuing this warehouse development project. The findings indicate that the project possesses strong competitive advantages and promising market opportunities, particularly due to the growing demand for modern warehouse and logistics facilities. While some potential challenges were

identified, these weaknesses are manageable and will be addressed through strategic planning and operational improvements. Overall, the analysis confirms that the project has strong potential for success, with limited threats and significant opportunities for growth in the market.

Here is what the SWOT analysis carried out by an expert on behalf PALM ROYALE LIMITED **Showing the SWOT ANALYSIS**

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> • Experienced Shareholders of PALM ROYALE LIMITED. • Experienced Consultant team • Shareholder Commitment • Prime location of the project 	<ul style="list-style-type: none"> • Invest in unfamiliar countries • Need time to get used to the different legal and business environment • New supply chain sales channels need to be built
OPPORTUNITY	THREATS
<ul style="list-style-type: none"> • Increase in sale values • Growth in economy with time • High Demand for the apartments 	<ul style="list-style-type: none"> • Increase in cost of raw materials • Competition from other Real Estate developers

4. MARKETING AND SALES

Marketing plays a critical role in the success of any business, particularly in the real estate and industrial property sector. Implementing effective marketing strategies will enable the company to generate revenue, build brand recognition, and establish a strong presence in the market. After conducting thorough market research to identify the most effective marketing approaches, we developed strategies that will allow the Palm Royale warehouse development project to successfully penetrate the Tanzanian market and compete favorably with other established real estate and

industrial property developers.

The research provided reliable data and insights that will guide our marketing efforts to ensure that our warehouse units for sale and lease are effectively promoted to potential clients. In addition, our sales and marketing team has been empowered and equipped with the necessary tools and resources to achieve the company's sales targets, expand our client base, and strengthen the company's brand image within the market.

Recognizing the growing importance of technology in modern marketing, the company also plans to leverage digital platforms to reach a wider audience. Plans are underway to develop a mobile application that will allow existing and potential clients to easily access information about available warehouse units, project updates, and services offered by the company.

Furthermore, the company will maintain an active official website and social media presence to engage with clients, share updates about the development, promote available units, and build strong relationships with prospective buyers and tenants.

In summary, Palm Royale intends to leverage the following marketing approaches to promote its warehouse units for sale and lease:

- a. Advertise our warehouse units through local and national newspapers, radio stations, and television platforms to reach a broad audience.
- b. Encourage satisfied clients to refer new customers by offering referral incentives and rewards.
- c. Promote our services through word-of-mouth marketing, leveraging positive relationships with existing clients and business networks.
- d. Implement direct marketing strategies through our trained sales and marketing executives who will engage with potential clients, investors, and businesses.
- e. Ensure the company is listed in Yellow Pages, business directories, and online commercial directories to increase visibility.

- f. Utilize our official website as a platform to showcase, promote, and facilitate inquiries and sales of warehouse units.
- g. Actively use social media platforms to promote the project, share updates, and engage with potential buyers and tenants.

Although Palm Royale is committed to maintaining high standards of quality and professionalism, we recognize the importance of creating strong market awareness for the project. Any business established with the goal of achieving profitability and competing successfully within the market must implement effective publicity and advertising strategies.

Palm Royale therefore intends to leverage multiple publicity channels across Tanzania to maximize visibility and reach potential clients. Our publicity efforts will not only promote our warehouse units and services but will also strengthen and project a positive corporate image to both existing and prospective clients.

Listed below are the platforms we intend to leverage on in promoting PALM ROYALE LIMITED

- i. Place adverts on print media (local newspapers as well as relevant magazines) and electronic media (radio stations and televisions).
- ii. Use our social media platforms – such as Facebook, Twitter, and Instagram to seriously engage our existing and potential clients and promote our brands
- iii. Sponsor social shows such as community pageants and educational fairs
- iv. Distribute our handbills and fliers to various target areas
- v. Install our billboards in various strategic locations around Tanzania

5. Our Pricing Strategy

Our pricing model will remain competitive within the market. During the first six months of operations, Palm Royale Limited intends to offer its warehouse units at slightly lower prices than those of competing developments in order to attract clients, establish market presence, and build brand recognition.

Once the Palm Royale brand has gained stronger visibility and acceptance in the market, the company may adjust prices moderately to reflect the value, quality, and demand for the units. However, pricing will always be carefully structured to ensure that it covers construction costs, operational expenses, and overheads, while allowing the business to remain profitable and sustainable in the long term.

Our objective is to maintain a balanced pricing approach that is competitive, fair to clients, and supportive of the company's long-term growth and stability.

6. Competition

Palm Royale Limited aims to be one of the leading real estate development companies in East Africa, specializing in high-quality commercial and industrial properties. The company is well-positioned to capitalize on the region's economic growth and increasing demand for modern warehouse and logistics facilities.

At the same time, Palm Royale recognizes that it operates in a competitive market, with other developers expanding their presence across the region. To maintain a competitive advantage, the company has implemented efficient systems and processes designed to streamline land development, simplify application procedures, facilitate inspections, and enhance communication between the company and its clients.

By leveraging these tools, Palm Royale ensures that clients experience a smooth, transparent, and professional development process, while the company maintains operational efficiency and a strong market reputation.

7. MANPOWER REQUIREMENTS AND ORGANISATION MANAGEMENT

The success of a project of this nature depends largely on the competence and expertise of the personnel recruited to manage it. It is assumed that qualified professionals with the necessary skills and experience will be available locally to fulfill these roles.

To streamline operations and ensure effective project management, the company proposes engaging two key positions: an Operations Officer and an Accountant. These two professionals, together with the Site Manager, will form the central operational core responsible for overseeing all aspects of the project, including planning, execution, financial management, and site supervision.

This management structure will provide clear lines of responsibility, accountability, and coordination, enabling the project to be executed efficiently, on schedule, and within budget, while maintaining high standards of quality and operational excellence.

8. MANPOWER REQUIREMENTS

Based on the proposed organizational structure the project will initially employ a total of 45 employees

Chief Executive Officer

- Provides a clear strategic direction for the organization and communicate these strategies to appropriate channels
- Has an experience with the budgets as well as allocate resources appropriately
- Ensures that the right professionals are hired into the management team
- Builds corporate culture that would influence employees attitude and decision

Human Resources and Admin Manager

- Ensures the development, management as well as implementation of personnel policies
- Recruits, retains and terminates staff appropriately
- Ensures that office practices are adhered to and in line with employment related laws
- Ensures that the administrative systems are constantly reviewed with an aim to being proactive instead of reactive
- Ensures that staff welfare and incentive packages are appropriately done.

Marketing Executives

- Carries out promotional activities that will project the image of the company as well as bring in revenue
- Devises marketing and sales strategy for PALM ROYALE
- Manages campaigns on all of the company's social media platforms
- Plans and organizes product and service exhibitions for the company
- Monitors performance and change weak strategies

Accountants

- Ensures that tax returns are prepared and that tax requirements, preparation and reporting are complied with
- Works with management and report all the finances regarding PALM ROYALE to ensure that budgets are developed, and maintained periodically and also compare budgeted costs to actual costs
- Prepares and analyzes of accounting records, financial statements and reports in order to determine accuracy and conformance with accounting standards
- Carries out analysis of business operations including costs and revenues and use this to not only project future income and expenses but to proffer advice as well.

Mechanics and assistant

- Ensure the smooth operation of the machine
- Complete daily maintenance and repair of equipment
- Ensure the completion of monthly production

Assist to solve any problems in production activities and Communicate with the leadership on Drivers

- Ensures that cargos are loaded and unloaded at the appropriate times
- Ensures that all traffic laws are followed
- Inspects truck before and after every trip, and report any major defects found to the appropriate department.

Security Guard

- Protects the property Prevents security problems that are likely to arise during the course of carrying out security duties
- Responds to security issues that might crop up
- Enlightens employees by providing security tips
- any safety issues

9. Risk Management

Palm Royale Company Limited implements a series of risk management measures to minimize exposure and protect company investments throughout the warehouse development project.

The company maintains liability insurance coverage of USD 500,000 to safeguard against unforeseen incidents, accidents, or damages during construction and operations.

Accounts Payable- All deliveries to the construction site are verified by the Project Manager, who reviews invoices and physically inspects consignments. Any discrepancies are recorded on the delivery note, returned with the delivery driver, and resolved directly with the supplier. If deliveries occur without an owner present, verification and follow-up are conducted the next day.

Daily financial activities are meticulously documented using an account ledger and daily cash flow sheets maintained by the owners. This system includes payroll records, receipts, and a calendar for miscellaneous expenditures, ensuring organized tracking across both the job site and administrative office. Bank statements are reconciled monthly by the Administrative Assistant and reviewed by the owners to ensure accuracy and financial accountability.

Payroll is calculated and recorded by the Project Manager using pre-established spreadsheets, including all deductions. The Administrative Assistant completes and submits all payroll taxes and reports. Quarterly payroll reports are reviewed by the owners, with due dates pre-recorded in the owners' project notebook to ensure compliance and timely processing.

Through these systems, Palm Royale maintains financial transparency, operational control, and accountability, mitigating risks and supporting the successful execution of the warehouse development project.

10. ECONOMIC AND SOCIAL BENEFITS

The successful construction of warehouses for lease and sale on Plot No. P70772 and Plot No. P70773 at Chekeni, Mwasonga, Kigamboni Municipality, Dar es Salaam Region, undertaken by Palm Royale Limited, is expected to generate significant economic and social benefits for the country. Key benefits include:

- a. Employment Creation – The project is expected to generate permanent employment opportunities for over 100 Tanzanian workers, including skilled, semi-skilled, and

administrative personnel.

- b.** Support for Market Demand – The development will contribute to addressing the growing demand for commercial warehouse space in Dar es Salaam, supporting local businesses, logistics, and distribution networks.
- c.** Infrastructure Improvement – The neighborhood surrounding the project will benefit from electrification and improved utility access as part of the development, enhancing living and operational conditions.
- d.** Improved Transport and Accessibility – The project will facilitate the maintenance and repair of feeder roads leading to the site, ensuring efficient transportation of goods, services, and personnel.
- e.** Economic Empowerment – The project will provide income for employees and local service providers, including individual entrepreneurs, thereby contributing to efforts to improve living standards and stimulate local economic activity.
- f.** Market Development – The project will create a new market for food products and other goods required at the site, generating a multiplier effect that benefits surrounding areas and businesses.
- g.** Government Revenue Generation – Through corporate taxation, the project is projected to contribute a total of USD 1,006,753 to the government treasury over ten years, with an average annual contribution of USD 83,896.08, supporting public services and national development initiatives.

Overall, the Palm Royale warehouse development is expected to strengthen local economic activity, improve infrastructure, create jobs, and contribute to government revenue, making it a strategically valuable investment for both the private and public sectors.

11. FINANCIAL PROPOSAL

Revenue Projections and Financial Assumptions

Revenue projections for the Palm Royale warehouse development are based on the following key assumptions:

a. Project Commencement and Construction Timeline

The project will commence upon the granting of derivative rights to Plot No. P70772 and Plot No. P70773 at Chekeni, Mwasonga, Kigamboni Municipality, Dar es Salaam Region. The construction phase is projected to last two (2) years, after which the warehouse units will be available for sale and lease.

b. Salaries and Wages.

Salaries, wages, and 30% social security contributions for a workforce of 45 employees are factored into the financial model. Detailed calculations are provided in the appendix.

c. Corporate Income Tax.

A corporate tax rate of 30% is assumed to remain unchanged throughout the projected ten-year period.

d. Estimated Project Cost.

The total investment required for the project is estimated at **USD 2,000,000**, which includes; Land acquisition, Construction costs and building materials, Machinery and equipment, Vehicles and Initial working capital for operations.

e. **Investment Cost Financing Pattern**

The total investment cost is estimated at **USD 2,000,000.00** a summary of the breakdown is as indicated in the table below

ITEM	USD
Fixed Asset	
Civil Works & Building	800,000
Machinery and Equipment	120,000
Vehicles	60,000
Furniture and Fittings	30,000
Raw materials	80,000
Pre-Operational Expenses	60,000
Sub total	1,150,000
Initial working capital	850,000
GRAND TOTAL	2,000,000

12. Financial Viability and Return on Investment

The Palm Royale warehouse development project demonstrates a strong financial viability with a projected payback period of five (5) years following the completion of construction. Revenue streams from warehouse sales and rental income are expected to generate consistent cash flows, ensuring a healthy return on investment for shareholders. The financial model incorporates conservative assumptions on occupancy, lease rates, and operational costs, supporting the long-term profitability of the project.

13. Sustainability and Expansion Strategy

The long-term success of any business depends on several key factors, including:

- A loyal and growing customer base
- The capacity, skills, and competence of employees
- A sound investment and operational strategy
- An efficient and well-structured business framework

Palm Royale is committed to building a self-sustaining business that operates on its own cash flow once fully operational, without relying on external financing. To achieve this, the company will establish strong foundations, clear operational processes, and effective management structures.

Furthermore, the company has a long-term expansion strategy aimed at scaling operations to meet growing demand for warehouse and industrial spaces in Dar es Salaam and beyond. Expansion will be guided by market trends, customer demand, and operational capacity, ensuring that Palm Royale remains profitable, competitive, and strategically positioned in the East African real estate market.

14. Check List/Milestone

14.1 Application for business license and permit: **Completed**

14.2 Purchase of Land: **Completed**

14.3 Conducting Feasibility Studies: **Completed**

14.4 Recruitment of employees: **In progress**

14.5 Purchase of Machinery and building materials process: **In progress**

14.6 Purchase of the Needed furniture, racks, shelves, computers, electronic appliances, office appliances and CCTV: **In progress**

14.7 Health and Safety and Fire Safety Arrangement (License): **In progress**

14.8 Opening party / launching party planning: **In Progress**

14.9 Establishing business relationship with vendors – wholesale suppliers / merchants of cooking gas: **In Progress**

SUMMARY AND CONCLUSION

This document presents a comprehensive investment proposal by Palm Royale Limited for the construction of warehouses for sale and lease on Plot No. P70772 and Plot No. P70773, Chekeni, Mwasonga, Kigamboni Municipality, Dar es Salaam Region. It provides detailed descriptions of the project scope, financial projections, operational strategies, and the anticipated economic and social benefits of the development.

SUMMARY

The shareholders of Palm Royale Limited bring extensive experience in the construction and real estate industry, which they will leverage to deliver high-quality warehouse units that are expected to meet strong market demand. This expertise will ensure the project generates sustainable profits and long-term growth for the company.

The total investment cost for the project is estimated at USD 2,000,000. The development is projected to be highly profitable, generating positive net cash flows from the first year of operation. Specifically, the project is expected to achieve USD 10,795,508 from rental income and USD 1,480,712 from sales revenue, reflecting the strong financial viability of the warehouse development.

CONCLUSION

Palm Royale Limited is therefore seeking a Certificate of Incentives from the Tanzania Investment and Special Economic Zones Authority (TISEZA) to support the investment in the construction of warehouses on the aforementioned plots of land.

Based on comprehensive technical, financial, economic, and social analyses, the proposed project is technically feasible, financially viable, and socially beneficial. We respectfully request that TISEZA approve this application, enabling Palm Royale to contribute effectively to the expansion of Tanzania's logistics, storage, and industrial infrastructure, while creating employment and supporting local economic growth.

Appendix1

PALM ROYALE LIMITED

CASHFLOWS PROJECTION (USD)

YEAR	0	1	2	3	4	5	6
Sources							
Profit before interest/depreciation		1,243,119,016	2,142,415,566	3,651,437,814	4,289,846,207	4,747,192,341	5,187,326,513
Other Sources	7,506,150,000	2,243,119,016	3,142,415,566	3,651,437,814	4,289,846,207	4,747,192,341	5,187,326,513
Total sources	10,506,150,000						
Applications							
Capital expenditure	8,345,043,000				460,246,000	460,246,000	230,123,000
Other Applications (excl. working capital)		1,126,734,576	2,418,269,661	2,442,107,456	2,504,761,094	2,513,096,054	2,920,516.829
Total Applications	7,345,043,000	1,126,734,576	2,418,269,661	2,442,107,456	2,965,007,094	2,973,342,054	3,150.639,829

Working capital	2,071,107,000	800,000,000	1,500,000,000	2,000,000,000	2,200,000,000	2,700,000,000	3,000,000,000
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