

BONASERA HOTEL

Business Plan

Prepared for: VIJIM LTD

Location: Capri Point, Mwanza City, Tanzania

Hotel Type: Luxury Lakeside Boutique Hotel

Target Opening: September – October

1. EXECUTIVE SUMMARY

Bonasera Hotel is a premium **lakeside boutique hotel** strategically located in **Capri Point, Mwanza City**, directly adjacent to **Lake Victoria**. The hotel is designed to blend **traditional African elements with modern luxury**, creating a refined and unforgettable guest experience.

With a total of **74 rooms**, rooftop bar, lakefront restaurant, conference facilities, swimming pool, spa, gym, and curated guest activities, Bonasera Hotel is positioned to become **one of Mwanza's top five-star recommendations**, catering to both international and high-end local markets.

The hotel is developed and owned by **VIJIM LTD**, fully funded through **personal equity**, with an estimated total investment of **TZS 2.5 billion**. Operations will be professionally managed under an internal General Manager, supported by modern hotel systems and experienced staff.

Bonasera Hotel targets:

- Business and government travelers
- International tourists
- High-net-worth individuals
- Couples, families, and long-stay guests

The projected **break-even period is 6–8 months**, supported by premium pricing, strong occupancy projections, diversified revenue streams, and Mwanza's growing hospitality demand.

2. COMPANY OVERVIEW

2.1 Legal Structure

- Company Name: **VIJIM LTD**
- Ownership: Private company
- Funding: 100% personal funds
- Debt: None (excluding annual rent obligations)

2.2 Business Objective

To establish **Bonasera Hotel** as the most luxurious lakeside boutique hotel in Mwanza, delivering exceptional service, strong financial performance, and long-term brand value.

2.3 Vision

To be **Mwanza's most iconic luxury lakeside destination**, recognized for elegance, service excellence, and unique guest experiences.

2.4 Mission

To provide guests with a refined boutique experience that combines modern comfort, local character, and world-class hospitality standards.

3. LOCATION & MARKET ADVANTAGE

3.1 Location Overview

- Area: Capri Point, Mwanza City
- Key Advantage: **Direct proximity to Lake Victoria**
- Accessibility: Close to city center, government offices, and major commercial zones

The hotel's lakeside positioning provides a **significant competitive advantage**, offering scenic views and experiential value that most competing hotels in Mwanza cannot replicate.

3.2 Market Opportunity

Mwanza is a growing hub for:

- Government and NGO activity

- Corporate travel
- Tourism linked to Lake Victoria and surrounding regions

There is a clear market gap for **true luxury boutique accommodation** with modern facilities and experiential offerings.

4. HOTEL DESCRIPTION & FACILITIES

4.1 Property Status

- Construction completion: ~80%
- Final approvals to be obtained at 95% completion
- Target opening: September – October

4.2 Room Inventory (74 Rooms Total)

ROOM TYPE	NUMBER OF ROOMS
Master Suite (Lake View)	1
Standard Suites (Lake View)	24
Executive Suites	2
Double Room	1
Deluxe Rooms (Ground Floor)	4

Standard Rooms	33
Small Standard Rooms (Ground Floor)	9
TOTAL	74

- Average room size: **28–30 sqm**
- Floors: **3 floors + rooftop**

4.3 Facilities & Amenities

- Indoor & outdoor **lakefront restaurant**
- Rooftop bar with panoramic lake views
- Indoor café
- Conference room (up to 150 pax)
- Swimming pool
- Gym
- Spa (capacity: 3 guests)
- Planned boat rides (future experiential offering)
- Parking for approximately **30–45 vehicles**

5. TARGET MARKET & CUSTOMER PROFILE

5.1 Guest Segmentation

- Tourists (international & domestic)
- Wealthy individuals and executives
- Government officials
- Families and couples
- Long-stay guests

5.2 Market Mix

- International guests: **40%**
- Local guests: **60%**
- Average length of stay: **~7 days**

5.3 Seasonality

- Peak demand during holiday seasons
- Off-season supported by:
 - Restaurants & bars

- Events & conferences
 - Local destination traffic
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6. PRICING & POSITIONING STRATEGY

6.1 Market Positioning

Bonasera Hotel is positioned as a **premium, luxury boutique property**, priced above average market rates.

6.2 Room Pricing (Indicative)

ROOM TYPE	USE RANGE
Master Suite (Lake View)	\$500 - \$750
Standard Suite (Lake View)	\$150 - \$200
Executive Suite	\$200 - \$250
Double Room	\$150 - \$180
Deluxe Room	\$130 - \$150
Standard Room	\$100 - \$130
Small Standard Room	\$100 - \$130

- Local guests receive **7–10% discount** when paying in TZS
- Pricing adjusted seasonally

6.3 Competitors

- Adden Palace Hotel
- Malaika Beach Hotel

Bonasera Hotel differentiates through:

- Boutique luxury focus
 - Rooftop bar
 - Strong lakefront integration
 - Modern facilities and curated experiences
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7. OPERATIONS & MANAGEMENT

7.1 Management Structure

- Professionally managed

- Internal **General Manager**
- Department heads for:
 - Front Office
 - Food & Beverage
 - Kitchen
 - Housekeeping
 - Maintenance
 - Accounting

7.2 Staffing

- Total staff: **30+ employees**
- Monthly salary cost: **~TZS 25 million**

7.3 Systems

- Property Management System (PMS): **Hotel Plus**
 - Focus on efficiency, reporting, and guest experience
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8. MARKETING & SALES STRATEGY

8.1 Sales Channels

- Walk-ins
- Online Travel Agencies (OTAs)
- Corporate contracts
- Direct bookings

8.2 Marketing Approach

- Instagram-focused branding
- Google Ads
- Corporate partnerships
- Seasonal packages and promotions

8.3 Events & Conferences

- 5–7 events per month
 - Primarily corporate clients
 - Contributes **20% of total revenue**
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9. FINANCIAL OVERVIEW

9.1 Investment Summary

- Total investment: **TZS 2.5 billion**
- Funding source: Personal funds
- Debt exposure: Minimal

9.2 Monthly Operating Costs (Estimated)

COST ITEM	AMOUNT (TZS)
Salaries	25,000,000
Utilities	5,000,000 - 7,000,000
Internet	500,000
Security	450,000

9.3 Revenue Mix

- Rooms: **60%**
- Food & Beverage: **20%**

- Events & Conferences: **20%**

9.4 Occupancy Projections

- Year 1: **80%**
- Year 2: **85%**
- Year 3: **80%**

9.5 Break-Even Analysis

- Estimated break-even period: **6–8 months**
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10. RISK ANALYSIS & MITIGATION

Key Risks

- Construction delays
- Regulatory approval delays
- Cash-flow pressure during early operations

Mitigation Measures

- Phased opening readiness
 - Early engagement with regulators
 - Strong cash reserves and conservative cost control
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11. GROWTH & EXPANSION STRATEGY

- Expansion of rooms on neighboring plot
- Long-term goal to **franchise Bonasera Hotel brand**
- Positioning as a flagship luxury hospitality brand in Tanzania