

PRESTIGE CAMPS & LODGES COMPANY LIMITED

**BUSINESS PLAN FOR ESTABLISHING AND OPERATE TENTED CAMPS,
LODGES AND TOUR**

OPERATION SERVICES PROJECT



PRESTIGE
Camaps&Lodges

1.0 Introduction

PRESTIGE CAMPS & LODGES COMPANY LIMITED is a company incorporated in the United Republic of Tanzania as a private limited company under the Companies Act, 2002, with Certificate of Incorporation No. 191724097, dated 11 December 2025.

The company plans to establish and operate camps, hotels, and lodges, as well as provide tour operation services and other accommodation and hospitality-related services within Tanzania.

1.2 Our Mission

To offer high-quality, eco-friendly tented accommodation and professionally managed tour services that promote sustainable tourism, support local communities, create employment opportunities, and provide safe, authentic, and enriching experiences for domestic and international visitors

1.3 Our Vision

To become a leading provider of sustainable tented camp experiences and tour operations, showcasing natural beauty and cultural heritage while delivering exceptional hospitality, responsible tourism, and memorable travel experiences

1.4 Our VALUES

At PRESTIGE CAMPS & LODGES COMPANY LIMITED, our operations and decisions are guided by the following core values:

➤ Exceptional Guest Experience

We believe the customer comes first. We are committed to delivering outstanding service, superior quality, and memorable experiences that ensure customer delight and long-term satisfaction.

➤ **Service Excellence, Integrity & Trust**

We uphold an enduring value system based on professionalism, honesty, fairness, and ethical business conduct. Through an open culture and responsible practices, we earn and maintain the confidence and trust of our customers, associates, and business partners.

➤ **Transparency, Teamwork & Responsibility**

We operate with transparency in all our engagements with regulatory authorities, partners, and stakeholders. We value our colleagues and foster a strong sense of teamwork, shared responsibility, and passion to consistently deliver excellence.

1.5 **Company Ownership**

PRESTIGE CAMPS & LODGES COMPANY LIMITED

promoted by three shareholders who are very experienced in minerals business.

Name of shareholders	% of shares	Nationality
Shuai Chen	51	Chinese
Na Cheng	40	Chinese
Taotao Zhang	9	Chinese

1.6 Project Location

Project is located ACU Building, Sokoine Road, Arusha Region and Serengeti National Park – Kichwa cha Tembo 3 Region Tanzania.

2.0 Industry Background & Opportunity

Tanzania is among the world's top safari destinations.

Key facts:

- Over **1.4 million tourists** annually (recovering post-COVID).
- Serengeti & Ngorongoro are global icons with high demand for luxury accommodation.
- Shortage of **midrange & luxury tented camps** in several zones.
- Rise in eco-tourism and experiential travel.

The combination of **campsite + tour operations** boosts revenue because tourists often prefer a **one-stop provider**.

3.0 Market Analysis

3.1 Target Markets

- International tourists (USA, UK, Germany, France, China)
- Regional tourists (South Africa, Kenya)
- Local corporate groups
- Domestic tourism market (growing during holidays)

3.2 Competitive Landscape

Competing camps include:

- Asilia
- Serena
- Lemala
- & Beyond
- Elewana

Market Gap:

- Affordable luxury tented camps for mid-tier and premium clients

- Personalized tours as opposed to mass-market operators

3.3 Competitive Advantage

- Unique eco-friendly design
- High service quality
- Flexible safari packages
- Strategic prime location within park buffer zones
- Strong digital marketing strategy
- In-house guiding team
- Combined tour + accommodation revenue

4.0 Technical Plan (Campsite Design)

4.1 Campsite Capacity

- **10 luxury tents** with ensuite bathrooms
 - King-size bed
 - Solar power for lighting
 - Hot shower system
 - Private veranda with view

4.2 Core Facilities

- Reception & Lounge
- Restaurant & Bar
- Firepit Sitting Area
- Kitchen & Storage Units
- Laundry Unit
- Staff Quarters
- Solar Energy System (50–120 kW)
- Water system & Borehole
- Sewage & Waste Treatment

4.3 Safari Vehicles

- 1-5 customized Land Cruisers
- Pop-up roofs
- Charging points, fridge, radio, wifi
- Full branding & uniformed guides

5.0 Tour Operations Business Model

5.1 Services Offered

- Wildlife safaris (1–12 nights)
- Airport transfers
- Car hire + drivers
- Balloon safaris (via partners)
- Walking safaris
- Cultural tourism (Maasai, Hadzabe)
- Private VIP tours

5.2 Key Resources

- Skilled driver guides
- Modern safari vehicles
- Reservations & logistics team
- CRM and booking system
- Contracts with TANAPA, NCAA, TAWA

6.0 Regulatory Requirements

- i. Tour Operator License (MNRT)
- ii. Class A/B/C tourism license

- iii. Vehicle registration for tourism
- iv. Campsite construction permit
- v. TANAPA/NCAA Campsite lease/permit
- vi. EIA approval – NEMC
- vii. OSHA safety compliance
- viii. TBS standards for hospitality
- ix. TRA tax registration

Approval timeline: **4–8 months**

7.0 Organizational & Management Structure

Top Management

- Managing Director
- Campsite Manager
- Operations Manager
- Finance Manager

Operational Team

- 3 Driver Guides
- 3 Chefs & Kitchen Staff
- 6 Housekeepers

- 4 Maintenance & Groundskeepers
- 5 Support Staff (security, cleaners, logistics)

Total Employees: **21**

8.0 Project Investment Cost

The estimated capital investment cost of the project is U US \$ 1,000,000.

PRESTIGE CAMPS & LODGES COMPANY LIMITED COST STRUCTURE US \$

Item	Amount (USD)
Camps & Lodge Construction / Setup	450,000
Furniture, Fixtures & Equipment	200,000
Vehicles & Tour Equipment	130,000
Licenses, Marketing & Branding	80,000
Working Capital	140,000
Total Investment	1,000,000

7.2 Financing Pattern

The project will be financed by 100% by shareholders no loan

7.3 Project Operating Costs

In order to realize its intended objective, the project will have to meet operating costs which will constitute 45% of total revenue.

8.0 Aspect of Project Sustainability

The project sponsors having studied market conditions and the infrastructure in Tanzania are convinced that the project will be able to operate undisturbed.

8.1 Monitoring and Evaluation

The monitoring and evaluation tools will be applied in running this project as well, the project sponsors are determined to cooperate fully with the government and other stakeholders for smooth business running.

8.2 Projected Risks

This is a tourism industry investment; no major risks have been identified for this kind of project so far. Unless a change in the country's political and economic stability occurs, the project is more likely to prosper very fast for a very long period. However, the following risk needs to be mitigated accordingly

9.0 Financial Analysis

9.1 Five-Year Profit & Loss Projection

Revenue & Expenses Summary

Year	Revenue	Operation Costs	Net Profit
1	450,000	360,000	90,000
2	600,000	450,000	150,000
3	780,000	555,000	225,000
4	950,000	665,000	285,000
5	1,150,000	770,000	380,000

9.2 Cumulative Cash Flow & Payback Period

Year Net Profit Cumulative Cash Flow

Year	Net Profit	Cumulative Cash Floor
1	90,000	90,000
2	150,000	240,000
3	225,000	465,000
4	285,000	750,000
5	380,000	1,130,000

9.3 Economic Aspects of The Projects

Besides the financial/monetary returns to the owners, there are other benefits to be derived for the whole country viz.

- **Employment Opportunities**

Employment and poverty reduction are among the major concern of the Central and the Local Government authorities. It is gratifying to note that the company, is going to provide additional employment to **21** people. This is a significant contribution coming from investors.

- **Revenue to the Government**

The Project is expected to pay a substantial annual amount in the form of corporation tax and other taxes

- **Foreign Exchange Earning**

Since the project's products will be exported, the project will thus earn foreign currency for the United Republic of Tanzania.

- **Increase the added value of minerals**

Help Tanzania shift from resource exports to value enhancement, in line with the government's economic development strategy

10.0 **Conclusion**

Conclusion on the feasibility of the project

Comprehensive analysis shows that it is highly feasible to establish a professional timber product in Tanzania:

- Clear market demand: With the development of Tanzania's tourism industry
- Favourable policy environment: The government is promoting tourism sector
- Considerable economic benefits: The investment payback period is expected to be about 3years, and the medium- and long-term profitability is good
- The project is profitable and contributes to government revenue by way of taxes.
- The project provides employment to 30people.
- The project is an encouraging sign to prove that we have good business environments and we have investors who have confidence in their country. Tanzania so much so that they are ready to invest such large sums of investment despite the odds of the sector in question.

11.0 **Recommendation**

After the foregoing economic and financial evaluation of the project, we strongly recommend that this project be implemented and be given all the support required by all the concerned Government Ministries and Agencies, including the Tanzania Revenue Authority, TRA and the TISEZA. The project deserves this support because of its viability, since it is technically feasible, economically viable and socially acceptable.

PRESTIGE CAMPS & LODGES COMPANY LIMITED PROJECTED PROFIT AND LOSS STATEMENT

US\$

Year	Revenue	Cost of Services	Gross Profit
Year 1	450,000	200,000	250,000
Year 2	600,000	255,000	345,000
Year 3	780,000	315,000	465,000
Year 4	950,000	370,000	580,000
Year 5	1,150,000	420,000	730,000

Operating Expenses, Depreciation & Profit

Year	Operating Expenses	EBITDA	Depreciation	Profit Before Tax	Tax (30%)	Net Profit After Tax
Year 1	160,000	90,000	80,000	10,000	3,000	7,000
Year 2	195,000	150,000	80,000	70,000	21,000	49,000
Year 3	240,000	225,000	80,000	145,000	43,500	101,500
Year 4	295,000	285,000	80,000	205,000	61,500	143,500
Year 5	350,000	380,000	80,000	300,000	90,000	210,000

Net Cash Flow

Year	Net Profit After Tax	Depreciation	Net Cash Flow	Cumulative Cash Flow
Year 1	7,000	80,000	87,000	87,000
Year 2	49,000	80,000	129,000	216,000
Year 3	101,500	80,000	181,500	397,500
Year 4	143,500	80,000	223,500	621,000
Year 5	210,000	80,000	290,000	911,000
