

**BUSINESS PLAN FOR
INVESTMENT IN
TOURISM RESTAURANT**

HASHAB INTERNATIONAL HOLDING
COMPANY
LIMITED

EXECUTIVE SUMMARY

HASHAB INTERNATIONAL HOLDING COMPAN LIMITED is limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated 29/04/2024 and bears Certificate of Incorporation No. 177717940.

HASHAB INTERNATIONAL HOLDING COMPANY LIMITED plans to develop a mid-to-high-end boutique hotel located at Plot No. 96, Regent Estate, Kinondoni, and Dar es Salaam. The project aims to offer premium hospitality services targeting business travelers, tourists, and long-stay guests through a combination of hotel rooms and serviced apartments. The total investment is projected at USD 2 million, fully financed through foreign equity. The project will create employment, stimulate local procurement, and contribute to the tourism economy in Tanzania. Financial projections adopt conservative, phased model, with gradual ramp-up and initial operating losses in line with market reality.

HASHAB INTERNATIONAL HOLDING COMPANY LIMITED will be located at Plot No. 489/490/491, Regent Estate, Kinondoni, and Dar es Salaam. The project aims to offer premium hospitality services targeting business travelers, tourists, and long-stay guests through a combination of hotel rooms and serviced apartment

Company Goals and Objectives:

In Summary **HASHAB INTERNATIONAL HOLDING COMPANY LIMITED** aims to;

- To provide exceptional hospitality and tourism experiences in Tanzania by delivering high-quality accommodation, personalized travel services, and authentic cultural adventures, while promoting sustainable tourism practices, supporting local communities, and highlighting Tanzania's rich natural and cultural heritage to both domestic and international travelers.
- Manage **HASHAB INTERNATIONAL HOLDING COMPANY LIMITED** by human resource policies which encourage and reward individual and unified effort and achievement, provide training and personal development opportunities and create a working environment in which staff can feel a real sense of job involve
- Build relationships with investors in the sector and conducts the business of promoting sustainable tourism practices, supporting local communities, and highlighting Tanzania's rich natural and cultural heritage to both domestic and international travelers.
- Represent persons at meetings of local, national and international organizations and bodies concerned with activities connected or associated with any of the business of the company, to provide services of all kinds to such organizations and bodies and to negotiate and enter into national and international agreements/standards relating to matter of concern or interest to the company.
- To enter into any commercial or other arrangements with authority, corporation, government, company or persons to obtain or enter into any legislation, orders, charters, contracts, decrees, rights, privileges, licenses, franchise, permits and concessions for any purpose and to carry out, exercise and comply with the same and to make prosecute and defend all steps, contacts, arrangements, negotiations, legal and other proceedings, compromises, arrangements and schemes and to do all other acts that shall at any time appear conducive or expedient for the advantage of the company.
- Adopt best commercial practice and ethical standards in dealing with clientele, suppliers of services and other contacts.

The project will be managed and operated by **HASHAB INTERNATIONAL HOLDING COMPANY LIMITED** is owned by Chinese citizens form China with the following share distribution;

	Names	Number of shares
	HASSAN FARAH MOHAMED	25%
	YUSSUF HASSAN ADAN	5%
	MOHAMED JAMA ABDI	70%

PURPOSE OF BUSINESS PLAN

The investment objective of this business plan is to establish the project of premium hospitality services targeting business travelers, tourists, and long-stay guests through a combination of hotel rooms and serviced apartments. The total investment is projected at USD 2 million, fully financed through foreign equity. The project will create employment, stimulate local procurement, and contribute to the tourism economy in Tanzania. Financial projections adopt a conservative, phased model, with gradual ramp-up and initial operating losses in line with market reality.

The products of the company will be conducted from sustainable sources, ensuring environmental sustainability and social responsibility. The company will target both domestic and international markets.

INDUSTRY OVERVIEW:

Tourism contributes ~17–20% of Tanzania's GDP, attracting over 1.5 million international tourists annually. Restaurants catering to tourists are vital in enhancing visitor experiences. Dar es Salaam, Zanzibar, and Arusha are key hubs where demand for authentic, high-quality dining is rising. Tourists increasingly seek eco-friendly, cultural, and immersive culinary experiences, positioning Tanzania as a prime destination for themed restaurants.

MARKET ANALYSIS:

1. Industry Overview

Tourism contributes ~17–20% of Tanzania's GDP, attracting over 1.5 million international tourists annually. Restaurants catering to tourists are vital in enhancing visitor experiences. Dar es Salaam, Zanzibar, and Arusha are key hubs where demand for authentic, high-quality dining is rising. Tourists increasingly seek eco-friendly, cultural, and immersive culinary experiences, positioning Tanzania as a prime destination for themed restaurants.

Key Segments:

- International tourists (Europe, Asia, North America).
- Domestic tourists (middle-income Tanzanians).
- Business travelers and event guests.
- Eco and cultural tourists seeking authentic food experiences.

Competitive Landscape:

- Luxury hotel restaurants.
- Mid-range eateries.
- Budget street food vendors. **Opportunity:** A boutique tourist restaurant offering authentic Tanzanian cuisine, cultural immersion, and premium service.

Products & Services

- **Food & Beverage:** Tanzanian dishes, seafood, international cuisine, themed buffets.
- **Cultural Experiences:** Live music, traditional dance nights, cooking classes.
- **Events:** Weddings, corporate dinners, tourist group packages.
- **Tourist Packages:** Meal + safari/tour partnerships.
- **Wellness Options:** Organic, vegetarian, and vegan menus.

INVESTMENT OBJECTIVE:

The primary investment objective in tourism and hotel management is to generate sustainable returns through the development, ownership, and operation of hospitality assets, while contributing to the growth of the tourism sector. This involves:

- **Capital Growth:** Acquiring and developing hotel and tourism properties in high-potential markets to achieve long-term asset appreciation.
- **Revenue Generation:** Operating hotels, resorts, and related tourism services efficiently to generate steady income from occupancy, food and beverage, events, and leisure activities.
- **Market Expansion:** Targeting both domestic and international tourists through strategic marketing, partnerships, and service excellence to increase market share.
- **Economic Development:** Supporting local employment, cultural preservation, and community engagement to enhance the socio-economic impact of tourism investments.
- **Sustainability:** Implementing eco-friendly practices and sustainable tourism principles to align with global environmental standards and appeal to responsible travelers.

Investment Costs and Sources of Finances:

The total investment required for the project is estimated around \$2 million. The funding will be an equity financing from shareholders.

Investment Costs & Financing

USD 2,000,000 Equity Financing

Item	Cost (USD)
Land/Building	600,000
Kitchen Equipment & Plants	400,000
Vehicles	200,000
Furniture & Décor	140,000
Pre-expenses	16,000
Others	170,000
Working Capital	600,000
Total	2,000,000

JOB CREATION

- **Direct Jobs:** Chefs, wait staff, bartenders, event coordinators, cleaners, security.
- **Indirect Jobs:** Local suppliers (farmers, fishermen, artisans), transport providers.
- **Estimated:** 150 direct jobs + 300 indirect jobs.

OPERATIONS PLAN:

Operations Plan

- **Location:** Regent Estate, Kinondoni, Dar es Salaam.
- **Staffing** 60 full-time staff.
- **Suppliers:** Local farms, fisheries, beverage distributors.
- **Technology:** Online booking, POS systems, digital menus.

MARKETING PLAN:

The marketing plan for the import and sale of manufacturing of steel and Iron will focus on the following strategies:

1. Executive Summary

The goal of this marketing plan is to position the hotel as a preferred destination for tourists and business travelers by emphasizing comfort, unique experiences, and exceptional service. This will be achieved through a mix of digital marketing, partnerships, brand positioning, and customer engagement strategies.

2. Marketing Objectives

- Increase occupancy rate to 80% within 12 months
- Boost online bookings by 50%
- Increase brand awareness locally and internationally
- Achieve 4.5+ star average ratings on major travel sites

3. Target Market

- **Domestic Tourists** – Families, couples, and solo travelers
- **International Tourists** – Mainly from Europe, Asia, and North America
- **Corporate Clients** – For business travel and conferences
- **Event Travelers** – For weddings, workshops, or retreats

4. Key Strategies

A. Digital Marketing

- **Website Optimization** with a user-friendly interface and booking engine
- **Search Engine Optimization (SEO)** to rank on Google for hotel-related keywords
- **Social Media Marketing** (Instagram, Facebook, TikTok) to showcase experiences, rooms, and customer stories
- **Influencer and Blogger Partnerships** for reviews and exposure

B. Online Travel Agency (OTA) Partnerships

- Partner with platforms like **Booking.com, Airbnb, TripAdvisor, Expedia** to increase visibility
- Run limited-time promotions and flash deals

C. Branding and Positioning

- Develop a strong **brand identity** (logo, tagline, service culture)
- Position as a boutique hotel offering **local experiences** (cultural tours, food, safaris)

D. Customer Loyalty Program

- Implement a rewards system for repeat customers
- Offer discounts and free upgrades for returning guests

E. Email and SMS Marketing

- Collect guest data for newsletters and special offers
- Send automated messages for abandoned bookings and post-checkout surveys

F. Corporate and Event Packages

- Create attractive packages for **business meetings**, retreats, and conferences
- Offer **wedding/event planning services** in collaboration with local vendors

G. Local Community and Tourism Board Engagement

- Collaborate with **local tour operators**, artisans, and cultural groups
 - Partner with **tourism boards** for joint marketing campaigns
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5. Budget Allocation

- 30% – Digital Advertising (Google Ads, Social Media)
 - 25% – OTA commissions and promotions
 - 20% – Branding and creative development
 - 15% – Events and partnerships
 - 10% – Staff training and guest experience improvement
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6. Monitoring & Evaluation

- Use **Google Analytics**, OTA dashboards, and customer feedback tools
 - Track KPIs: Occupancy rate, booking sources, ROI on ads, guest satisfaction
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IMPLEMENTATION SCHEDULE:

Financial Projections (2025–2029)

- Year 1: Operating loss due to setup costs.
- Year 2: Break-even with 60% seating capacity utilization.
- Year 3–5: Profit growth through events, tourist packages, and repeat customers.
- Target: 15–20% net profit margin by Year 5.

FINANCIAL PROJECTION:

The financial projections for the Steel and iron manufacturing primary input are as follows:

HASHAB INTERNATIONAL HOLDING COMPANY LIMITED

CASH FLOWS PROJECTION FOR FIVE YEARS FROM 2025 TO 2029							
	Pre-Startup EST	,2025	2026	2027	2028	2029	Total
Cash on Hand (beginning of month)	\$ -	\$ 2,000,000	\$ 2,000,000	\$ 9,000,000	\$ 16,500,000	\$ 24,750,000	\$ 54,250,000
CASH RECEIPTS							
Cash Sales			\$ 2,000,000	\$ 2,000,000	\$ 2,200,000	\$ 2,420,000	\$ 8,620,000
Collections fm CR accounts		\$ -	\$ 5,000,000	\$ 5,500,000	\$ 6,050,000	\$ 6,655,000	\$ 23,205,000
Estimated Capital for startup	\$ 2,000,000		\$ -	\$ -	\$ -	\$ -	\$ 2,000,000
Loan							\$ -
TOTAL CASH RECEIPTS	\$ 2,000,000	\$ -	\$ 7,000,000	\$ 7,500,000	\$ 8,250,000	\$ 9,075,000	\$ 33,825,000
Total Cash Available (before cash out)	\$ 2,000,000	\$ 2,000,000	\$ 9,000,000	\$ 16,500,000	\$ 24,750,000	\$ 33,825,000	\$ 88,075,000
CASH PAID OUT							

Purchases other fixed assets		\$ -	\$ 7,200	\$ 7,920	\$ 8,712	\$ 9,583	\$ 33,415
Purchases vehicles		\$ 8,000	\$ -	\$ 41,000	\$ -	\$ -	\$ 49,000
Gross wages (exact withdrawal)		\$ 15,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 255,000
Payroll expenses (taxes, etc.)		\$ 4,500	\$ 20,400	\$ 20,400	\$ 20,400	\$ 20,400	\$ 86,100
Supplies (office & opera.)		\$ 1,000	\$ 1,100	\$ 1,210	\$ 1,331	\$ 1,464	\$ 6,105
Repairs & maintenance		\$ 1,250	\$ 1,375	\$ 1,513	\$ 1,664	\$ 1,830	\$ 7,631
Advertising		\$ 150	\$ 165	\$ 182	\$ 200	\$ 220	\$ 916
Car, delivery & travel		\$ 1,800	\$ 1,980	\$ 2,178	\$ 2,396	\$ 2,635	\$ 10,989
Accounting & legal		\$ 4,500	\$ 4,950	\$ 5,445	\$ 5,990	\$ 6,588	\$ 27,473
Rent		\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 180,000
Telephone & internet		\$ 120	\$ 132	\$ 145	\$ 160	\$ 176	\$ 733

Utilities		\$ 150	\$ 165	\$ 182	\$ 200	\$ 220	\$ 916
Insurance		\$ 21,200	\$ 21,412	\$ 21,626	\$ 21,842	\$ 22,061	\$ 108,141
Taxes (real estate, etc.)		\$ 240	\$ 240	\$ 240	\$ 240	\$ 240	\$ 1,200
Interest		\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 375,000
Miscellaneous		\$ 200	\$ 220	\$ 242	\$ 266	\$ 293	\$ 1,221
SUBTOTAL	\$ -	\$ 169,110	\$ 230,339	\$ 273,282	\$ 234,400	\$ 236,710	\$ 1,143,840
Loan principal payment		\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 2,287,681
Capital purchase (land)		\$ 100,000					\$ 4,541,946
Capital purchase (excavators)		\$ -	\$ 1,000,000	\$ 100,000	\$ -	\$ -	\$ 9,034,892
Owners' Withdrawal			\$ -	\$ -	\$ 10,000,000	\$ 12,500,000	\$ 17,728,684
TOTAL CASH PAID OUT	\$ -	\$ 1,019,110	\$ 1,980,339	\$ 1,123,282	\$ 10,984,400	\$ 13,486,710	\$ 34,737,042
Cash Position (end of month)	\$ 2,000,000	\$ 980,890	\$ 7,019,661	\$ 15,376,718	\$ 13,765,600	\$ 20,338,290	\$ 53,337,958

As shown in the cash flow statement, we expect to have a steady inflow of cash from sales in the next three years. Our outflow will mainly consist of inventory costs, employee salaries, rent and utilities and marketing and advertising expenses. The net cash flow and cumulative net cash flow are expected to increase annually due to the growth in sales and efficient operation of the business. We aim to achieve profitability within the first five years of operations and this projected cash flow statement shows that we are on track to achieving

These projections assume that the company will gradually increase production capacity and expand its customer base over the years. It also assumes that the cost of raw materials and operating expenses might have slightly variation.

It is important to note that these projections are only estimates and are subject to change based on market conditions, operating costs, and other factors.

CAPACITY OF THE PROJECT:

Capacity of the Project

- Dining Facilities: Seating for 150 guests (main restaurant + rooftop bar).
- Event Facilities: Conference hall & banquet space for 250 guests.
- Daily Service Capacity: 300+ meals.
- Staff Strength: 60 full-time employees.
- Sustainability: Solar panels, rainwater harvesting, waste recycling.

CONCLUSION:

The proposed tourism and hotel management project is strategically designed with a robust physical, operational, and service capacity to meet the demands of both local and international travelers. With 80 well-appointed rooms, modern conference and dining facilities, and a dedicated team of hospitality professionals, the hotel is well positioned to deliver high-quality service and memorable guest experiences.

The project's ability to host a large number of guests, offer diverse tourism services, and maintain high operational efficiency ensures long-term sustainability and competitiveness in the hospitality sector. Moreover, the hotel's commitment to eco-friendly practices and community engagement enhances its appeal to the modern, conscious traveler. With room for future expansion, the project demonstrates not only immediate readiness but also strong growth potential.

This capacity framework lays a solid foundation for profitability, customer satisfaction, and a strong brand presence in the tourism.