

# JAMBO SAFARI TENTED LODGE BUSINESS PLAN

PRESENTED BY: JAMBO INTERNATIONAL TOUR LTD

[www.jambointernationaltour.com](http://www.jambointernationaltour.com)



# Looking an Investor to invest in our Plan

## Description About our Plan

**Jambo International Tour Ltd** seeks to establish a tented lodge in Arusha/Kilimanjaro, strategically targeting international and local tourists visiting northern Tanzania. The lodge will initially feature **30** high-quality safari tents (**25 singles and 05 doubles**) providing affordable yet comfortable accommodation. The project capitalizes on the increasing number of visitors to Arusha, the gateway to **Serengeti, Ngorongoro, Tarangire, Kilimanjaro, and Manyara National Parks**.



**10,000+**

Hotel Visitors per  
Year



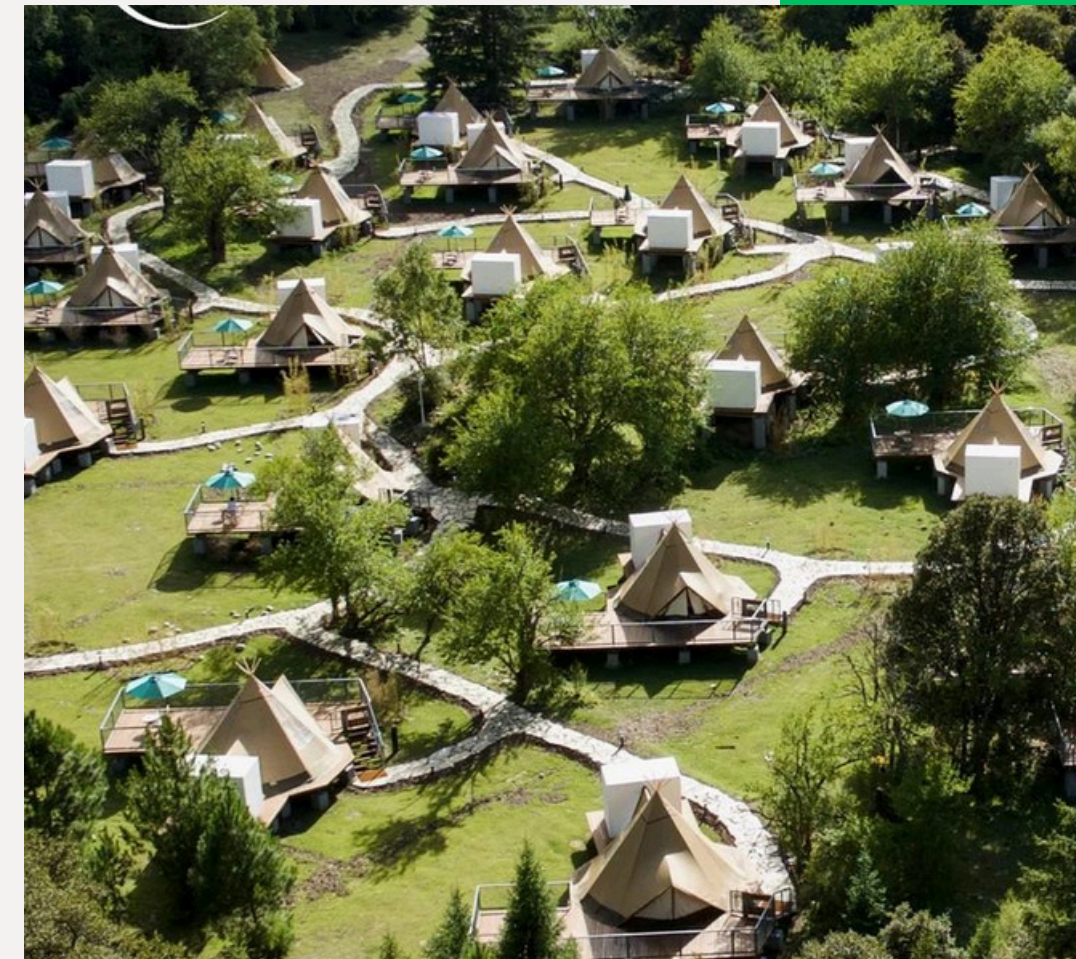
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# IN SHORT:

1. **Project name:** Jambo Safari Tented Lodge
2. **Location:** Arusha City/Kilimanjaro, Tanzania
3. **Capacity:** 25 single tents, 5 double tents (total 35 guests)
4. **Room rate:** \$100 per night
5. **Target market:** International tourists, safari operators, adventure travelers
6. **Ownership:** Jambo International Tour Ltd
7. **Revenue model:** Accommodation, food & beverages, safari packages, cultural experiences

## BUSINESS OBJECTIVES

1. Establish a sustainable eco-lodge within 7 months.
2. Achieve 65% occupancy rate in the first year.
3. Expand capacity after 5 years to 50 tents.
4. Position Jambo International Tour Ltd as a leading tourism operator with integrated accommodation and safari services.







# MARKET ANALYSIS

## TOURISM TRENDS IN TANZANIA

1. Tanzania receives over 1.8 million visitors annually (2024 data).
2. Arusha and Kilimanjaro is the safari hub, hosting 70% of northern circuit tourists.
3. Tented lodges are increasingly preferred due to eco-friendliness, affordability, and authentic safari experience.

## TARGET MARKET

1. International safari tourists (USA, EU, Asia).
2. Domestic business travelers & conference tourists.
3. Tour operators seeking partnerships for group accommodation.



# PRODUCT & SERVICES

## ACCOMODATION

1. Single tents: 25 units
2. Double tents: 5 units
3. Nightly rate: \$100 (includes breakfast)

## OTHER SERVICES

1. Restaurant & bar (local + international cuisine).
2. Cultural evenings with Maasai dancers, swimming pools, BBQ etc
3. Safari tour packages with Jambo International Tour Ltd.
4. Airport transfers.





# OPERATIONS PLAN



## Land acquisition

5 Acres In Arusha outskirts  
(close to tourist routes).



## Construction

Eco-friendly safari tents,  
dining hall, reception,  
kitchen, staff quarters,  
parking.



## Staffing

Lodge manager 1, 2 receptionists,  
5 housekeeping staff, 4 cooks, 3  
waiters, 3 guards, 2 drivers, 3  
gardeners (total ~23 staff).





Are you ready to invest ?

JAMBO SAFARI TENTED LODGE IS WHERE YOU  
CAN PUT YOUR MONEY

100% secured Investment  
with good ROI



ONLY 297,000\$ IS  
NEEDED

## COSTING & INVESTMENT

### Capital Expenditure

1. Land Buying (5 acres) – \$75,000
2. Tent procurement (25 safari tents, \$2,500 each+ 5 double tents 3,000\$ each) – \$77,500
3. Dining hall + kitchen construction – \$30,000
4. Reception & office equipments – \$15,000
- 5) Furniture & fittings – \$30,000
6. Utilities (water, solar, backup generator) – \$25,000
7. Staff housing – \$20,000
8. Landscaping & parking – \$10,000
9. Licenses, permits, registrations – \$5,000
10. Marketing & branding – \$10,000

**Total Capital Cost: \$297,000**





# OPERATING COSTS (ANNUAL)

SN	Item	cost
1	Salaries & wages	\$10,000
2	Food & beverages	\$40,000
3	Maintenance	\$20,000
4	Utilities (solar, water, internet)	\$15,000
5	Marketing & promotion	\$15,000
6	Insurance, licenses, admin	\$10,000
	<b>TOTAL</b>	<b>110,000 USD</b>



# FINANCIAL PROJECTIONS

## Revenue Model

- 1)Total rooms: 30 (35 beds capacity)
- 2)Rate: \$100/night
- 3)Max revenue (83% occupancy):  $35 \times \$100 \times 310 = \$1,085,000$

## Conservative Occupancy Scenarios

- 1)Year 1 (50% occupancy)  $\rightarrow \$542,500$
- 2)Year 2 (65% occupancy)  $\rightarrow \$705,250$
- 3)Year 3 (75% occupancy)  $\rightarrow \$813,750$

## Profitability

- 1). Year 1: Revenue \$547,500 – Costs \$110,000 = **\$432,500** gross margin
- 2). Year 2: Revenue \$711,750 – Costs \$125,000 = **\$580,250** gross margin
- 3). Year 3: Revenue \$821,250 – Costs \$135,000 = **\$678,750** gross margin

**BREAK-EVEN POINT: WITHIN 12–15 MONTHS**







## MARKETING STRATEGIES

- 1) Partner with international tour operators & online booking sites (Booking.com, Airbnb, SafariBookings).
- 2) Promote via social media & travel influencers.
- 3) Offer all-inclusive safari + lodge packages with Jambo International Tour Ltd.
- 4) Participate in international travel exhibitions (ITB Berlin, WTM London).



Risk assesment and Mitigation Plan

SN	RISK	MITIGATION PLAN
1	Seasonality	Diversify into cultural tourism & domestic tourism.
2	Competition	Uunique eco-friendly brand, authentic cultural Eexperience at affordable Price
3	Economic downturns	Build strong partnerships with global tour agencies
4	Operational risks	Invest in staff training & strong management systems.

CONCLUSSION

The proposed tented lodge in Arusha/Kilimanjaro by **Jambo International Tour Ltd** is a profitable, scalable, and sustainable venture. With an estimated startup cost of **\$297,000**, the lodge is projected to break even within the first 12 months and generate about **\$678,000** in annual profit by Year 3. The project strengthens Jambo International Tour Ltd’s position in Tanzania’s tourism sector by providing both safari tours and accommodation services.

More Profile



## Our Commitment

**Jambo International Tour Ltd** is well-positioned to successfully operate the proposed tented lodge in Arusha, leveraging its strong experience in safari operations, deep understanding of the tourism market, and established networks with both local and international clients. By integrating accommodation services with its tour packages, the company will not only maximize guest satisfaction but also create a sustainable and profitable business model that strengthens its brand as a one-stop tourism provider in Tanzania's northern circuit.

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