



PROJECT PROPOSAL

FOR

THE ESTABLISHMENT

OF

C & H TOUR & SAFARIS TRADINGS

CONNECTED HOLIDAYS

AT

FUONI NYUMBA MOJA – UNGUJA

Prepared by:-

Chief Executive Officer (CEO)

C & H Tour and Safaris

Tel: +255 777 369 369

Email: info@connectedholidays.com

Web: www.connectedholidays.com

P.O.Box: 4652

Fuoni – Zanzibar

FEB, 202

Executive summery

The long-term goal of **C & H Tour and Safaris Tradings Connected Holidays** is to become the best choice on Zanzibar Island, Tanzania for temporary Tour operating services by creating a differentiated experience capitalizing on personal service, the historical nature of Zanzibar, and its unique location in one of the most attractive parts. We plan to be more than a great Tours and safari. We plan to create an environment of luxury that surpasses the standard fare for Zanzibar. Expanding our exposure via the Internet and introducing the island to people that have not yet discovered this year round paradise will allow us to maintain a higher than average occupancy rate and above average profits.

The Company C & H Tour and Safaris Trading's Connected Holidays is an established Tour operating services. After possession and a brief period of becoming established, C & H Tour and Safaris Tradings Connected Holidays will diverse into other ventures to ensure a steady flow of patrons (Tourists and locals) through its doors.

C & H Tour and Safaris Tradings Connected Holidays will be equally owned by Habir Rashid Mrisho as Chief Executive Officer (CEO) manage and maintain the business and satisfying Zanzibar Island license requirements.

Our Services The C & H Tour and Safaris Tradings Connected Holidays was originally established 2022 and it has believed to have its Office at Fuoni Nyumba Moja in Zanzibar Island.

Our slogan will be "**Always a Holiday**" The riches of Tanzania County have always drawn a significant number of Tourists to the Zanzibar Island area. In addition to providing information about such locations, we plan to collaborate with Tour guides throughout the area by offering packages and special rates.

As the Company becomes established through the peak season, we plan to expand our services to the residents of Zanzibar and Tanzania in time for the off-season.

The Market Company, along with other Tour operators on Zanzibar Island, has been a substantial part of the island Tourism.

Our two major customer segments are Tourists from the European countries who traditionally prefer the cozy environment of Island. Subscriptions to various Web services will provide international exposure to potential customers for nominal annual fees.

Financial Considerations C & H Tour and Safaris Tradings Connected Holidays will be acquired at 50,000,000 TZS via a small business managing and amount from pocket. We are assuming an initial capital start-up of 50,000,000 TZS for operating expenses on the first phase.

Objectives

1. Increasing the number of Tourists in Zanzibar Island.
2. Increase exposure and market using Internet technology
3. To advertise Zanzibar Island to other not yet discovered countries.

Mission

The mission of C & H Tour and Safaris Tradings Connected Holidays is to become the best choice in Zanzibar for Tour operation by expanding our services via the Internet (with multiple networks and links), and introducing the island to areas that have not yet discovered this year-round paradise. We plan to be more than a great Tour and safari. We plan to create an environment of luxury that surpasses the standard fare for the Island.

INTRODUCTION

Revolutionary Government of Zanzibar recognizes that Tourism is an important sector for the future of government economy, especially with the decline of Zanzibar traditional source of foreign exchange such as cloves. Many of the areas designated as Tourism areas, the arrival of modern Tourism industry will bring the significant economic, social and environmental changes.

Interesting foreign Tourists, the attraction of Zanzibar are certainly of sufficient number and significant international importance and in most cases, reflect the unique culture historical and environmental character of the island. In this aspect the number of Tourist arrivals in Zanzibar increasing between 181, 301 from 2003 till 433, 474 in 2017.

Likewise, the Government policy is to encourage the high class Tourism which will bring in high spenders who are environmental conscious. The project proposed in sole proprietorship to form C & H TOUR AND SAFARIS TRADINGS CONNECTED HOLIDAYS that will be located at Fuoni Nyumba Moja intends to bring in the medium and first class Tourists and therefore, it is safe to conclude that this project is in line with government policy.

HISTORICAL BACKGROUND

SHORT HISTORY OF ZANZIBAR

Zanzibar is an archipelago made up of Zanzibar and Pemba Islands, and several islets. It is located in the Indian Ocean, about 25 miles from the Tanzanian coast, and 6° "A" of the equator. Zanzibar Island (known locally as Unguja, but as Zanzibar internationally) is 60 miles long and 20 miles wide, occupying a total area of approximately 650 square miles. It is characterized by

beautiful sandy beaches with fringing coral reefs, and the magic of historic Stone Town - said to be the only functioning ancient town in East Africa.

Zanzibar is an island state within the United Republic of Tanzania, and has its own semi-autonomous government made up of a Revolutionary Council and House of Representatives. The government body responsible for Tourism promotion is the Zanzibar Commission for Tourism

CLIMATE

Zanzibar experiences ideal Holidays weather for most of the year. The heat of summer is seasonally often cooled by windy conditions, resulting in pleasant sea breezes, particularly on the North and East coasts. Being near to the equator, the islands are warm all year round, but officially, summer and winter peak in December and June respectively. Zanzibar is blessed with an average of 7-8 hours of sunshine daily. Short rains can occur in November but are characterized by short showers which do not last long. The long rains normally occur in April and May although this is often referred to as the 'Green Season' and it typically doesn't rain every day during that time. During the month of November an average high of 32°C and an average low of 24 °C is the norm.

POPULATION

The population of Zanzibar is estimated to be about 1.3 million inhabitants according to the last census undertaken in 2012. Zanzibarian speak Swahili (known locally as Kiswahili), a language which is spoken extensively in East Africa. Many believe that the purest form is spoken in Zanzibar as it is the birth place of the language.

RELIGION

Zanzibar's local people are an incredible mixture of ethnic backgrounds, indicative of her colorful history. Islam is the dominant religion, and practiced by most Zanzibarian, although there are also followers of Christianity and Hinduism.

THE PROJECT

The project study tries to examine the financial economic viability operating C & H TOUR AND SAFARIS TRADINGS CONNECTED HOLIDAYS to be established.

LOCATION

The office of C & H TOUR AND SAFARIS TRADINGS CONNECTED HOLIDAYS is located at Fuoni Nyumba Moja at Urban West Region.

The office is equipped with modern facilities and equipment's such as computers, telephones to enable the owner and clients to work in efficiently and effectively ways.

PROJECT NAME

The project shall be recognized as **C & H TOUR AND SAFARIS TRADINGS CONNECTED HOLIDAYS.**

ADRESS OF THE PROJECT

C & H Tour and Safaris Tradings Connected Holidays shall have its base at Fuoni Nyumba Moja. And the founder of this company is Mr. Habir Rashid Mrisho.

TELEPHONE NUMBER: +255777369369

PROJECT CAPITAL

The project will be funded 100% of owner savings. At the current situation, the initial capital investment will be TZS 50,000,000 where part of funds were spent for office construction and buying electronic equipment's and furniture such as computer, fans, telephone, printer, chairs and tables in order to operate business efficiently and effectively once will be approved by Zanzibar Commission for Tourism.

Services	January	February	March	April	May	June	July
Marketing expenses	5,000,000	2,000,000	1,000,000	-----	-----	1,500,000	-----
Staff payment	250,000	300,000	300,000	250,000	250,000	350,000	350,000
Office equipment's	2,000,000	1,500,000	-----	-----	-----	-----	1,000,000
Car hiring	400,000	500,000	275,000	275,000	200,000	400,000	500,000
Building renovation	600,000	350,000	-----	-----	400,000	-----	-----
Website and email designing	700,000	-----	-----	-----	-----	-----	300,000
TOTAL							20,950,000

THE PROJECT LIFE SPAN

The life span of the project is assumed to be a life time project and extending upon the development achieved and the trends of the sector as general.

SERVICES TO BE SERVED BY PROJECT

C & H TOUR AND SAFARIS TRADINGS CONNECTED HOLIDAYS will serve the best excursions and transfer services according to the needs of client. Because we understand there is strong competition of Tour operating agencies and we know that we are not alone in the islands that provide Tour operating

services, so through the services that we will serve will make picture to be seen as strong new competitor Tour operating agency against old ones.

C & H Tour and Safaris Tradings Connected Holidays will provide its services on different Tourism areas that surround Zanzibar archipelago, such as;

Village Tour:

Zanzibar has different accents, historical site, nature, cultures and tradition in the village that differentiates one village from another even if a lot of people believe Zanzibar is born by the same mother and father. But when you enter and learn about people of such a village it will make the picture to differentiate between the things of western areas people, Northern areas, Coastal areas, Central areas and north areas.

Visit schools, meet locals and walk in a seaweed farm! This Tour takes you to Nungwi, Jambiani or Makunduchi village, where you will have the chance to experience rural Zanzibar life. The Tour is planned in cooperation with the village and includes donations. Meet locals and experience the village life. Visit a seaweed farm. Learn about Zanzibar handicrafts. Visit a school and/or health clinic. Enjoy the delicious local cuisine.

Tour starts with visiting in women's pottery and handicrafts group, sea weed farming, local school, local herbs doctors and a local clinic. Then your village guide will take you to a woman who will show you the process of making rope from coconut fibre. After you stop for lunch at a local restaurant where you will taste authentic Zanzibar cuisine, seasoned with many spices and herbs. There is also a possibility to visit a soap factory that uses the local seaweed as the main ingredient for their soaps. All the villagers included in the Tour will receive a fee for their service, which will be given to a cooperative

whenever it's a possibility. This Tour will let you know the real Zanzibar village life, and also gives an opportunity for the villagers to get to know you and also to boost their incomes. This way it is beneficial for everyone and will make the gap between travelers and locals smaller.

Stone Town Tour:

Explore Stone Town, the atmospheric cultural and historical heart of Zanzibar City, on this 3-hour walking Tour with a guide. Constructed from coral stone in the 19th and 20th centuries, Stone Town was declared a UNESCO World Heritage site in 2000. You'll get to know the town as you see heritage sites and architecture, visit a local marketplace, check out the church and memorial at the old slave market, admire the former home of the sultan, and do some shopping with the help of your guide. Tour is limited to 10 people to provide a small-group experience.

Meet your guide either at your hotel or a central location to begin your walking Tour of Stone Town, a lively place where you'll find a mixture of Arabic, African, Indian, and European cultures. As you walk through the labyrinth of streets too narrow for vehicles, see mosques, churches, and temples side by side. While you walk, your guide takes you on a historical and cultural journey past sights such as Darajani Bazaar, the House of Wonders (Beit-el-Ajaib), and the Old Fort (Ngome Kongwe). The included visits on your Tour are to the Anglican Cathedral built on the site of the Old Slave Market and the Sultan's Palace (Beit al-Sahel), also known as the People's Palace and today a museum. During the Tour, listen to your professional guide's commentary on Stone Town, its history, and Swahili culture.

Spice Tour:

A spice Tour is a must-do while on the island of Zanzibar, known as the Spice Island. Learn from your guide about its claim to fame during the 19th century as one of the world's leading producers of spices, such as clove, nutmeg, and cinnamon. Sample these aromatic treasures at a spice farm and indulge in lunch (own expense) during this 3-hour Tour. After pickup from your hotel in the morning, you're driven to a local spice farm for a detailed introduction to the culinary history of Zanzibar, aka Spice Island. Travel into the countryside for about 30 minutes from historical Stone Town, and observe rural village life in Zanzibar. On arrival, learn about the life cycle and uses of various types of spices, tropical fruits, and root crops while your guide comments on each discovery. You'll have the opportunity to touch, smell, and taste several spices and fruits during a walking Tour of the farm. Hear about farming techniques and uses, then sit down for a farm-fresh lunch (own expense). If you'd like, fresh spices, coffee, tea, soaps, and more are available for purchase. Your 3-hour Tour ends with the drive back to your hotel.

Safari Blue Tour:

This is a full day sea safari. Our company will serve their clients to this wonderful safari blue trip which include mainly, snorkeling and swimming around natural coral reef. Barbeque lunch with fresh sea food along with tropical fruits is including. After the lunch the clients will discover the oldest and biggest Baobao Tree in the Islands and just continue their leisure time sunbathing or swimming. The traditional wooden boats will sail them back to complete the fun filled day.

The Menai bay conservation area in the south of Zanzibar is an area of outstanding natural beauty just waiting for you to discover, cruise across stunning turquoise waters on board a traditional dhow. Explore a pristine coral reef teeming with tropical sea life. Relax on a beautiful sandbank, naturally carved by the sea, wind and waves. Admire the beauty and grace of humpback and bottlenose dolphins. Taste the flavors of Zanzibar from grilled fish and slipper lobster to tropical fruits and more swim in magical lagoon with mangroves overhead and crystal-clear water below. All of this and more is safari blue. www.safariblue.net Book it with us to get a special rate. Our



Driver will pick you up at the apartment at 8am and take you back around 6:30pm Take with you reef shoes/sandals and any things you may need for a long beach day.

JOZANI FOREST:

Jozani Chwaka Bay National Park or shorter – Jozani Forest is the only national park on Zanzibar. Very small, only 50km² (19 sq. mi) but a beautiful and tranquil place to visit! If you never have been to Zanzibar, Jozani Forest Tour is a one of the must see Tours on Zanzibar.

Jozani is a natural pharmacy, an amazing source of natural remedies! Every plant or tree cures something. What is so beautiful about Jozani forest Tour is that height of the trees, and the palms are just outstanding!

Jozani forest is also famous for rare red Colobus monkeys and even harder to spot – Zanzibar Sykes' monkey, a very rare monkey species unique to Zanzibar. Along with Red Colubus Monkeys you can expect to see Bush baby, 50 different species of butterflies and 40 species of birds.

To protect the wildlife it is not permitted to walk off the paths without an official guide. A network of various nature trails leads visitors through the forest. The main trail begins at the park entrance and takes about an hour at a leisurely stroll.

Our guide will introduce briefly various plants and trees and their medical use as natural remedies. On mangrove swamp boardwalk you actually don't need a guide, as you can't get lost on the boardwalk leading to only one direction.

A mangrove boardwalk gives Tourists the possibility to have a view into the special mangrove habitat which is really enjoyable.

Apart from other attractions on Zanzibar, Jozani forest is good place to recharge and it is the closest as you can get to the nature.

To save time and money, Jozani Forest Tour can be done en route to Paje and south eastern places on Zanzibar.

C & H TOUR AND SAFARIS TRADINGS CONNECTED HOLIDAYS will take their clients to such a national forest and making Tour at that place where they will learn how mangroves grow and develop into super natural resource for Zanzibar.

Dolphin Tour:

Zanzibar Dolphin Tour is half day Tour which is done at Kizimkazi fishing village on the "A" part of the island. Our company will plan and arrange to this areas. If the guest will be lucky they will spot Bottle Nose Dolphins just a few kilometers off the reef and coastal line, they can also swim with Dolphins if they are up for it.

Mnemba Atoll Snorkeling:

Mnemba Atoll Snorkeling is a full day Tour that starts and ends at your hotel, the main attraction as; Sailing dhow, Snorkeling and Sea food lunch.

**Sunset Tour**

Here is a wonderful place that a lot of Tourists want to witness how the sun goes down on evening time, a lot of Tourists haven't yet witnessed sunset but through C & H Tour and Safaris Tradings Connected Holidays they will arrange different Tours to Michamvi village at Kae Funk Restaurant to witness the set of the sun with taking pictures and enjoying cold drinks.

Sunset Cruise

Sunset Cruise Zanzibar is a Romantic sea trip that has been designed to suites lovers while visiting Stone Town of Zanzibar, roving around the journey of Princess Sayyida in a traditional Arabian Dhow. Set forth Exist Stone Town and sail along the shores of this historic coast while the sun sinks onto the ocean painting the town with its pastel colours. Passing through surrounding beautiful Isles of Zanzibar i.e., Prison Island, GraveIsland, Green Snakes Island, Bawe Island.

The dhow crew will play life music for you with tales and wine, while you soak up the ambiance once enjoyed by Arabian Royalty on those days. For the Weeding and honey Moon it is a great opportunity to show your Sweet-heart how you care by charter privately dhow and cruises around the island of Zanzibar. It is a simple luxury excursion including a memory of a life time. C & H Tour and Safaris Tradings Connected Holidays will arrange it all.

Zanzibar Butterfly Center (ZBC)

Through different kinds of gardens in Zanzibar made to have another beautiful and attractive Tourism area from different type of butterfly.

The Zanzibar Butterfly Center is interactive butterfly exhibits near to Jozani-Chwaka Bay National Park on Unguja Island, through the outside of park boundaries. The exhibit consists of netted tropical garden with usually hundreds of butterfly all of which is native species in Zanzibar. C & H TOUR AND SAFARIS TRADINGS CONNECTED HOLIDAYS will arrange this Tour for their clients to learn a lot about butterfly in order to make a good experience in Zanzibar.

Prison Island

The Island is named after the Prison ruin. The island is around 800m long and 230m wide at its broadest point. The British First Minister of Zanzibar, Lloyd Mathews, purchased the island in 1893 and constructed a prison complex there. No prisoners were ever housed on the island and instead it became a quarantine station for yellow fever cases.

You can snorkel in the crystal clear water and search for colorful tropical fishes and attractive corals. The Island is also home for Peacock and families of Giant Tortoises from Seychelles in the late 19th century. You have not seen so many turtles in one place. There were more than 200 long times ago, but now there are around 50 left. If you are brave enough it is possible to feed them, touch them and take many pictures. Booking with C & H TOUR AND SAFARIS TRADINGS CONNECTED HOLIDAYSour clients will provide the following services

- Boat
- Entrance fee
- Local Guide
- Snorkeling gears
- Drinking water

Chumbe Island

This is another full day trip that C & H TOUR AND SAFARIS TRADINGS CONNECTED HOLIDAYS provides to our clients on this Tour clients will enjoy taking swimming, snorkeling, eating sea food and diving to see different king of colored fishes as well as safe and protected coral reefs. Not only that, but also C & H Tour and Safaris Tradings Connected Holiday steam will take clients to climb on a long tower for enjoying the appearance of Unguja Island.

KUZA CAVE JAMBIANI

This is a new historic Tourist attraction that C & H TOUR AND SAFARIS TRADINGS CONNECTED HOLIDAYS will arrange to Kuza Cave Culture Centre at Jambiani Kibigija, for our clients to know and learn more about unique experience for people seeking authentic and an insight into the importance of sacred caves in both local history and broader history of our first ancestors from Tanzania. Through us, clients will learn about Kuza Cave and enjoy traditional dance and drums on Tuesday 7pm. Not only that but also the clients will take time for swimming in clear cave pool and play with Red Colobus Monkeys around the cave.

Through C & H Tour and Safaris Tradings Connected Holidays our clients will not only be served on these above services but also through our creativity on new Tourism attraction and old ones that will be passed according to client's needs.

MARKET ANALYSIS

The historical nature and cultural background of Zanzibar is the major attraction for Tourism and travelling industry. Special emphasis will be places on the market where Zanzibar expand its airport which make giant travelling company to land in Zanzibar that make the travelling industry to grow.

Travelling industry is implying many people in a global wide when it is compare with other sectors. This is caused by its growth economically.

According to World Trade Organization (WTO), the forecasts indicate that international Tourism will keep on growing in the period of ten years to come. Meanwhile, Europe and North America will remain as major destinations and generators, but the other parts of the universe will also improve.

MARKETING AND PROMOTION

Zanzibar has unique Tourist attractions including excellent and unspoiled sand beaches, unique marine life, and proudly rural, cultural and historical background. The islands are a new destination, but several people have heard about the islands. So the major work now is to improve the services and advertise them in the world.

By using this opportunities we have in Zanzibar, our project will focus to participate in various international Tourism fairs such as WTB, BIT, ITB, INDABA AND SMTV- Paris as well as regional and local Tourism exhibitions such as Karibu fair-Arusha so as to advertise its services and Zanzibar generally where possible.

Apart from this, we will plan to advertise our project through online marketing by using electronic mail, website of our company, social medias and using international Tourism books, national and brochures for further advertise our project.

EMPLOYEMNT OPPORTUNITY

Both underemployment and unemployment has been one of the major issues in our contemporary world, especially in the developing countries. Zanzibar is among LDCs, so the proposed project will try to mitigate some of the problem relating to employment.

On the first phase the project will employ six major (6) members of the staff as follow;

- | | |
|---------------------|---|
| ○ Tour Guides | 1 |
| ○ Driver | 1 |
| ○ Secretary | 1 |
| ○ Operation Manager | 1 |

- Manager/Managing Director 1
- Cashier 1

Depending on the business improvement the project will create more posts and advertisements emphasis on job opportunity for Zanzibar. Meantime, staffs will be paid according to labor laws of the Revolutionary Government of Zanzibar.

CONCLUSION

After a sensitivity analysis has been carried out in this study, we hope the project is financially and economically viable and so it is ready for operation.

The study made in the market and evaluation on the viability of the project proposal of C & H Tour and Safaris Tradings Connected Holidays located at Fuoni Nyumba Moja Street, strong evidence has been established on financial, economic and social acceptance.

Note: *We only provide our services by listening to our clients what they need.
Enjoy with us for memorable and unforgettable attractive places in Tanzania.*