Business Proposal for Victoria Treasures Limited:

Residential Housing Project

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# 1. INTRODUCTION

Victoria Treasures Limited, a real estate development company in Mwanza, Tanzania, is proud to present its vision for transforming Plot No. 1237, Block A, Luchelele Ward into a premier residential community. This project aims to create a vibrant and sustainable living environment that caters to the growing demand for quality housing in Mwanza City.

The property spans **69.58 acres (27.81 hectares)** and is strategically located:

* 16 kilometers from Mwanza City Center,
* 6 kilometers from Saint Augustine University,
* Facing the banks of Lake Victoria, and
* Just 1 kilometer from Faulu Beach Resort.

The land is fully owned by Victoria Treasures Limited, with a 65-year tenure effective from October 1, 2015, under Title Number 54435.

# 2. DESCRIPTION OF INVESTMENT OBJECTIVE, SECTOR, AND PRODUCTS

* **Objective** : To develop a high-quality residential community with modern amenities, promoting economic growth and enhancing the quality of life for residents.
* **Sector** : Real Estate Development
* **Products** :
  + **Residential Units** :
    - 142 two-bedroom houses priced at TZS 110,000,000 each.
    - 193 three-bedroom houses priced at TZS 130,000,000 each.
  + **Commercial & Recreational Facilities** :
    - Commercial mall, health facility, sports complexes, gardens, swimming pools, and open spaces.

# 3. PROJECT OBJECTIVES

* Provide affordable yet luxurious housing options for middle-income and upper-middle-income families.
* Enhance the urban landscape of Mwanza through sustainable and eco-friendly design principles.
* Create employment opportunities for skilled and unskilled labor during construction and operation phases.
* Stimulate local economic growth by attracting businesses and investors to the area.

# 4. TECHNICAL SPECIFICATIONS OF THE PROPOSED PROJECTS

## PHASE 1: TWO-BEDROOM HOUSES

* **Quantity** : 142 units
* **Price per Unit** : TZS 110,000,000
* **Total Revenue** : TZS 15,620,000,000

## PHASE 2: THREE-BEDROOM HOUSES

* **Quantity** : 193 units
* **Price per Unit** : TZS 130,000,000
* **Total Revenue** : TZS 25,090,000,000

## PHASE 3: COMMERCIAL, RECREATIONAL, AND OPEN SPACES

* **Components** :
  + Commercial mall
  + Health facility
  + Gymnastics and aerobics areas
  + Gardens, swimming pools, tennis courts, handball courts, volleyball courts, badminton courts, and a football pitch
  + Ample parking spaces and road networks

# 5. CONCEPT DESIGN

The concept design incorporates a balanced mix of residential, commercial, recreational, and green spaces as outlined below:

| **Component** | **Description** |
| --- | --- |
| **Recreational Facilities** | Leisure pools (mature and young), sports swimming pool, tennis courts, handball courts, volleyball courts, badminton courts, and a football pitch. |
| **Community Amenities** | Health facility, estate administration office, main security and fire house. |
| **Green Spaces** | Extensive gardens and open spaces to promote a healthy living environment. |
| **Commercial Hub** | A commercial mall to cater to shopping and entertainment needs. |
| **Parking Infrastructure** | Ample parking spaces for residents and visitors. |
| **Road Network** | Well-planned access roads ensuring connectivity throughout the estate. |
| **Future Development** | Reserved spaces for potential expansion or additional amenities. |

**Attached Documents** :

* **Two-Bedroom House Designs.pdf** : Detailed architectural plans for two-bedroom houses.
* **Mwanza Plan Layout.pdf** : Master plan layout showing the distribution of residential, commercial, and recreational spaces.

# 6. PROPOSED UNITS DISTRIBUTION AND SPACE MATRIX

| **Unit Type** | **Quantity** | **Average Size (sqm)** | **Total Area (sqm)** |
| --- | --- | --- | --- |
| Two-Bedroom Houses | 142 | 120 | 17,040 |
| Three-Bedroom Houses | 193 | 150 | 28,950 |
| Commercial Mall | - | 5,000 | 5,000 |
| Recreational Areas | - | 10,000 | 10,000 |
| Green Spaces | - | 15,000 | 15,000 |
| Parking & Roads | - | 8,000 | 8,000 |
| **Total** |  |  | **84,990** |

# 7. PROPOSED LAND USE MATRIX

| **Land Use** | **Percentage (%)** | **Area (hectares)** |
| --- | --- | --- |
| Residential Development | 50% | 13.91 |
| Commercial Development | 10% | 2.78 |
| Recreational Areas | 15% | 4.17 |
| Green Spaces | 15% | 4.17 |
| Roads & Infrastructure | 10% | 2.78 |
| **Total** | 100% | 27.81 |

# 8. PROJECT FINANCIAL ANALYSIS AND PLAN

## ESTIMATED PROJECT COSTS

| **Cost Component** | **Amount (TZS)** |
| --- | --- |
| Land Acquisition | 3,645,000,000 |
| Architectural & Engineering Fees | 250,000,000 |
| Construction Costs | 18,000,000,000 |
| Marketing & Sales Expenses | 500,000,000 |
| Contingency Fund | 1,000,000,000 |
| **Total Project Cost** | **23,395,000,000** |

## REVENUE PROJECTIONS

| **Source** | **Amount (TZS)** |
| --- | --- |
| Sale of Two-Bedroom Houses | 15,620,000,000 |
| Sale of Three-Bedroom Houses | 25,090,000,000 |
| Commercial Mall Rental Income | 2,000,000,000\* |
| **Total Revenue** | **42,710,000,000** |

*Note: Commercial mall rental income assumes annual rent of TZS 500,000,000 over 4 years.*

## PROFITABILITY METRICS

* **Net Profit** : TZS 42,710,000,000 – TZS 23,395,000,000 = **TZS 19,315,000,000**
* **Return on Investment (ROI)** : (Net Profit / Total Costs) × 100 = (19,315,000,000 / 23,395,000,000) × 100 ≈ **82.5%**

# 9. FINANCING PLAN, INVESTMENT CAPITAL, AND BREAKDOWN

## FINANCING STRUCTURE

* **Land Contribution** : Provided by Victoria Treasures Limited.
* **Development Funding** : Partly financed by a Dubai-based investment company specializing in real estate development.

## INVESTMENT FUNDS EXPENDITURE BREAKDOWN

| **Phase** | **Duration** | **Cost (TZS)** | **Funding Source** |
| --- | --- | --- | --- |
| Phase 1 | 1.5 years | 8,000,000,000 | Dubai Investor (70%), VT Ltd (30%) |
| Phase 2 | 1.5 years | 10,000,000,000 | Dubai Investor (70%), VT Ltd (30%) |
| Phase 3 | 0.5 years | 5,395,000,000 | Dubai Investor (70%), VT Ltd (30%) |

# 10. SOURCE OF SUPPLY OF INPUTS

* **Raw Materials** : Cement, steel, bricks, glass, wood, and other construction materials sourced locally and internationally.
* **Labor** : Skilled and unskilled labor hired from local contractors and subcontractors.
* **Equipment** : Heavy machinery rented or purchased from certified suppliers.

# 11. CAPACITY OF THE PROJECT

* **Residential Capacity** : 335 houses accommodating approximately 1,340 residents.
* **Commercial Capacity** : Commercial mall catering to retail, dining, and entertainment needs.
* **Labor Requirements** : Estimated creation of 1,500 jobs during construction and 500 permanent positions post-completion.
* **Raw Materials** : Locally sourced bricks, cement, steel, glass, and wood to support the local economy.

# 12. MARKETING PLAN

* **Target Market** : Middle-income and upper-middle-income families in Mwanza and surrounding regions.
* **Marketing Channels** :
  + Digital marketing campaigns (social media, websites).
  + Print media advertisements in local newspapers.
  + Participation in property exhibitions and trade fairs.
  + Strategic partnerships with banks for home financing options.

# 13. DETAILED IMPLEMENTATION PLAN AND SCHEDULE

| **Phase** | **Duration** | **Activities** |
| --- | --- | --- |
| Phase 1 | 1.5 years | Construction of 142 two-bedroom houses, initial road network, and basic amenities. |
| Phase 2 | 1.5 years | Construction of 193 three-bedroom houses, completion of recreational facilities. |
| Phase 3 | 0.5 years | Completion of commercial mall, health facility, and remaining infrastructure. |

# 14. FINANCIAL PLAN FOR THE NEXT 5 YEARS

| **Year** | **Revenue (TZS)** | **Expenses (TZS)** | **Net Cash Flow (TZS)** |
| --- | --- | --- | --- |
| 1 | 0 | 5,000,000,000 | -5,000,000,000 |
| 2 | 8,000,000,000 | 4,000,000,000 | 4,000,000,000 |
| 3 | 10,000,000,000 | 3,000,000,000 | 7,000,000,000 |
| 4 | 5,000,000,000 | 1,000,000,000 | 4,000,000,000 |
| 5 | 2,000,000,000 | 500,000,000 | 1,500,000,000 |
| **Total** | **25,000,000,000** | **20,395,000,000** | **4,605,000,000** |

# 15. CONCLUSION

This project represents a transformative opportunity for Mwanza City, combining quality housing with world-class amenities. With strong financial projections, strategic partnerships, and adherence to sustainable practices, Victoria Treasures Limited is poised to deliver a landmark development that sets new standards in the Tanzanian real estate sector.

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