



# MUNICIPALITY OF KARIBA

## INVESTMENT PROSPECTUS

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### PROJECT #1

#### BAOBAB EXTENSION HOTEL STAND

#### INTRODUCTION

- The town of Kariba is found in Mashonaland West and is located on the shores of Kariba Dam in the north western part of Zimbabwe sharing border with Zambia; 365km from Harare.
- Kariba town is well known for tourism related activities due to the large water body which supports boating activities, fishing (annual Kariba Invitational Tiger Fishing Tournament, wildlife which roams freely in the town. The town is also famous for the Kariba South Power generation plant which is an important industry in the town.

#### PROJECT DESCRIPTION

- Construction of a Luxury Hotel with ancillary facilities on a 2 hectares piece of land situated on top of Baobab Hill overlooking the lake.
- The project entails the development of:
  - A luxury hotel with these ancillary facilities
    - (i) Conference Centre
    - (ii) Restaurants
    - (iii) Casinos

#### PROJECT STATUS

- This is a new project
- The land is serviced:-
  - Roads tarring in progress
  - Water tank constructed
  - Left with

#### PROJECT LOCATION

- The piece of land is located in Kariba's low density suburb of Baobab Extension and on top of a hill. The site is 7km away from the main shopping centre.

#### PROJECT PROMOTER

- Municipality of Kariba - Mr R. Kamhoti, Town Clerk

#### **PROJECT MANAGEMENT STRUCTURE**

- The Municipality of Kariba will favour a generic structure in case of a partnership with Council or the developer would manage the project privately.

#### **PROJECT COST**

- **\$100 Million (need your guidance in terms of project costing)**

#### **PROJECT FINANCING**

- The municipality is looking for an investor who will finance the project privately, which could be loan financing, venture capital and other relevant means.

#### **PROPOSED PROCUREMENT**

- Interested Investors will purchase this piece of land through competitive bidding.
- The stand will be advertised in the national press and various media platforms.

#### **DEVELOPMENT IMPACT**

The hotel development would bring the following benefits to the town and the nation.

- The project could employ ±500 contract workers during the construction phase
- The project could employ about 150 people, full time employees and 20 contract employees after completion
- Tax revenues will also be paid to the government once the hotel or resort is operational
- Employment creation of local people through selling of curios and souvenirs to tourists, game drives and guiding business for the tour operators.
- On the supply chain side, the hotel will support other local businesses which offer food and drink, housekeeping and maintenance services, security services and other inputs to the production process, like utilities.
- The hotel will also contribute through payment of rates to the local authority

#### **MARKET ANALYSIS**

- There is already an existing market in terms of hospitality and accommodation business in Kariba.

The business market analysis is as explained below;

##### **Strengths**

- There is land which is earmarked for the business
- The council and government have structures in place to support such investments

##### **Weakness**

- High dependency on tourists, which are highly sensitive to sensitive environment like political events.
- High seasonal dependency for most parts of the sector.

##### **Opportunities**

- Kariba has a raft of ancillary attractions and landmarks worth visiting; hence the visitors could require accommodation and restaurant services.

- Hotel industry has an opportunity to enjoy a year-round influx of customers since during the peak season, hotels typically take in domestic and international tourism – and local tourists during the off-season.
- Current facilities have limited accommodation space (average 300) approved and conference facility that can accommodate a maximum of 200 people. Therefore, the new business could capitalise on this and construct facilities to bridge this gap

### **Threats**

- Alternative lodgings and hotels could pose threat to the hotel industry. Cheaper and more robust hospitality services are mushrooming each day. Many people are converting their houses into bed and breakfast facilities.
- The hotel industry is still reeling back from the aftermath of the demise of the tourism in Zimbabwe.

### **EXISTING DEMAND**

- Since Kariba is a tourist resort town, the accommodation and conferencing services are on great demand. At a certain time, the town struggled to host about 1000 secondary school heads in terms of accommodation and conferencing. Subsequently, the town failed to host 2500 primary school heads who then held their conference in Victoria Falls.
- During the peak period, that is December each year, the existing hotels and lodges (Hotel A 83 rooms, Hotel B 104 rooms and lodge X has 32 rooms and about 200 bed and breakfast facilities) will be full to the brim and not able to offer accommodation to some prospective tourists who end up going to other destinations like Victoria Falls, Nyanga and others. Therefore, a need for an upper market hotel to bridge this gap.
- Currently, the town is failing to host larger conference groups due to limited conferencing space. Available space accommodates smaller groups. Groups like ministerial, civic society, churches and international conferences are held in either Inyanga or Victoria Falls which have got adequate facilities (accommodation and conferencing)

## COMPETITIVE ANALYSIS

- There are two hotels and a number of lodges that vary in sizes. This may pose as competitors, but they lack modern facilities in terms of rooms, facilities related and conferencing space.
- The hotels are old facilities with old fashioned rooms and facilities which could be surpassed by the new hotel complex which could construct modern amenities that appeal to visitors and tourists
- Currently, the town has limited conference facilities. Hotel A has rooms that accommodate 120, 100 and 15 delegates. Hotel B has a room that accommodates 30 and 300 delegates in a theatre style; Lodge X uses a 500 seater makeshift tent to accommodate larger groups. Therefore, a new investor could a facility that will surpass the current offers.
- In terms of restaurants– Hotel A has a dining that accommodates 100 people and respective small bars and Hotel B has a dining to accommodate 60 people.
- Existing facilities has this accommodation offerings (Hotel A has 83 rooms, Hotel B has 104 rooms and lodge X has 32 rooms and a self-catering and dormitory facility)
- Events with larger groups being held in other destinations (Harare, Bulawayo or Victoria Falls) due to limited accommodation and conference facilities and a new investor could work on modalities to address this deficiency.
- Kariba is a resort which is suitable for construction of vacation, business and leisure facilities that could lure visitors and tourists.
- The hotel is also located on top of a hill and on the way before reaching other competitors which is a plus in terms of location.
- Kariba is accessibility by road via Harare -3.5 hour drive and 2.5 via Lusaka. The hotel site is situated 9 kilometers from the local airport.
- Kariba has established tour operators and agencies which assist in marketing and selling the hotel products.

## REGULATORY ISSUES

- **Environmental Management Act [Chapter 20:27]**

This Act affects the hotel through enforcement of sustainable development, ecosystem preservation as well as governs the impact of the project on the environment including land degradation.

- **National Parks & Wildlife Act [Chapter 20:14]**

The Act will impact the hotel in terms of wild fauna, wildlife products, wild flora, protection of species and regulation of services like boat cruises and game drives.

- **Water Act [Chapter 20:22]**

The water act will regulate freshwater pollution, irrigation and the general regulation of water usage and extraction.

- **Urban Councils Act [Chapter 29:15]**

This act will regulates valuation of the hotel, ownership of the land in terms of title deeds;

levying of rates and rights to access to and use of the land by Council.

- **Regional, Town and Country Planning Act [Chapter 29:12]**

This act will provide guidance on the planning of the land as a means of conserving and improving the physical environment. The same also regulates the acquisition of land; to provide for the control over development, including use, of land and buildings and regulates the subdivision and the consolidation of the piece of land;

### **RISK ANALYSIS AND MANAGEMENT**

- ❖ The prospective investor should take cognisance of the volatile economy and therefore need to be wary of financial risk, Liquidity Risk, Foreign Exchange Risk, Legal and Compliance Risk
- ❖ The investor could avoid, accept, reduce, transfer, share, eliminate or limit the risks associated with this investment.

## **PROJECT #2**

### **Mica Point Hotel**

#### **INTRODUCTION**

- The town of Kariba is found in Mashonaland West and is located on the shores of Kariba Dam in the north western part of Zimbabwe sharing border with Zambia; 365km from Harare.
- Kariba town is well known for tourism related activities due to the large water body which supports boating activities, fishing (annual Kariba Invitational Tiger Fishing Tournament, wildlife which roams freely in the town. The town is also famous for the Kariba South Power generation plant which is an important industry in the town.

#### **PROJECT DESCRIPTION**

- Construction of a Luxury Hotel with ancillary facilities on a 3.5 hectares land sited in Camp Hill low density suburb.
- The project entails the development of:
  - A luxury hotel with these ancillary facilities
    - (iv) Conference Centre
    - (v) Restaurants
    - (vi) Casinos

#### **PROJECT STATUS**

- Is it a new project
- The land was serviced and closer to electricity, water and service road.

#### **PROJECT LOCATION**

- The piece of land is located in Kariba's low density suburb of Camp Hill on top of a hill with a view of the lake and few metres from the Lake Kariba shoreline.

#### **PROJECT PROMOTER**

- Municipality of Kariba – Mr R. Kamhoti, Town Clerk

#### **PROJECT MANAGEMENT STRUCTURE**

- The Municipality of Kariba will favour a generic structure in case of a partnership with

Council or the developer would manage the project privately.

#### **PROJECT COST**

- \$100 Million

#### **PROJECT FINANCING**

- The municipality is looking for an investor who will finance the project privately, which could be loan financing, venture capital and other relevant means

#### **PROPOSED PROCUREMENT**

- Interested Investors will purchase this piece of land through competitive bidding.
- The stand will be advertised in the national press and various media platforms.

#### **DEVELOPMENT IMPACT**

The hotel development would bring the following benefits to the town and the nation.

- The project could employ ±500 contract workers during the construction phase
- The project could employ about 150 people, full time employees and 20 contract employees after completion
- Tax revenues will also be paid to the government once the hotel or resort is operational
- Employment creation of local people through selling of curios and souvenirs to tourists, game drives and guiding business for the tour operators.
- On the supply chain side, the hotel will support other local businesses which offer food and drink, housekeeping and maintenance services, security services and other inputs to the production process, like utilities.
- The hotel will also contribute through payment of rates to the local authority

#### **MARKET ANALYSIS**

- There is already an existing market in terms of hospitality and accommodation business in Kariba.

The business market analysis is as explained below;

##### **Strengths**

- There is land which is earmarked for the business
- The council and government have structures in place to support such investments

##### **Weakness**

- High dependency on tourists, which are highly sensitive to sensitive environment like political events.
- High seasonal dependency for most parts of the sector.

##### **Opportunities**

- Kariba has a raft of ancillary attractions and landmarks worth visiting; hence the visitors
- Hotel industry has an opportunity to enjoy a year-round influx of customers since during the peak season, hotels typically take in domestic and international tourism – and local tourists during the off-season.
- Current facilities have limited accommodation space (average 300) approved and conference facility that can accommodate a maximum of 200 people. Therefore, the new business could capitalise on this and construct facilities to bridge this gap

### **Threats**

- Alternative lodgings and hotels could pose threat to the hotel industry. Cheaper and more robust hospitality services are mushrooming each day. Many people are converting their houses into bed and breakfast facilities.
- The hotel industry is still reeling back from the aftermath of the demise of the tourism in Zimbabwe.
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### **EXISTING DEMAND**

- Since Kariba is a tourist resort town, the accommodation and conferencing services are on great demand. At a certain time, the town struggled to host about 1000 secondary school heads in terms of accommodation and conferencing. Subsequently, the town failed to host 2500 primary school heads who then held their conference in Victoria Falls.
- During the peak period, that is December each year, the existing hotels and lodges (Hotel A 83 rooms, Hotel B 104 rooms and lodge X has 32 rooms and about 200 bed and breakfast facilities) will be full to the brim and not able to offer accommodation to some prospective tourists who end up going to other destinations like Victoria Falls, Nyanga and others. Therefore, a need for an upper market hotel to bridge this gap.
- Currently, the town is failing to host larger conference groups due to limited conferencing space. Available space accommodates smaller groups. Groups like ministerial, civic society, churches and international conferences are held in either Inyanga or Victoria Falls which have got adequate facilities (accommodation and conferencing)

### **COMPETITIVE ANALYSIS**

- There are two hotels and a number of lodges that vary in sizes. This may pose as competitors, but they lack modern facilities in terms of rooms, facilities related and conferencing space.
- The hotels are old facilities with old fashioned rooms and facilities which could be surpassed by the new hotel complex which could construct modern amenities that appeal to visitors and tourists
- Currently, the town has limited conference facilities. Hotel A has rooms that accommodate 120, 100 and 15 delegates. Hotel B has a room that accommodates 30 and 300 delegates in a theatre style; Lodge X uses a 500 seater makeshift tent to accommodate larger groups. Therefore, a new investor could a facility that will surpass the current offers.
- In terms of restaurants– Hotel A has a dining that accommodates 100 people and respective small bars and Hotel B has a dining to accommodate 60 people.
- Existing facilities has this accommodation offerings (Hotel A has 83 rooms, Hotel B has 104 rooms and lodge X has 32 rooms and a self-catering and dormitory facility)
- Events with larger groups being held in other destinations (Harare, Bulawayo or Victoria Falls) due to limited accommodation and conference facilities and a new investor could work on modalities to address this deficiency.
- Kariba is a resort which is suitable for construction of vacation, business and leisure

facilities that could lure visitors and tourists.

- The hotel is also located on top of a hill and on the way before reaching other competitors which is a plus in terms of location.
- Kariba is accessibility by road via Harare -3.5 hour drive and 2.5 via Lusaka. The hotel site is situated 15 kilometers from the local airport.
- Kariba has established tour operators and agencies which assist in marketing and selling the hotel products.

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## **REGULATORY ISSUES**

- **Environmental Management Act [Chapter 20:27]**

This Act affects the hotel through enforcement of sustainable development, ecosystem preservation as well as governs the impact of the project on the environment including land degradation.

- **National Parks & Wildlife Act [Chapter 20:14]**

The Act will impact the hotel in terms of wild fauna, wildlife products, wild flora, protection of species and regulation of services like boat cruises and game drives.

- **Water Act [Chapter 20:22]**

The water act will regulate freshwater pollution, irrigation and the general regulation of water usage and extraction.

- **Urban Councils Act [Chapter 29:15]**

This act will regulates valuation of the hotel, ownership of the land in terms of title deeds; levying of rates and rights to access to and use of the land by Council.

- **Regional, Town and Country Planning Act [Chapter 29:12]**

This act will provide guidance on the planning of the land as a means of conserving and improving the physical environment. The same also regulates the acquisition of land; to provide for the control over development, including use, of land and buildings and regulates the subdivision and the consolidation of the piece of land;

## **RISK ANALYSIS AND MANAGEMENT**

- The prospective investor should take cognisance of the volatile economy and therefore need to be wary of financial risk, Liquidity Risk, Foreign Exchange Risk, Legal and Compliance Risk
- The investor could avoid, accept, reduce, transfer, share, eliminate or limit the risks associated with this investment

<b>PROJECT #3</b>
<b>WINDSOR HOLIDAY HOMES</b>
<p><b>INTRODUCTION</b></p> <ul style="list-style-type: none"> <li>• The town of Kariba is found in Mashonaland West and is located on the shores of Kariba Dam in the north western part of Zimbabwe sharing border with Zambia; 365km from Harare.</li> <li>• Kariba town is well known for tourism related activities due to the large water body which supports boating activities, fishing (annual Kariba Invitational Tiger Fishing Tournament, wildlife which roams freely in the town. The town is also famous for the Kariba South Power generation plant which is an important industry in the town.</li> </ul>
<p><b>PROJECT DESCRIPTION</b></p> <ul style="list-style-type: none"> <li>• The project has 19 tourism related commercial stands measuring a minimum of an acre, overlooking Lake Kariba with excellent views.</li> <li>• The investor is expected to construct luxurious and upper market holiday homes and lodges on these stands.</li> </ul>
<p><b>PROJECT STATUS</b></p> <ul style="list-style-type: none"> <li>• Is it a new project and the investor will service the stands.</li> <li>• Other outstanding works include <ul style="list-style-type: none"> <li>- Carry out an Environmental Impact Assessment study</li> <li>- To come up with a unique lay out plan which blends well with the tourist nature of the Town.</li> <li>- To survey the area</li> <li>- To put requisite on site and off site infrastructure</li> <li>- Construct access roads, storm-water drains, and water and sewer reticulation and electrify the stands</li> </ul> </li> </ul>
<p><b>PROJECT LOCATION</b></p> <ul style="list-style-type: none"> <li>• The 19 tourism related commercial stands are located in Kariba and on top of Windsor Hill, overlooking the lake, closer to the shoreline and Marineland Harbour.</li> </ul>
<p><b>PROJECT PROMOTER</b></p> <ul style="list-style-type: none"> <li>• Municipality of Kariba - Mr R. Kamhoti, Town Clerk</li> </ul>
<p><b>PROJECT MANAGEMENT STRUCTURE</b></p> <ul style="list-style-type: none"> <li>• The Municipality of Kariba will favour a generic structure in case of a partnership with Council or the developer would manage the project privately.</li> </ul>
<p><b>PROJECT COST</b></p> <ul style="list-style-type: none"> <li>• \$100 Million</li> </ul>
<p><b>PROJECT FINANCING</b></p> <ul style="list-style-type: none"> <li>• The municipality is looking for an investor who will finance the project privately, which could be loan financing, venture capital and other relevant means.</li> </ul>
<b>PROPOSED PROCUREMENT</b>

- Interested Investors will purchase this piece of land or stands through competitive bidding.
- The stands will be advertised in the national press and various media platforms.

### **DEVELOPMENT IMPACT**

This business development would bring the following benefits to the town and the nation.

- The project could employ ±200 contract workers during the construction phase
- The project could employ about 150 people, full time employees and 20 contract employees after completion
- Tax revenues will also be paid to the government once the lodges are operational
- Employment creation of local people through selling of curios and souvenirs to tourists, game drives and guiding business for the tour operators.
- On the supply chain side, the lodges will support other local businesses which offer food and drink, housekeeping and maintenance services, security services and other inputs to the production process, like utilities.
- The lodges will also contribute through payment of rates to the local authority

### **MARKET ANALYSIS**

- There is already an existing market in terms of hospitality and accommodation business in Kariba.

The business market analysis is as explained below;

#### **Strengths**

- There is land which is earmarked for the business
- The council and government have structures in place to support such investments

#### **Weakness**

- High dependency on tourists, which are highly sensitive to sensitive environment like political events.
- High seasonal dependency for most parts of the sector.

#### **Opportunities**

- Kariba has a raft of ancillary attractions and landmarks worth visiting; hence the visitors could require accommodation and restaurant services.
- Hotel industry has an opportunity to enjoy a year-round influx of customers since during the peak season, hotels typically take in domestic and international tourism – and local tourists during the off-season.
- Current facilities have limited accommodation space (average 300) approved and conference facility that can accommodate a maximum of 200 people. Therefore, the new business could capitalise on this and construct facilities to bridge this gap

#### **Threats**

- Alternative lodgings and hotels could pose threat to the hotel industry. Cheaper and more robust hospitality services are mushrooming each day. Many people are converting their houses into bed and breakfast facilities.
- The hotel industry is still reeling back from the aftermath of the demise of the tourism in Zimbabwe.

## **EXISTING DEMAND**

- Since Kariba is a tourist resort town, the accommodation and conferencing services are on great demand. At a certain time, the town struggled to host about 1000 secondary school heads in terms of accommodation and conferencing. Subsequently, the town failed to host 2500 primary school heads who then held their conference in Victoria Falls.
- During the peak period, that is December each year, the existing hotels and lodges (Hotel A 83 rooms, Hotel B 104 rooms and lodge X has 32 rooms and about 200 bed and breakfast facilities) will be full to the brim and not able to offer accommodation to some prospective tourists who end up going to other destinations like Victoria Falls, Nyanga and others. Therefore, a need for an upper market hotel to bridge this gap.
- Currently, the town is failing to host larger conference groups due to limited conferencing space. Available space accommodates smaller groups. Groups like ministerial, civic society, churches and international conferences are held in either Inyanga or Victoria Falls which have got adequate facilities (accommodation and conferencing)

## **COMPETITIVE ANALYSIS**

- There are two hotels and a number of lodges that vary in sizes. This may pose as competitors, but they lack modern facilities in terms of rooms, facilities related and conferencing space.
- The hotels are old facilities with old fashioned rooms and facilities which could be surpassed by the new hotel complex which could construct modern amenities that appeal to visitors and tourists
- Currently, the town has limited conference facilities. Hotel A has rooms that accommodate 120, 100 and 15 delegates. Hotel B has a room that accommodates 30 and 300 delegates in a theatre style; Lodge X uses a 500 seater makeshift tent to accommodate larger groups. Therefore, a new investor could a facility that will surpass the current offers.
- In terms of restaurants– Hotel A has a dining that accommodates 100 people and respective small bars and Hotel B has a dining to accommodate 60 people.
- Existing facilities has this accommodation offerings (Hotel A has 83 rooms, Hotel B has 104 rooms and lodge X has 32 rooms and a self-catering and dormitory facility)
- Events with larger groups being held in other destinations (Harare, Bulawayo or Victoria Falls) due to limited accommodation and conference facilities and a new investor could work on modalities to address this deficiency.
- Kariba is a resort which is suitable for construction of vacation, business and leisure facilities that could lure visitors and tourists.
- The hotel is also located on top of a hill and on the way before reaching other competitors which is a plus in terms of location.
- Kariba is accessibility by road via Harare -3.5 hour drive and 2.5 via Lusaka. The hotel

site is situated 9 kilometers from the local airport.

- Kariba has established tour operators and agencies which assist in marketing and selling the hotel products.
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#### **REGULATORY ISSUES**

- **Environmental Management Act [Chapter 20:27]**

This Act affects the hotel through enforcement of sustainable development, ecosystem preservation as well as governs the impact of the project on the environment including land degradation.

- **National Parks & Wildlife Act [Chapter 20:14]**

The Act will impact the hotel in terms of wild fauna, wildlife products, wild flora, protection of species and regulation of services like boat cruises and game drives.

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This act will provide guidance on the planning of the land as a means of conserving and improving the physical environment. The same also regulates the acquisition of land; to provide for the control over development, including use, of land and buildings and regulates the subdivision and the consolidation of the piece of land;

#### **RISK ANALYSIS AND MANAGEMENT**

- The prospective investor should take cognisance of the volatile economy and therefore need to be wary of financial risk, Liquidity Risk, Foreign Exchange Risk, Legal and Compliance Risk
- The investor could avoid, accept, reduce, transfer, share, eliminate or limit the risks associated with this investment.

#### **PROJECT #4**

#### **MAHOMBEKOMBE UPGRADING**

#### **INTRODUCTION**

- The town of Kariba is found in Mashonaland West and is located on the shores of Kariba Dam in the north western part of Zimbabwe sharing border with Zambia; 365km from Harare.
- Kariba town is well known for tourism related activities due to the large water body which supports boating activities, fishing (annual Kariba Invitational Tiger Fishing Tournament, wildlife which roams freely in the town. The town is also famous for the Kariba South Power generation plant which is an important industry in the town.

#### **PROJECT DESCRIPTION**

- The Municipality is looking for partners to relocate 390 families from Mahombekombe suburb to Kasese on a Built Operate and Transfer basis. The stands in Kasese were already identified and the investor is expected to construct low cost one bedroomed units and these will be part of Council's social houses. The 390 families are accommodated in old houses that were constructed in the early 1950s and they are also under the 330kvA power lines.
- As compensation for relocating the 390 families, the investor would get this piece of land in return.
- The project could entail development of:
  - A Luxury Hotel with ancillary facilities – conference centre, restaurants, casinos
  - Lodges
  - Holiday homes
  - or any other suitable business.

#### **PROJECT STATUS**

- This is a new project

#### **PROJECT LOCATION**

- The project is located in Mahombekombe township and the site is overlooking the lake. The project stand boundary stretches into the lake.

#### **PROJECT PROMOTER**

- Municipality of Kariba - Mr R. Kamhoti, Town Clerk

#### **PROJECT MANAGEMENT STRUCTURE**

- The Municipality of Kariba will favour a generic structure in case of a partnership with Council or the developer would manage the project privately.

#### **PROJECT COST**

- \$100 Million

#### **PROJECT FINANCING**

The municipality is looking for an investor who will finance the project privately, which could be loan financing, venture capital and other relevant means.

#### **PROPOSED PROCUREMENT**

- Interested Investors will purchase this piece of land or stands through competitive bidding.
- The stands will be advertised in the national press and various media platforms.

#### **DEVELOPMENT IMPACT**

If the developer decides to develop a hotel, this would bring the following benefits to the town and the nation.

- The project could employ ±500 contract workers during the construction phase
- The project could employ about 150 people, full time employees and 20 contract employees after completion
- Tax revenues will also be paid to the government once the hotel or resort is operational
- Employment creation of local people through selling of curios and souvenirs to tourists, game drives and guiding business for the tour operators.

- On the supply chain side, the hotel will support other local businesses which offer food and drink, housekeeping and maintenance services, security services and other inputs to the production process, like utilities.
- The hotel will also contribute through payment of rates to the local authority

## **MARKET ANALYSIS**

- There is already an existing market in terms of hospitality and accommodation business in Kariba.

The business market analysis is as explained below;

### **Strengths**

- There is land which is earmarked for the business
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### **Weakness**

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### **Opportunities**

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### **COMPETITIVE ANALYSIS**

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- Kariba is a resort which is suitable for construction of vacation, business and leisure facilities that could lure visitors and tourists.
- The hotel is also located on top of a hill and on the way before reaching other competitors which is a plus in terms of location.
- Kariba is accessibility by road via Harare -3.5 hour drive and 2.5 via Lusaka. The hotel site is situated 9 kilometers from the local airport.
- Kariba has established tour operators and agencies which assist in marketing and selling the hotel products.

### **REGULATORY ISSUES**

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- **Regional, Town and Country Planning Act [Chapter 29:12]**

This act will provide guidance on the planning of the land as a means of conserving and improving the physical environment. The same also regulates the acquisition of land; to provide for the control over development, including use, of land and buildings and regulates the subdivision and the consolidation of the piece of land;

#### **RISK ANALYSIS AND MANAGEMENT**

- The prospective investor should take cognisance of the volatile economy and therefore need to be wary of financial risk, Liquidity Risk, Foreign Exchange Risk, Legal and Compliance Risk
- The investor could avoid, accept, reduce, transfer, share, eliminate or limit the risks associated with this investment.