



## BUSINESS OVERVIEW

The Dondo Facility which is the brainchild of MAESTER SHEILD LTD. would be located at Opeibea behind Alliance Francaise d' Accra. It would be a new state of the art facility, which would mainly embody a luxurious Dondo Hotel, an ultra-modern multi-purpose Auditorium and a Shopping Mall. The Dondo facility would be the first of its kind in the history of Ghana and West Africa.

## SERVICES

The Dondo Hotel is to be a classy and fabulous hotel with 240 exquisite rooms, high class furniture with modern technology, offering exclusive hotel services such as; daily room cleaning, daily laundry services, 60 capacity conference room, Airport shuttle, sauna rooms, smoking areas, personal grooming, Jacuzzi, free WIFI, a helicopter service from a helipad and many more modern services that will delight the customer. The hotel would have 2 standard swimming pools, about a 100 car parking lot etc.

The Dondo auditorium is to be an Ultra-modern state of the art multi-function Auditorium, with a seating capacity of 35,000. The auditorium, would be designed to be capable of being re-configured for various indoor events, sporting and recreational activities and it would be the very first of it's kind in West Africa, if not even Africa. Underneath the auditorium, would be an open, glassed and air conditioned waiting area with a cafeteria; also capable of seating about a 1000 people, capable of being used for any and all other activities.

The Dondo Mall would be a huge shopping facility, a one stop shopping area where customers can purchase all they need and want. The mall would have a very big parking area to contain all customers with high level security and highly trained security personnel stationed all over equipped with ultra-modern digital security equipments used to enforce order and safety.

## CUSTOMER FOCUS

The Dondo hotel will primarily serve customers who seek comfort, ultra-modern amenities, adequate car parking space in and underground car parking lots, high level of security at an enviable price and above all, comfort like never before seen in the hospitality industry in Africa.

- v Hundreds of visitors flock in from all parts of the world through the Kotoka International Airport (KIA) Accra every day. The hotel to be sited at an advantageous place just a few meters from the Airport, will seek to take advantage of this booming influx.

- v Visitors who want luxury at its highest level will get the chance to explore and enjoy same, and that would basically be the focus of The Dondo Hotel, to give luxury at an enviable price. In addition, The Dondo Hotel would therefore open its doors to clients who wants to experience such exquisite and exclusive hotel package.

The Dondo Multi-purpose Auditorium will serve its clients to maximum satisfaction. Being the biggest auditorium in Ghana and even West Africa, capable of seating up to 35,000 persons, Maester Shield Ltd. intends to rent out this space to prospective clients. The intent of building such a huge multi-purpose auditorium is to accommodate large crowds in a safe comfortable environment thereby avoiding the long-standing problem faced by event organizers (space) in the country which often leads to disgruntled, unsatisfied and disappointed clients. With the Dondo auditorium, customer delight would be our focus.

- v The unique, exquisite and exclusive feature of The Dondo auditorium would be that it can be easily reconfigured, rearranged, re equipped and seated to suite any purpose, occasion and event that it may be required for. For example, Musical Concerts, Lectures, Basket Ball, Boxing, Indoor Football, Tennis, etc, Anything and everything that the auditorium might be required for.

The Dondo Mall would be one of the biggest shopping areas in the country with an open space of about 12,000 square meters, it would be configured into shops that would serve customers from near and far. Maester Shield Ltd intends to lease out spaces in the Mall area in cubic square meters to prospective clients for various purposes. This shopping mall would be furnished with classic gadgets such as; Central Air condition, Emergency exit points, Electronic Doors, Fire Safety precautions, Ultra-modern PA systems, and like the whole of the The Dondo Complex, it will be disability friendly. The Mall would also come with a large car parking facility both over ground and underground capable of accommodating all of its prospective customers.

## SUCCESS FACTORS

Maester Shield Ltd is uniquely positioned to succeed due to the following reasons;

- v Our location is central to the downtown, Airport and the corporate districts of the city making it the ideal spot for relaxation, comfort and luxury.
- v The management team is comprised of competent and highly motivated and qualified business minded personalities, whose objectives is to achieve maximum success with this enterprise.
- v Our solid marketing plans and roll-outs will overwhelm the competition since we intend to combine modern marketing skills and the indigenous marketing' strategies concurrently to put us way ahead of the competition. Also, our aggressive nature of marketing will make penetration in the market space quite easy.

There is currently no hotel within a 5-mile radius of the Kotoka International Airport offering the kind of exquisite and exclusive luxury and services that we would be offering. A helipad, 2 standard swimming pools, 35,000 seating capacity Auditorium, 360 seating capacity conference room, 60 seating capacity

Dondo Hotel master conference room, 4 luxurious Presidential suites just to mention a few, will put us way above our competitors.

## FINANCIAL HIGHLIGHTS

Maester Shield Ltd is currently seeking a US\$ 100,000,000.00 facility to launch this project. This fund will be used specifically as follows:

- Land Acquisition = \$ 20,000,000.00
- Hotel's Construction, interior and exterior design = \$ 50,000,000.00
- Working Capital (salaries and advertising until Maester breaks even (five years)) = \$ 20,000,000.00
- Contingency = \$ 10,000,000.00

## TOPLINE PROJECTIONS OVER THE NEXT FIVE YEARS

1<sup>ST</sup> YEAR : Revenue = \$10,000,000.00

Total Expenses = \$7,000,000.00

Income tax = \$1,000,000.00

Interest = \$5,000,000.00

Marketing = \$ 2,000,000.00

Net Income = \$ 2,000,000.00

2<sup>ND</sup> YEAR : Revenue = \$30,000,000.00

Total expenses = \$ 19,000,000.00

Income Tax = \$ 3,000,000.00

Interest = \$ 15,000,000.00

Marketing = \$ 2,000,000.00

Net Income = \$ 10,000,000.00

3<sup>RD</sup> YEAR : Revenue = \$ 45,000,000.00

Total Expenses = \$ 30,500,000.00

Income Tax = \$4,500,000.00

Interest = \$25,000,000.00

Marketing = \$ 15,000,000.00

Net Income = \$ 14,000,000.00

4<sup>TH</sup> YEAR : Revenue = \$ 65,000,000.00

Total Expenses = \$42,500,000.00

Income Tax = \$ 6,500,000.00

Interest = \$35,000,000.00

Marketing = \$1,000,000.00

Net Income = \$22,500,000.00

5<sup>TH</sup> YEAR : Revenue = \$80,000,000.00

Total Expenses = \$49,000,000.00

Income Tax = \$8,000,000.00

Interest = \$40,000,000.00

Marketing = \$ 1,000,000.00

Net Income = \$31,000,000.00

## COMPANY OVERVIEW

Maester Shield Limited, would be located around Opeibea behind Allianz-Francais is a huge luxurious hotel located in one of the busiest part of Accra- Ghana, with a lot of business class people. Just 7mins drive from the Kotoka International Airport, the official airport of Ghana. We are focused on providing luxury at a competitive price and providing satisfaction beyond the possible imagination of clients who seek comfort at an enviable price. With over 17 floors, Maester Hotel includes 240 rooms, 4 Presidential suites, a 35,000 capacity multi-function Auditorium, an underground car park of about 240 capacity parking lot, an international standard in-built gym, 2 Olympic standard swimming pools, an ultra-modern recording studio, a huge kids play ground, a shopping mall, a clinic, a restaurant, a world class casino, a night club, a cinema hall, a spa, an office complex, a helipad for high profiled personalities who may require it and so much more. The company was founded by a group called the Maester Shield Company Ltd. This company includes a skilled set of people of different but unique business fields who saw the opportunity to tap from this booming hospitality business to maximize profit but ensuring customers have satisfaction and luxury for purchasing their services. The decision was made after the group visited the area and saw the opportunity to go into creating luxury at an affordable price since our competitors around the area were not providing what we had envisioned to provide. The company also decided to go in the hoteling business due to the high trajectory rise in the business and specifically the business demographics and competitive situations around the location was so favorable to the success of this hotel idea that they knew it would work.



## HISTORY

Upon chancing on the site, management of Maester Shield Ltd. Saw that the development of a structure like The Dondo Complex on that site would be highly beneficial and lucrative, taking into considerations the various and different facilities that it would provide, meeting divers needs that are currently not covered or met. The company put its ideas into being by having preliminary drawings and plans for the complex produced.

The operations of Maester Shield Ltd. are from its main offices in Ablekuma, Accra. Where the plans for the Dondo Complex are being developed. Once the land rights have been purchased and construction commences, an on-site office will be created from which operations can be more directly supervised to ensure that every detail is being monitored and properly effected.

Since the site was located and the ideas and plans for the construction of the complex formulated, Maester Shield Ltd. Has

- Commenced inquiries about the purchase of the site.
- Commissioned the drawing and preparation of preliminary building plans for the project by an Architect.

## DONDO HOTEL SERVICES

Below are the prospective services offerings and amenities provided

- Ø 4 Presidential suites
- Ø 240 hotel rooms
- Ø 35,000 capacity ultra-modern re-configurable Auditorium
- Ø 240 capacity underground parking lot
- Ø High-end technology
- Ø Helipad
- Ø 2 standard pools
- Ø Jacuzzi's
- Ø Saunas
- Ø Spa
- Ø Salon
- Ø Clinic
- Ø Children's play ground
- Ø Elevated large screens compatible with computer connection
- Ø 2 conference centers with 360sitting and 60sitting capacity respectively
- Ø Ultra-modern recording studio
- Ø Ultra-modern shopping mall
- Ø Night club
- Ø Casino
- Ø State of the art decor and modern amenities

## DONDO COMPLEX DESIGN

The company will develop about 38,000 square meter area with key elements that will include:

- Ø 4 Presidential suites
- Ø 240 hotel rooms
- Ø 35,000 ultra-modern re-configurable Auditorium
- Ø 260 capacity underground parking lot
- Ø helipad
- Ø shopping mall
- Ø Night club
- Ø Casino
- Ø Children's play ground
- Ø Gym

## INDUSTRY ANALYSIS

The DONDO Hotel will directly or indirectly competes with all hotels nearby its location, and which will be offering services similar to those of The Dondo Hotel. Competition will also come from small meeting spaces like inns, condo complexes, motels etc. Further direct competition will come from companies offering business class services like conferencing etc.

## STATISTICS AND TRENDS

Hotels around the proposed site for The Dondo Hotel receive 100,000 to 400,000 clients annually and this number rose significantly during a government Program in the year 2019 dubbed ‘The Year of Return’ which recorded the influx of about 1million tourists within a period of only three months. This program is being further promoted under a continuing program dubbed (Beyond The Year Of Return) and enterprising operations like ours can tap into and take advantage of the influx of constant foreign visitors which this continuing program will create. There is also an impending ‘All African Games’ to be held in Ghana in the year 2023, which also offers an incredible opportunity which The Dondo Complex should be completed and ready to take advantage of.

Large and successful hotels like Marriot International, Kempinski, La Palm Royal and a host of many others control the Ghanaian hospitality market. Major project lines are room fees and sale of food, alcoholic drinks, merchandise etc. Room fees alone account for about 75% of industry revenue, food is 10% and alcohol is 5%. Thus;

- (i). Effective marketing is a must
- (ii). Profitability of individual companies depend on efficient operations as certain costs are fixed.

(iii). Trends to be aware of in this industry include a growing number of travelers coming for either vacations or to attend business seminars and conferences.

## **CUSTOMER ANALYSIS**

### **PROFILE OF TARGET MARKET**

Maester, will serve the business community and travelers who require not only luxury but comfort and security to the maximum.

The market we would be serving is value-conscious and has a desire for high comfort and basic amenities geared towards the tourist's lifestyle. It is accounted for that men between the ages of 25 – 60 account for the highest visitations to hotels and could therefore be targeted by concentrating our focus on them. It is accounted that men between this age category accounts for almost 82% of hotel and restaurant visitations for both tourist and indigenes. For tourists, we would make bookings online easy and readily accessible and make reservation for pick-ups for the ultimate convenience. Discounts for multiple visitations would also be seriously looked into to improve upon our customer confidentiality and delight.

### **COMPETITIVE ANALYSIS**

The following hotels are located within a 10mile radius of location where The Dondo Complex would be sited, thus providing direct and indirect competition for customer acquisition;

#### **MARRIOT HOTEL**

Which would by far our biggest rival in our chosen location and have been in business for the past 30yrs. The hotel offers a wide array of services and amenities that you typically find in plush hotels.

Marriott offers luxury but at an exorbitant price (\$300-\$500 per night for standard rooms). Looking at the facilities available, this hotel does not have a helipad which will be the first in Ghana, as we propose, and also their pools are no matches for the standards that we propose. In spite of the high prices of standard rooms, Marriott cannot match the luxury and amenities that will be at the disposal of the clients at The Dondo Hotel.

The Dondo Complex is also planned to have about a 35,000 capacity ultra-modern re configurable auditorium and the competition can simply not match that.

#### **HOLIDAY INN**

Holiday Inn is a UK-owned American brand of hotels and a subsidiary of Intercontinental Hotels Group. Its branch in Ghana is by far one of the most successful hoteling company in Ghana. It has 168 rooms which will be dwarfed by the 240rooms proposed for The Dondo Hotel.

The 35,000 capacity indoor ultra-modern re-configurable auditorium that The Dondo Complex will be offering will be mammoth in the eyes of all competitors, even if that competition is the holiday Inn.

## COMPETITIVE ADVANTAGE

The Dondo Hotel would enjoy several advantages over its competitors. These advantages include

- v The proposed location is one of the choicest in Accra and not too far away from the Kotoka International Airport in Accra, Ghana this would thus give best access to every part of Accra at ones convenience.
- v The Hotel would offer adequate parking space for clients with a 260-capacity underground parking lot plus another large parking space which would be in front of the edifice.
- v The current biggest indoor conference center and auditorium (The Accra International Conference Center) with a capacity for about 6000 people is way way below the 35,000 capacity ultra-modern re-configurable auditorium we intends to construct.
- v Planed Wi-Fi throughout the complex will make working remotely simple for all visitors.
- v The proposed Helipad for executive clients who will require that service would also enhance security and ensure added privacy.
- v 2 luxurious standard pools would provide more than adequate swimming facility for those requiring same.
- v A planed State of the art in-house recording studio, would provide more than adequate capacity for any visitors requiring same.
- v A first class shopping mall, to meet any and all desires and tastes.
- v A planed Casino to whet the appetite of any and all persons desiring the distraction of placing bets.

Having visited the local community within which The Dondo Complex will be situated, severally, our officers have met and interacted with most of the local leaders and influencers whose assistance the officers of Maester Shield Ltd. intends to also use to promote the Complex. It will also be relatively easy for us to build the brand and awareness of the Complex with these people in our camp.

## MARKETING PLAN

### THE DONDO COMPLEX BRAND

The Dondo Complex which has the Maester Shield Ltd. brand will focus on the company's unique value proposition;

- Ø Offering luxury at a competitive price
- Ø Providing excellent customer service
- Ø Offering a central location at the heart of the city
- Ø Be true to our clients



- Ø Create high-profile events

## PROMOTIONS STRATEGY

Maester Shield Ltd. expects its target market to be tourists (travelers), high-profiled businessmen, dignitaries, diplomats and other middle class executives seeking luxury and comfort at a competitive and reasonable price. The company's promotion strategies to reach these individuals would be;

- v Phone Prospecting – Maester Shield Ltd. will assign sales executives to contact both local and foreign corporations to arrange for bulk corporate rates for their international partners who visits Ghana for various business dealings on the volume of visitors they will have.
- v Public Relations – We would contact all local newspapers and television stations to tell them about the hotel opening and also the unique value propositions of the company.
- v Advertising – The Dondo Complex would initially be advertised on travel websites which are frequently used by tourists visiting the country, we will also use efficiently and effectively all social media platforms like Facebook, Instagram, telegram, Whatsapp, classifieds and any other available advertisement platform on the internet.
- v Ongoing Customers – The Dondo hotel will maintain a website and publish monthly email newsletters to tell corporations and past customers about promotions and events
- v Pre-opening Events – Before the opening of the hotel, The Dondo Hotel will organize pre-opening events designed for prospective national and international clients. These events will create a buzz and awareness for this unique hotel in the hospitality space.

## PRICING STRATEGY

The Dondo Hotel Pricing will fluctuate based on the season and occupancy percentages using computerized yield management system, but pricing will always place the hotel in the upper-range, comparable to luxury hotel billings. Customers should feel and appreciate that they have received greater value more than commensurate with the prices they have paid after patronizing the hotel. With over 240 rooms' variously classified, The Dondo Hotel would be able to have pricing, graded according to the client's desired luxury thus rooms would be sub-divided into various units.

The Dondo Multi-purpose re-configurable Auditorium; because of its very exceptional and unique qualities, its services and the facilities would be particularly targeted and aimed at divers organizations, promoters and individuals catering for and requiring performance space of international standards, both local and foreign, for Musical Concerts, Shows, Sporting Events of all types, Conferences, Awards events religious crusades etc. The fees and charges for the use of this facility will be comparable to fees and charges requested for the use of similar facilities in other parts of the world.

The Dondo Mall and Shop Spaces; pricing shall be calculated and set by the square foot depending on the size of the area that each customer would require.

## OPERATION PLAN

### FUNCTIONAL ROLES

In order to execute the business of The Dondo Complex, the company needs to perform many functions including the following;

- v General and Administrative functions including legal, marketing, IT, Bookkeeping etc.
- v Sourcing and storing supplies for hotel and conference space
- v Hiring and training staff
- v Corporate sales to individuals and groups

#### HOTEL SERVICES

- v Housekeeping
- v Check-in focused on customer service
- v Janitorial/Maintenance personnel to keep hotel clean and in working order

### MILESTONES

DATE	ACTIVITY
JULY,2020	Finalize land rights
JULY,2022	Design and build out hotel
AUGUST, 2022	Hire and train junior staff
DECEMBER, 2022	Launch The Dondo Complex
DECEMBER, 2028	Reach break-even

### HIRING PLAN

- Ø Housekeeping staff of 70 to start
- Ø Hotel Manager will manage the day-to-day activities of the hotel
- Ø Assistant manager will manage hotel operations (nights and weekends)
- Ø Service staff (10 full time to work check in and allowing at least 5 people to be on duty at all times)
- Ø Human resource will be in charge of all recruitment and training and also assessment of hired staff according to work specifications.
- Ø Legal and Administrative staff of 20 people

## FINANCIAL PLAN

### REVENUES AND COST DRIVERS

Maester's revenue will come from hotel occupancy, conference rental, casino, nightclubs and the shopping mall rental amongst others. The major cost for the company will be the salaries of staff and cost to maintain the standard of The Dondo Complex. In the initial years, the company's marketing spending will be high, as it establishes itself in the hoteling market space.

### CAPITAL REQUIREMENTS AND USE OF FUNDS

The company is seeking a total funding of \$ 100,000,000 to launch The Dondo Complex. The capital will be used for funding capital expenditure, manpower costs, marketing expenses and working capital. The major cost for the company will be salaries of the staffs and cost to maintain the standard of the facility. In the initial years, the company's marketing expenditures will be high, as it will establish itself the market.

Specifically, these funds will be used as follows:

The facility design and build will approximately be \$ 80,000,000

Working capital will approximately be \$ 20,000,000 to pay for Marketing, Salaries and Lease cost until Dondo reaches breakeven.