

Customized Business Financial Plan for Raha Resort

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Executive Summary

Raha Resort is envisioned as a premier hospitality destination in Jericho, providing luxury accommodations, outstanding dining options, and a range of recreational facilities. With a strategic location and tailored offerings, the resort aims to attract both local and international travelers. This financial plan outlines the key financial aspects of the project, designed to secure donor support for its successful implementation.

Project Overview

- Project Name: Raha Resort
- Location: Jericho, near key tourist sites such as the Dead Sea and Mount of Temptation.
- Project Size: 10,000 m² land area with a 6,000 m² built-up area.
- Facilities:
 - 100 luxury rooms and suites.
 - Two swimming pools (family and children).
 - Spa and wellness center.
 - Multipurpose event hall for conferences and weddings.
 - Fine dining restaurant and poolside bar.
 - Kids' play area and landscaped gardens.
 - Free shuttle service to major tourist destinations.

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Market Analysis

- **Target Market**:
 - Tourists visiting the Dead Sea, Jericho, and surrounding areas.
 - Corporate clients seeking conference facilities.
 - Families and couples for leisure stays.
- **Competitive Advantage**:
 - Affordable pricing compared to competitors (\$95 per room per night).
 - Strong partnerships with travel agencies and regional tour operators.
 - Focus on superior guest experiences and sustainable practices.

Investment Requirements

The total estimated investment for Raha Resort is \$8.5 million. Key cost breakdown:

Expense Category	Amount (USD)
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Land Acquisition	\$800,000
Construction Costs	\$5,000,000
Furniture & Fixtures	\$1,200,000
Equipment (Kitchen, IT)	\$700,000

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| Landscaping | \$300,000 |

| Working Capital | \$500,000 |

Revenue Streams

1. **Room Rentals**:

- 100 rooms with 60% annual occupancy.
- Average rate: \$95/night.
- Annual Revenue: \$2,081,000.

2. **Food and Beverage**:

- Revenue from the restaurant, bar, and room service.
- Estimated Annual Revenue: \$650,000.

3. **Event Hosting**:

- 25 weddings/events annually.
- Average revenue per event: \$12,000.
- Annual Revenue: \$300,000.

4. **Spa and Wellness Services**:

- Average monthly revenue: \$20,000.
- Annual Revenue: \$240,000.

5. **Other Income**:

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- Shuttle services, tours, and partnerships.

- Annual Revenue: \$100,000.

****Total Estimated Annual Revenue**:** \$3,371,000.

Operating Costs

Category	Annual Cost (USD)
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Salaries and Wages	\$500,000
Utilities (Electricity)	\$350,000
Maintenance and Repairs	\$150,000
Marketing and Advertising	\$80,000
Food and Beverage Supplies	\$300,000
Insurance	\$50,000
Administrative Costs	\$100,000
Miscellaneous	\$50,000

****Total Annual Operating Costs**:** \$1,580,000.

Financial Projections

****Year 1-5 Summary****

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| Year | Revenue (USD) | Operating Costs (USD) | Net Profit (USD) |

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1	\$2,697,000	\$1,580,000	\$1,117,000	
2	\$3,000,000	\$1,660,000	\$1,340,000	
3	\$3,371,000	\$1,750,000	\$1,621,000	
4	\$3,539,550	\$1,837,500	\$1,702,050	
5	\$3,716,527	\$1,929,375	\$1,787,152	

****Return on Investment (ROI)****

- Initial Investment: \$8.5 million.
- Cumulative Net Profit (Year 1-5): \$7,567,202.
- ROI by Year 5: ~89%.

Funding Proposal

****Requested Funding****: \$5,000,000 (grant/donation).

****Allocation of Funds****:

- Construction Costs: \$4,000,000.
- Furniture and Fixtures: \$700,000.
- Initial Marketing Campaign: \$300,000.

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****Donor Benefits**:**

- Recognition on resort premises and marketing materials.
- Complimentary stays and event hosting opportunities.
- Positive social and economic impact in the region.

Risk Analysis

1. ****Economic Stability**:**

- Mitigation: Partner with local tourism boards and diversify revenue streams.

2. ****Competition**:**

- Mitigation: Focus on affordability, quality, and unique offerings.

3. ****Operational Challenges**:**

- Mitigation: Hire experienced staff and invest in training programs.

Conclusion

Raha Resort presents a unique opportunity to enhance the tourism landscape in Jericho. With strategic donor support, the resort can achieve sustainable growth while positively impacting the local economy. We invite donors to partner with us in bringing this vision to life.