

Dynasty Global Ventures



Business Plan



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EXECUTIVE SUMMARY

Purpose of the Plan: This document will be used to secure the remaining start-up funding of \$1,327,000. The total required amount is \$2,000,000, but we have already raised \$673,000.

THE MARKET OPPORTUNITY

Factors such as Senegal's tourism sector generating millions of dollars in revenue every year, the country attracting 47,200 foreign tourists every day, and the astronomically growing national vacation rental market have created enormous opportunities for us on the regional market.

OUR SOLUTION/COMPETITIVE EDGE

Our resort facilities will offer foreign tourists luxury accommodations and unique, fun, and exciting activities that will give them unforgettable memories.

THE MARKET GROWTH

- Revenue in Senegal's tourism sector will grow at an annual rate of 24.7% to reach \$175 million by 2025.
- Hotels and related properties in West Africa will generate an income of \$1.04 billion by the end of 2020.

Sources:

<https://www.statista.com/outlook/262/315/travel-tourism/senegal>

<https://www.statista.com/outlook/262/633/travel-tourism/west-africa>

BUSINESS OVERVIEW

INTRODUCTION

Business (Legal) Name	Dynasty Global Ventures, LLC
Doing Business As	Dynasty Global Ventures
Year of Incorporation	2020
State of Incorporation	Maryland
Legal Status	Limited Liability Corporation
Office Address	7010 LTC William Hewlett Ct, Fort Washington, MD 20744
Total No. of Owners	1 (Souleymane Niang-Dinkins)
Website	www.DynastyConsulting.Org
Phone	(202) 400-1075

BRIEF DESCRIPTION

Dynasty Global Ventures is a new hospitality company based out of Fort Washington, MD. The company is going to build mini-resorts in Dakar, Senegal. These resorts will attract leisure travelers from all over the world and provide them with one-of-a-kind vacation experiences.

OUR GOAL

“To take advantage of the investment opportunities available within Africa and provide significant returns to our investors”

CORE VALUES

- Having Transparency, Flexibility, and Integrity in Operations
- Maintaining High Standards of Client Satisfaction
- Creating Job Opportunities for the Locals
- Focusing on Business Growth

USE OF PROCEEDS

Start-up Cost	Amount
Non-Current Assets:	
Fixed Assets*	\$1,760,000
Current Assets:	
Cash (Working Capital)	\$184,000
Expenses:	
Registration and Licenses	\$500
Legal Fees	\$3,000
Maintenance, Operations, and Accessories	\$6,000
Initial Supplies	\$5,000
Insurances	\$1,500
Entertainment Budget	\$5,000
Marketing Budget	\$25,000
Miscellaneous and Unforeseen Costs	\$10,000
Assets to Fund	\$1,944,000
Expenses to Fund	\$56,000
Total Investment	\$2,000,000

*Fixed Assets	Amount
Building Construction and Related	\$1,500,000
Furniture, Fixtures, and Equipment	\$60,000
Motor Vehicles and Related	\$180,000
Other Long-Term Assets	\$20,000
Total	\$1,760,000

THE TEAM

The operational team for each of our resorts will include the following:

Designation	No. of Member(s)
Operations Manager	1
Property Manager	3
Cook	3
Chauffeur	3
General Staff	4

PRODUCTS AND SERVICES

Our resort facilities will offer the following:

- Luxury Room Rentals
- Meal Plans
- Excursion Services
- Chauffeured Rentals

Note: In the future, we will also offer residential properties on 3/6/12-month lease periods.

Some of the Pictures of Our First Resort





MARKET ANALYSIS SUMMARY

INDUSTRIAL ANALYSIS

Hotels and Resorts Industry

- Today, Africa is seen as one of the most promising regions for hotel operators, and large international chains are rushing in to secure their piece of the pie.
- In West Africa, infrastructural development speed has been increased due to the emerging regional destinations.
- Senegal has launched several programs promoting the local vacation rental market while Benin, Cameroon, and Guinea are also showing active signs of a developing hotel market.

Foreign Investment in the Vacation Rental Market

Economic growth is one of the crucial factors in attracting foreign investors. According to the World Bank, West Africa is home to several world's fastest-growing economies, such as Benin, Gambia, Ghana, and Senegal, which have recorded around 6% of annual economic growth or more recently. This growth also encourages local investors to push real estate and infrastructure projects, which, in turn, facilitates further development by local and international parties.

Travel and Tourism Industry

Travel to Africa has become increasingly popular over the last few years, thanks to the captivating images shared by travel influencers on social media. The travel movement has inspired many to not only visit African countries but also relocate there permanently. More and more African Americans are moving to different countries on the continent and taking advantage of expat work opportunities to create a life outside of the US.

Tourism in West Africa today is primarily linked to business, and the region is attractive to international tourism except for Cape Verde, which has made tourism its priority. West Africa is still home to many tourist destinations at the moment, and in 2019, Ghana and Senegal did by attracting millions of tourists.

Quick Facts:

- The travel and tourism market will generate an income of \$2.1 billion by the end of 2020.
- Revenue is expected to grow at an annual rate of 18.6% to reach \$4.88 billion by 2025.

Revenue in Senegal's travel and tourism market will grow at a healthy rate to reach \$58 million by the end of 2020.

Selected African Countries with the Largest Numbers of International Tourist Arrivals in 2019

Country	International Tourist Arrivals (In Millions)	Country	International Tourist Arrivals (In Millions)
Morocco	12.93	Cabo Verde	0.76
South Africa	10.23	Reunion	0.53
Tunisia	9.43	Madagascar	0.38
Zimbabwe	2.29	Seychelles	0.38
Senegal	1.70	Guinea-Bissau	0.05
Mauritius	1.38	Niger	0.19
Togo	0.88		

Travel and Tourism Market in the Gambia

- The travel and tourism market will generate an income of \$3 million by the end of 2020.
- Revenue is expected to grow at an annual rate of 21.9% to reach USD 7.00 million by 2025.

Travel and Tourism Market in Ghana

- The travel and tourism market will generate an income of \$193 million by the end of 2020.
- Revenue is expected to grow at an annual rate of 19.9% to reach \$478.00 million by 2025.

Real Estate Industry

- West African countries represent a population of 245 million inhabitants. The West African nation saw annual GDP growth rise to a five-year high during one of the past years, at 8.3 percent, fueled mainly by a pick-up in the real estate industry.
- Senegal's capital, Dakar, is in the midst of a property boom. Luxury villas, hotels, and shopping centers have sprung up in the country in recent years, more particularly on Dakar's coast.

Senegal is located in West Africa and has a national territory of 196,722 km². The country enjoys a favorable geographic location, with a major seaport and easy access to European and North American markets.

- Africa's rapidly growing property markets are attracting increased interest from international investors, developers, and occupiers. It is an incredibly lucrative and profitable sector across West African countries, from Nigeria to Senegal and everything in between.

Residential Real Estate Market in Dakar

In Dakar, residential sector development is progressively taking place with buildings comprising up to 20 units. Many projects have been extremely successful, and the market, except for the seafront, remains relatively dynamic. Dakar's property market is a favored investment for regional elites because it is considered a haven in turbulent West Africa.

Dakar continues to experience double-digit increases in property prices in recent years. The primary driver is sharp population growth. Dakar's increasing population is mainly fueled by migrants from rural Senegal and neighboring countries. Currently, the city has about two and a half million people.

High-end property buyers from countries like Nigeria have increasingly seen Dakar, located on a peninsula that is Africa's westernmost point, a reliable market for second homes. A 250 square meter apartment in Dakar costs around \$320,000 to buy and is rented out for around \$2,000 per month. It gives a yield of 7.5%. Beachfront property costs are around the same, but the rentals achievable are higher. A 300/250 square meter beachfront property might cost around \$320,000 but could rent out for \$2,800 per month, giving a yield of 10.5%.

Residential Real Estate Market in Ghana

Ghana, for its part, is seeing a considerable increase in the price of land in Accra. While the locals are used to buying plots to set up single-family homes, the price increase per square meter has resulted in the consolidation of homes and the emergence of buildings. Buildings make it possible to optimize the space available and increase the land plots' profitability by offering more housing. So residents have gradually moved from single-family houses to buildings that could accommodate more people.

Ghana's economic growth and increasing supply of prime real estate assets make it one of Africa's most attractive markets for investors.

Residential Real Estate Market in Nigeria

Nigeria is attractive because it is West Africa's largest consumer market, with a burgeoning middle-class and investor appetite. Many have predicted that it will overtake South Africa as the continent's largest economy. In the last few years, Nigeria's real estate market has expanded rapidly, continuing a decade-long upward trend fuelled by rising per capita income levels, steadily increasing foreign direct investment (FDI), fast urbanization, and strong corporate demand. Many local developers have reported sustained high returns in more traditional segments like high-end residential and hospitality.

Sources:

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<https://www.statista.com/outlook/262/224/travel-tourism/gambia>

<https://www.statista.com/outlook/262/226/travel-tourism/ghana>

MARKET NEEDS AND TRENDS

- The online reservation system is a must for succeeding in the vacation rental industry.
- Resort operators need to provide personalized services to maintain high occupancy rates.
- Travelers want full-service resorts that also offer food and beverages, recreational activities, and transportation services.
- Investment companies that take care of the entire investment process are growing on the market.

TARGET MARKET DESCRIPTION

Demographics of Senegal

Senegal's Total Population: 16,927,778

- Senegal's population is equivalent to 0.21% of the total world's population.
- Senegal ranks number 70 in the list of countries (and dependencies) by population.
- The population density in Senegal is 87 per Km² (225 people per mi²).
- The total land area is 192,530 Km² (74,336 sq. miles).
- 49.4% of the population is urban (8,277,123 people) in 2020.
- The median age in Senegal is 18.5 years.

Largest Cities in Senegal

1. Dakar, with a population of 2,476,400 individuals
2. Pikine, with a population of 874,062 individuals
3. Touba, with a population of 529,176 individuals
4. Thies, with a population of 320,000 individuals
5. Thies Nones, with a population of 252,320 individuals

Geography

Senegal is located in West Africa, bordered by Mauritania in the north, Mali to the east, Guinea to the southeast, and Guinea-Bissau to the southwest. The country also shares borders with the Gambia and a maritime border with Cape Verde.



Business Environment

Senegal offers a competitive destination for investments in Africa based on its political stability, strategic geographical position, access to sub-regional markets, and improving infrastructure. Many international organizations and businesses have made Dakar their base for operations across the West African region.

Statistics of the Target Consumers

Statistics of Tourists

- More than 1.7 million foreign tourists visit Senegal every year.
- With 0.084 tourists per resident, Senegal ranks 149th in the world. In Western Africa, it ranks 3rd.
- Senegal generates millions of dollars from the tourism sector alone.
- In October 2019, the number of US citizens who traveled to Africa amounted to approximately 38,030 people.

Statistics of the African Diaspora

The African diaspora refers to the many communities of African descent dispersed throughout the world due to historical movements. The majority of African dispersal resulted from the Arab and Atlantic slave trades – the largest forced migrations in history. An estimated 11 million Africans were dispersed from the Atlantic slave trade from Western Africa (e.g., Ghana, Nigeria) and Central Africa (e.g., Congo, Cameroon) and an estimated 10 to 80 million from the Arabic slave trade. Despite a popular association with the United States, only 5% of African slaves went to America while the remaining 95% went to Central America, South America, and the Caribbean. Alike African-Americans, other Africans in the Diaspora (e.g., Afro-Cubans, Afro-Brazilians, Afro-Costa Ricans, etc.) face challenges in their countries and share a common history.

Population:

- Globally, Africans in the diaspora are spread out across the continents. The African diaspora is approximated to be 140 million people in the Western Hemisphere, with many of Africa's brain drain going to the United States and Canada. There are 39 million from the African Diaspora in North America, 113 million in Latin America, 13.6 million in the Caribbean, and 3.5 million in Europe.
- Roughly 3,000 American expatriates live in Ghana.

Statistics of American Investors

- In 2020, there are 13,665,475 accredited investors in America.
- There are 7 million successful real estate investors in the country. It's no secret that more people are taking up real estate investing.

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COMPETITIVE ANALYSIS

	Lamantin Beach Hotel	Terrou-Bi Hotel Dakar	Sertem
Introduction	It is a full-service luxury resort.	It is a 5-star resort serving tourists in Dakar.	It is a real estate investment and building firm.
Offerings	<ul style="list-style-type: none"> ▪ Room and Suit Rentals ▪ Meeting and Event Space ▪ Food and Beverages ▪ Leisure Activities 	<ul style="list-style-type: none"> ▪ Room Rentals ▪ Meeting and Event Space ▪ Food and Beverages ▪ Leisure and Wellness Activities 	<ul style="list-style-type: none"> ▪ RE Investment Services ▪ Real Estate Development Services ▪ RE Management Services
Strengths	<ul style="list-style-type: none"> ▪ It is situated at a prime location. ▪ It has maintained an online reservation service for the convenience of its guests. ▪ It has won many awards for its quality services. 	<ul style="list-style-type: none"> ▪ It is ideally located right in the heart of Dakar. ▪ It also offers transportation services to its guests. 	<ul style="list-style-type: none"> ▪ It has maintained a professional and experienced team. ▪ It offers a 200% return after five years or an average return on investment of 40% per year.
Google Rating	4.3*	N/A	4.4*
Social Media Focus	High	High	High
Location	Saly, Senegal	Dakar, Senegal	Dakar, Senegal
Website	https://www.leramantin.com/en/	www.terroubi.com	www.sertemgroupe.com

SWOT ANALYSIS

STRENGTHS

- We will work with a highly trained and experienced operational team.
- Every room in any of our mini-resorts will be spacious, bright, and meet all modern living standards.
- We will provide our clients with an unmatched level of customer support.

WEAKNESSES

- We need funds to meet the initial and ongoing expenses.
- We need to deploy multiple marketing strategies to create awareness of our services.

OPPORTUNITIES

- In Senegal, the demand for short-term property rentals is growing at an excellent rate.
- Many Black Americans want to shift back to their homeland, and they are looking for American-style communities in Africa.

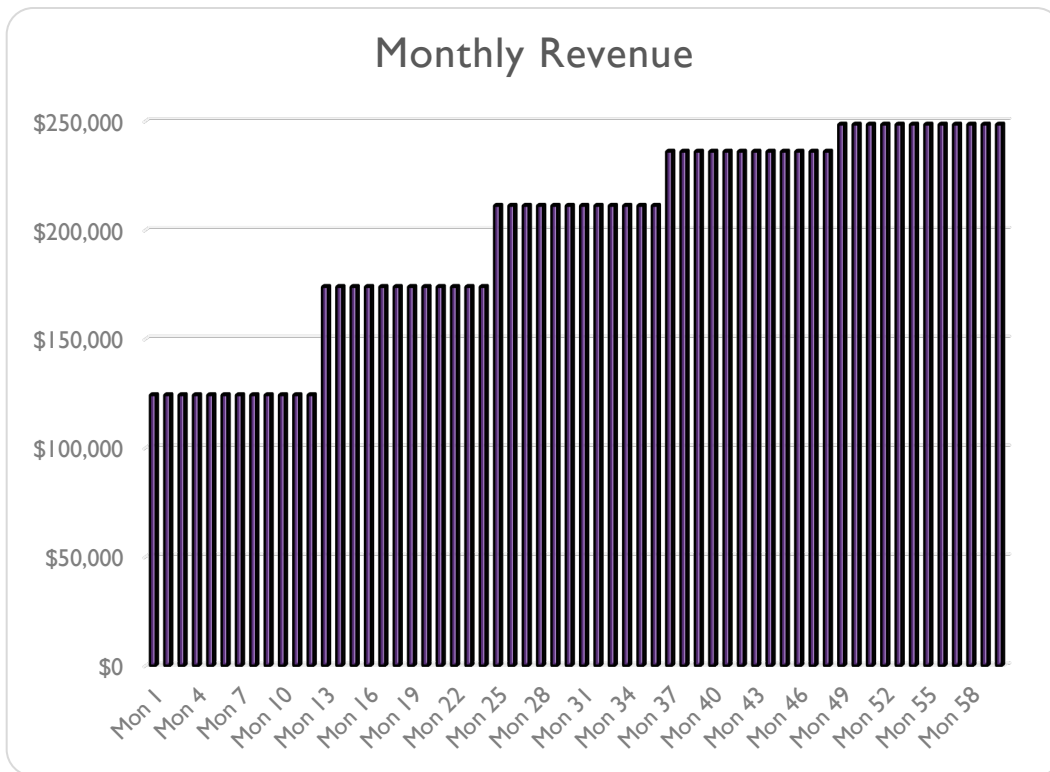
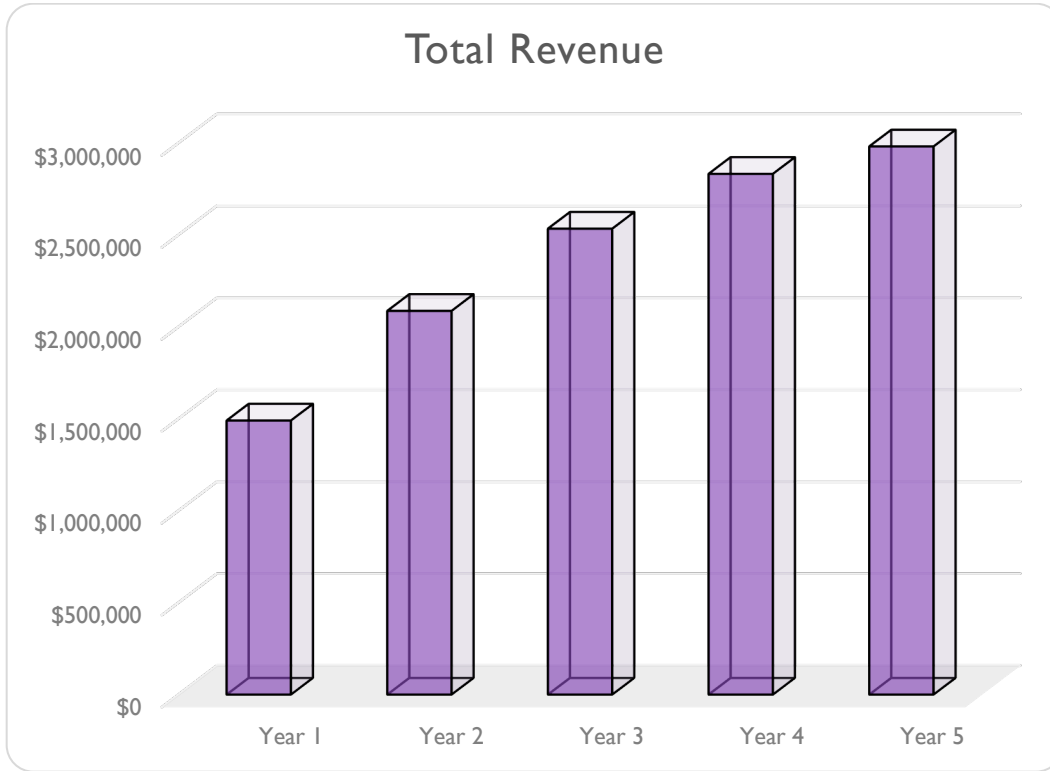
THREATS

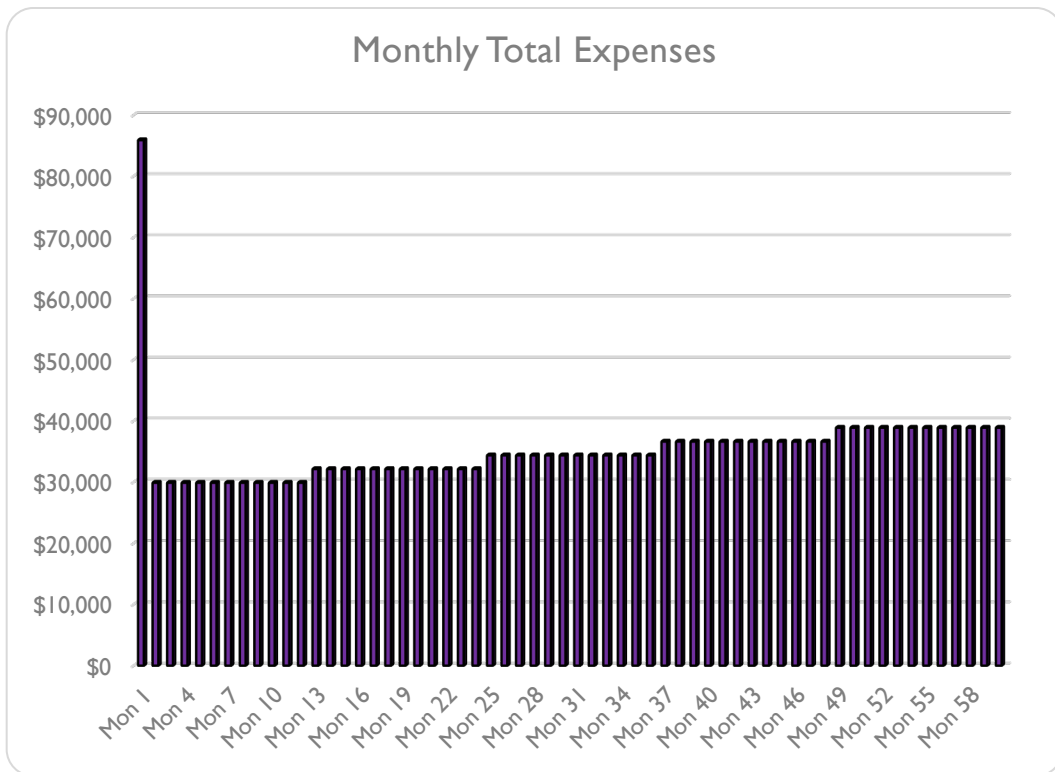
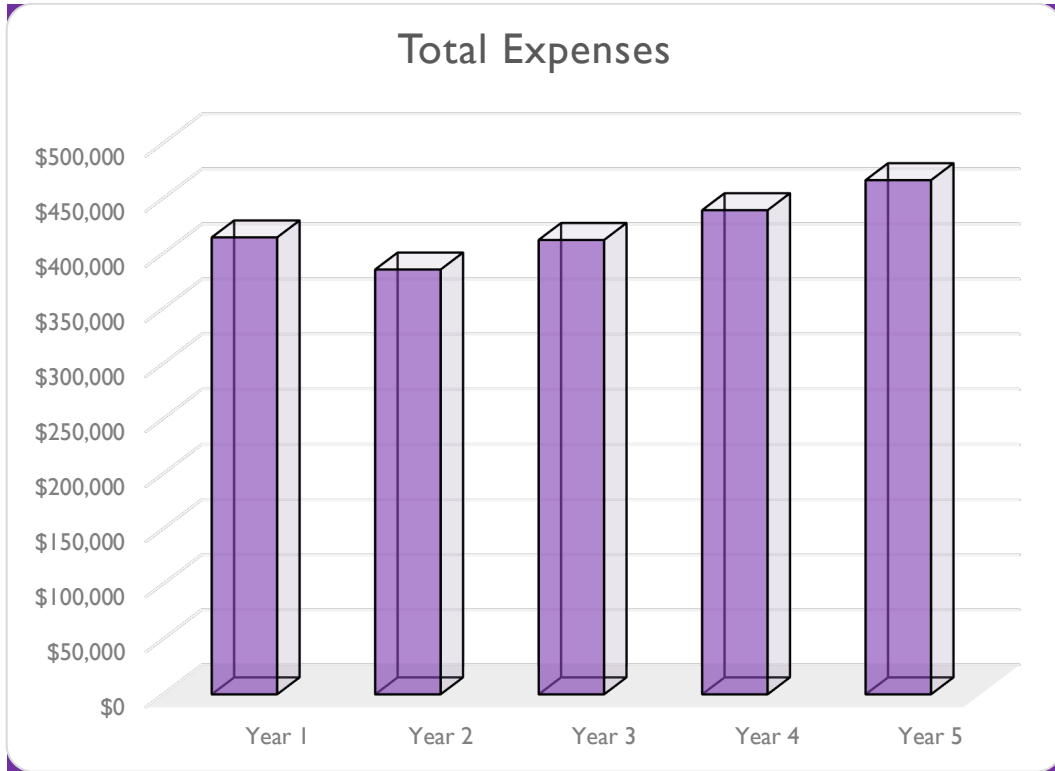
- We will face healthy competition on the market.
- Infrastructural development in West Africa often faces multiple challenges.

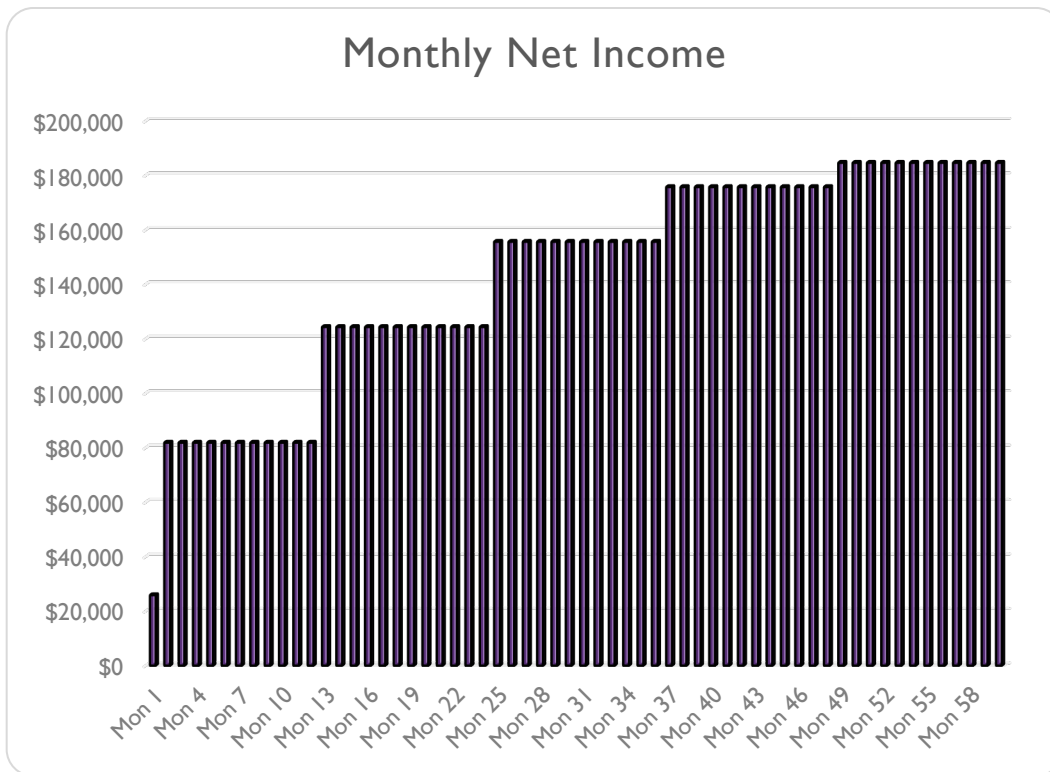
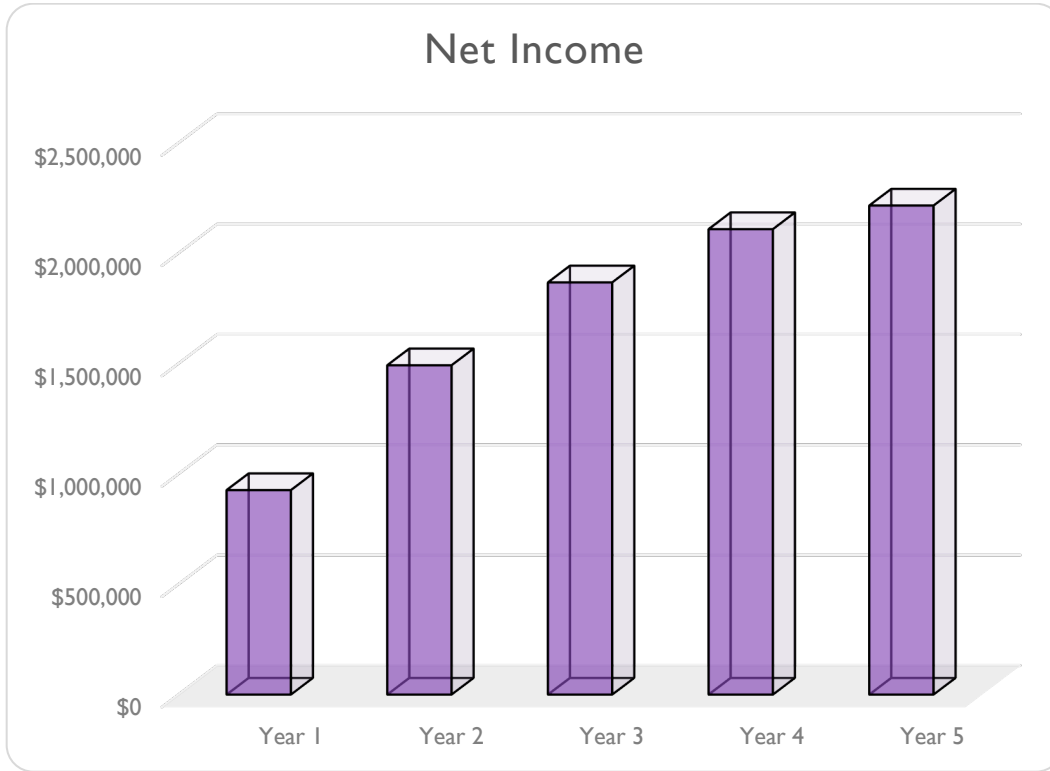
FINANCIAL PLAN

INCOME STATEMENT

Pro Forma Profit and Loss	Year 1	Year 2	Year 3	Year 4	Year 5
Total Sales	\$1,490,400	\$2,086,560	\$2,533,680	\$2,831,760	\$2,980,800
Direct Cost	\$149,040	\$208,656	\$253,368	\$283,176	\$298,080
Gross Margin	\$1,341,360	\$1,877,904	\$2,280,312	\$2,548,584	\$2,682,720
Start-Up Expenses:					
Registration and Licenses	\$500	\$0	\$0	\$0	\$0
Legal Fees	\$3,000	\$0	\$0	\$0	\$0
Maintenance, Operations, and Accessories	\$6,000	\$0	\$0	\$0	\$0
Initial Supplies	\$5,000	\$0	\$0	\$0	\$0
Insurances	\$1,500	\$0	\$0	\$0	\$0
Entertainment Budget	\$5,000	\$0	\$0	\$0	\$0
Marketing Budget	\$25,000	\$0	\$0	\$0	\$0
Miscellaneous and Unforeseen Costs	\$10,000	\$0	\$0	\$0	\$0
Operating Expenses:					
Payroll	\$162,720	\$175,738	\$189,797	\$204,980	\$221,379
Professional Fees	\$4,800	\$5,184	\$5,599	\$6,047	\$6,530
Utilities and Related	\$23,400	\$25,272	\$27,294	\$29,477	\$31,835
Office Supplies	\$3,600	\$3,888	\$4,199	\$4,535	\$4,898
Fuel	\$16,200	\$22,680	\$27,540	\$30,780	\$32,400
Marketing and Related	\$36,000	\$38,880	\$41,990	\$45,350	\$48,978
Other	\$24,000	\$25,920	\$27,994	\$30,233	\$32,652
Depreciation	\$88,000	\$88,000	\$88,000	\$88,000	\$88,000
Total Expenses	\$414,720	\$385,562	\$412,412	\$439,402	\$466,672
Net Income / (Loss)	\$926,640	\$1,492,342	\$1,867,900	\$2,109,182	\$2,216,048
Net Income/Revenue	62.17%	71.52%	73.72%	74.48%	74.34%

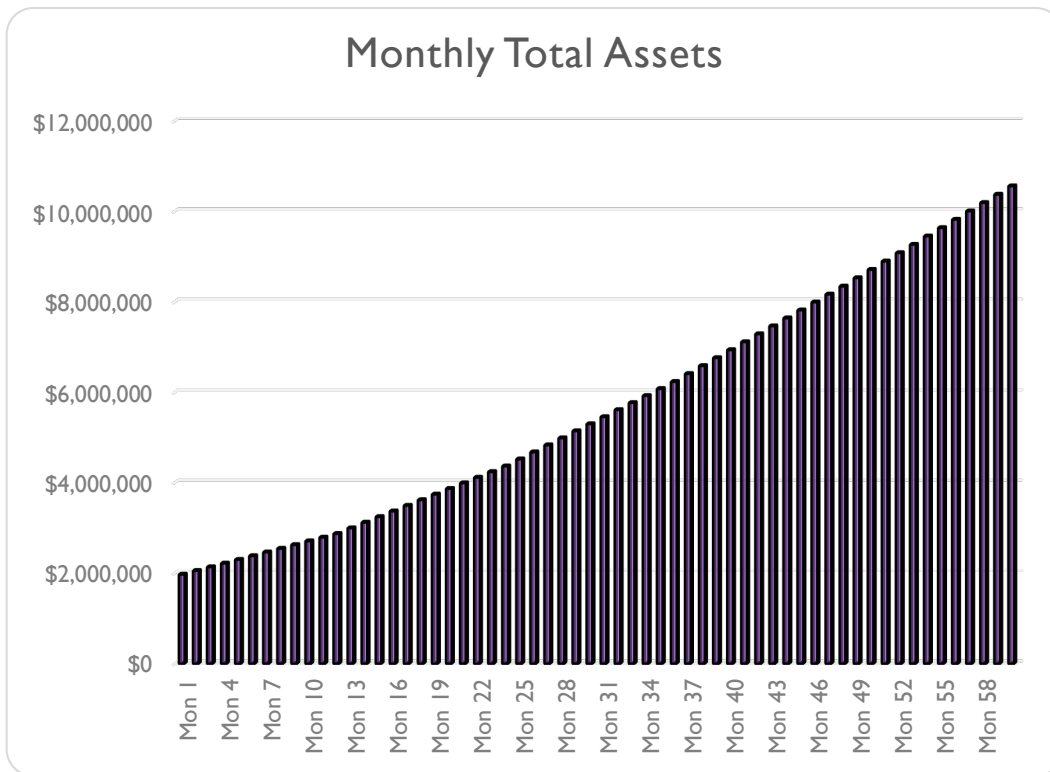
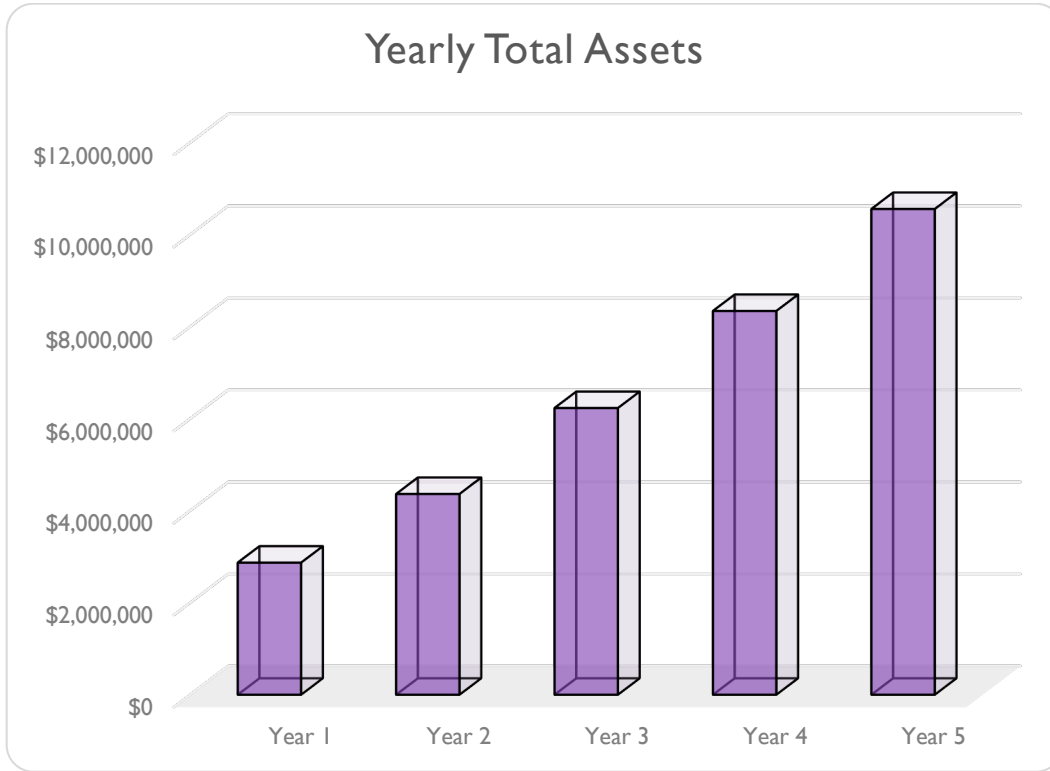


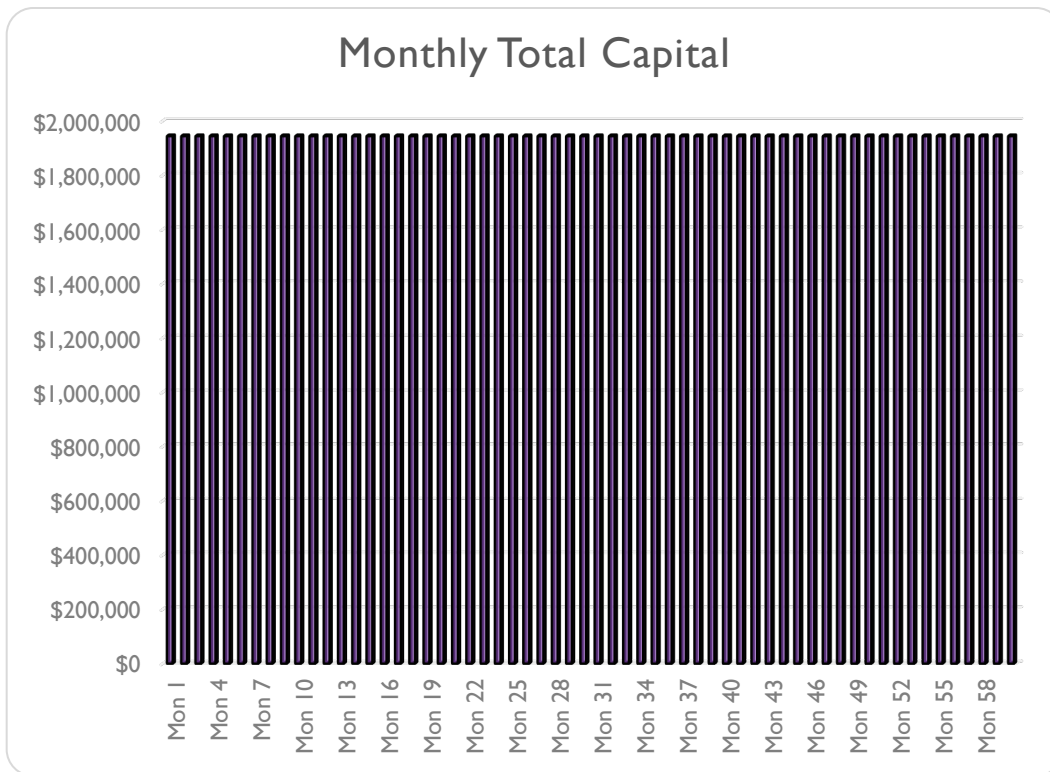
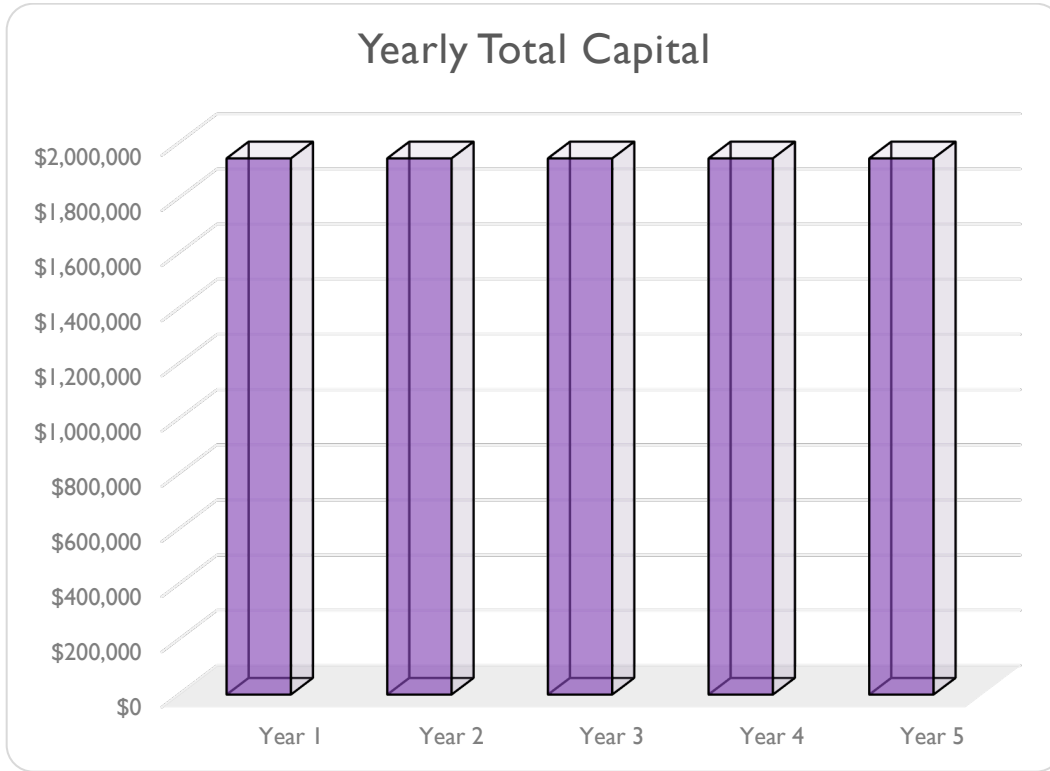




BALANCE SHEET

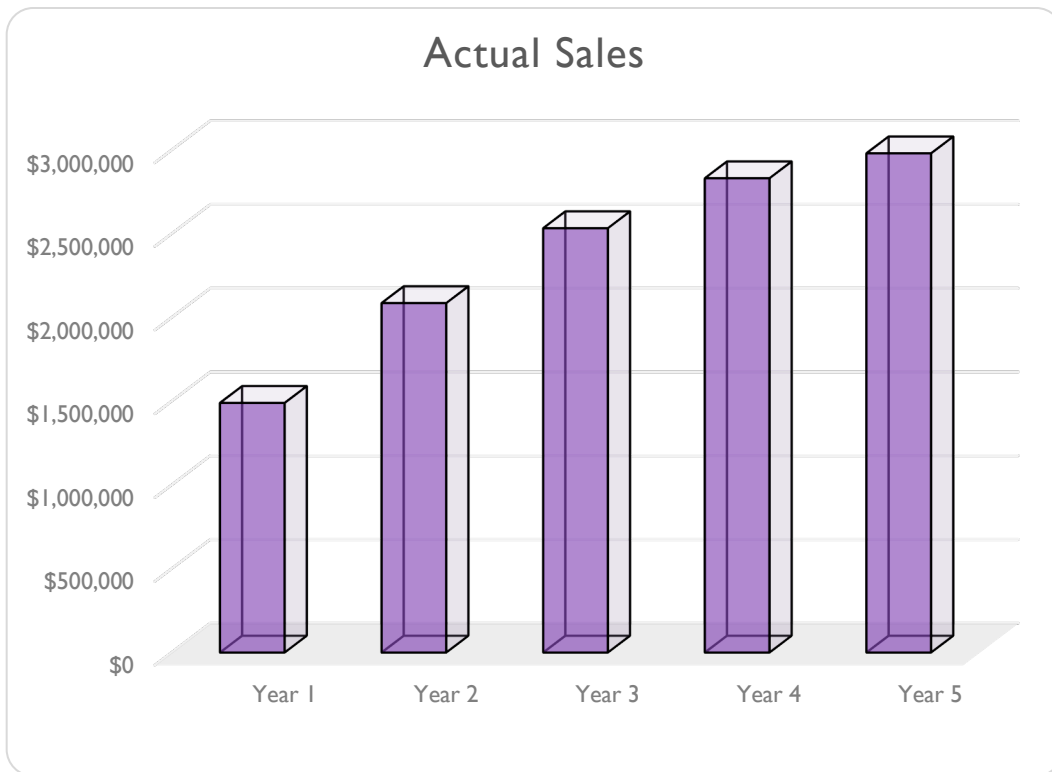
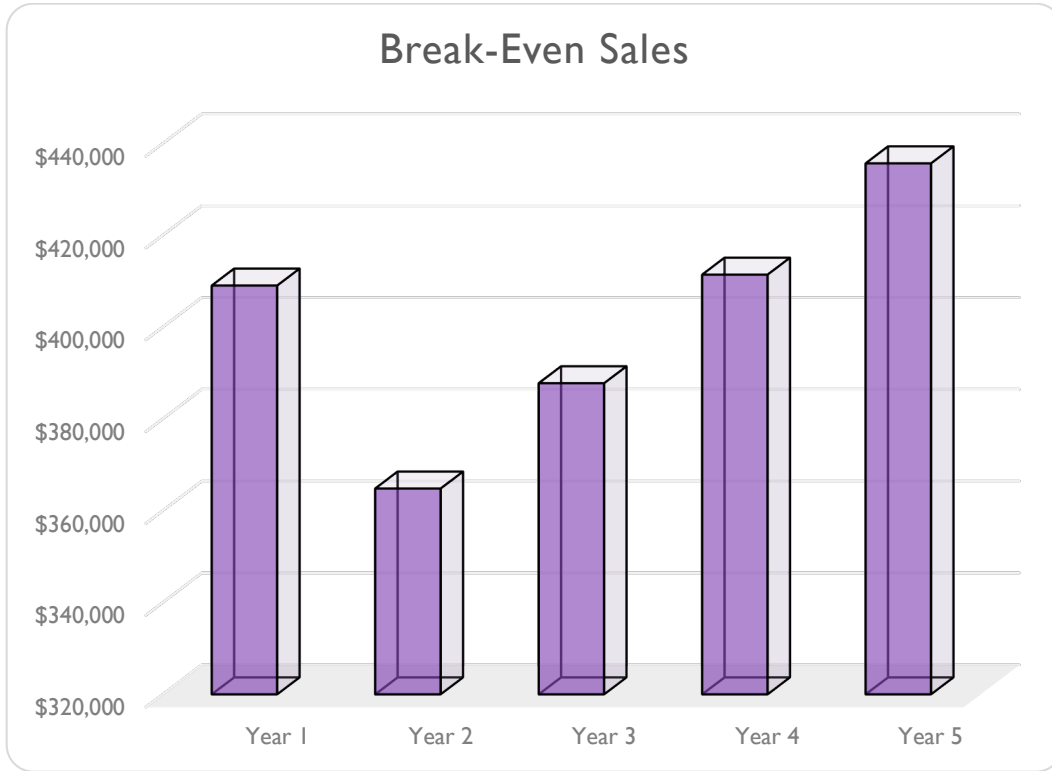
Assets and Liabilities	Year 1	Year 2	Year 3	Year 4	Year 5
Non-Current Assets					
Fixed Assets	\$1,672,000	\$1,584,000	\$1,496,000	\$1,408,000	\$1,320,000
Current Assets					
Cash	\$1,198,640	\$2,778,982	\$4,734,882	\$6,932,064	\$9,236,113
Total Assets	\$2,870,640	\$4,362,982	\$6,230,882	\$8,340,064	\$10,556,113
Liabilities and Capital:					
Capital	\$1,944,000	\$1,944,000	\$1,944,000	\$1,944,000	\$1,944,000
Retained Earnings	\$844,753	\$2,294,621	\$4,131,224	\$6,220,299	\$8,427,442
Profit or loss balance	\$81,887	\$124,362	\$155,658	\$175,765	\$184,671
Total Capital and Liabilities	\$2,870,640	\$4,362,982	\$6,230,882	\$8,340,064	\$10,556,113





BREAK-EVEN ANALYSIS

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	\$1,490,400	\$2,086,560	\$2,533,680	\$2,831,760	\$2,980,800
Variable Cost	\$213,240	\$277,992	\$328,251	\$364,050	\$385,423
Contribution	\$1,277,160	\$1,808,568	\$2,205,429	\$2,467,710	\$2,595,377
Contribution Margin	85.69%	86.68%	87.04%	87.14%	87.07%
Fixed Cost:					
Others	\$350,520	\$316,226	\$337,529	\$358,528	\$379,328
Total Fixed Cost	\$350,520	\$316,226	\$337,529	\$358,528	\$379,328
Break-Even Sales	\$409,044	\$364,832	\$387,766	\$411,420	\$435,660



CASH FLOW STATEMENT

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Inflows:					
Sales	\$1,490,400	\$2,086,560	\$2,533,680	\$2,831,760	\$2,980,800
Total Inflows	\$1,490,400	\$2,086,560	\$2,533,680	\$2,831,760	\$2,980,800
Cash Outflows:					
Start-Up Expenses:					
Registration and Licenses	\$500	\$0	\$0	\$0	\$0
Legal Fees	\$3,000	\$0	\$0	\$0	\$0
Maintenance, Operations, and Accessories	\$6,000	\$0	\$0	\$0	\$0
Initial Supplies	\$5,000	\$0	\$0	\$0	\$0
Insurances	\$1,500	\$0	\$0	\$0	\$0
Entertainment Budget	\$5,000	\$0	\$0	\$0	\$0
Marketing Budget	\$25,000	\$0	\$0	\$0	\$0
Miscellaneous and Unforeseen Costs	\$10,000	\$0	\$0	\$0	\$0
Operating Expenses:					
Direct Cost	\$149,040	\$208,656	\$253,368	\$283,176	\$298,080
Payroll	\$162,720	\$175,738	\$189,797	\$204,980	\$221,379
Professional Fees	\$4,800	\$5,184	\$5,599	\$6,047	\$6,530
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Fuel	\$16,200	\$22,680	\$27,540	\$30,780	\$32,400
Marketing and Related	\$36,000	\$38,880	\$41,990	\$45,350	\$48,978
Other	\$24,000	\$25,920	\$27,994	\$30,233	\$32,652
Total Outflows	\$475,760	\$506,218	\$577,780	\$634,578	\$676,752
Net Cash generated	\$1,014,640	\$1,580,342	\$1,955,900	\$2,197,182	\$2,304,048
Opening Cash Balance	\$184,000	\$1,198,640	\$2,778,982	\$4,734,882	\$6,932,064
Ending Cash Balance	\$1,198,640	\$2,778,982	\$4,734,882	\$6,932,064	\$9,236,113

