

# Guidelines to Assist in Writing Your Business Plan For Hotel/Restaurant

- Business Plan Prepared By: -----
- For and On Behalf Of: -----
- Submitted To S.I.B. On: -----

Tick here

- Enclosed: Other Documents Relevant to your Project

☐

You can also e- mail us your Business Plan at [info@sib.gov.sc](mailto:info@sib.gov.sc)

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[www.sib.gov.sc](http://www.sib.gov.sc)

**Checklist: Hotel/Restaurant**

For the submission of a Hotel/Restaurant project, the applicant(s) will be required to submit a brief proposal of the product(s) or service(s) to be offered. Additionally, the following documents will need to be included in the submission:

- A copy of the certificate of incorporation– if business is already registered
- Articles and Memorandums of Association of the registered company (if available)
- Location and site plan of the proposed office
- The professional qualifications of the promoter(s)
- A copy of the promoter's valid passport (if non-Seychellois)
- Proof of Residential Address which should not be older than 3 months from the date of the application (utility bills) (if non-Seychellois)
- Legal notarization for the above, with the full contact details of the Notary(if non-Seychellois)
- Original Police Clearance Certificates from their country of residence(if non-Seychellois)
- Certificate from the Tax Authority of their country of residence(if non-Seychellois)
- Declaration of being/not being a Politically Exposed Person (PEP) (if non-Seychellois)
- Curriculum Vitae
- Any list of previous projects undertaken by the promoter(s)
- Detail of potential clients and contracts where available
- Projected financial statements
- Project summary sheet
- Concept plans which should include the location and site plan (land parcel number) of where the proposed business is to be conducted. Please ensure that the plans are on A3 paper and must be clear. The location plan is obtainable at the Ministry of Land Use & Housing (MLUH)
- Site plan(on A3 Paper)
- Sketch of Elevation Plans (on A3 Paper)
- Sketch of Layour/Floor Layout (on A3 Paper)
- Photos of building (if existing)
- Artistic impression (if applicable)

## PROJECT SUMMARY SHEET

The following are required to monitor investment performance. Your cooperation is kindly appreciated.



PROMOTER'S PARTICULARS			
1.	Promoter/s Name:		
2.	Business Name:		
3.	Promoter postal address:		
4.	Promoter contact Number/s :	Email Address:	
5.	Name of shareholders/Directors/partners	Shareholders (%)	Nationality (if naturalized provide certificate of naturalization; if non-Seychellois provide character certificate)
PROJECT DETAILS			
6.	Project Name :		
7.	Location of project (incl. parcel number)/ Name/s of Property Owner:		
8.	Total Level of investment (In Rupee terms)		
9.	Type of investment and financing	Borrowing / Bank loan :  Equity:  Other source of funding (please specify)	
10.	Total jobs created once project is in full operation	Local workers: Foreign workers:	
11.	Business Target - local or export market/s		
12.	Proposed Number of keys/rooms of the hotel		
13.	Duration of Project Construction/ Preparation:	Construction commencement date:  Construction completion date:  Tentative Opening Date:	
14.	Give a Brief Description of the Project		
15.	Date	Signature	

## INTRODUCTION

Once a project is conceived and is in line with the Tourism Policy, the promoter has to write out a project memorandum. The writing up of this memorandum will help the promoter to think carefully through the process of what the project involves and provide as much information as possible. This document should clearly state the type of activity the promoter intends to undertake and clearly define his/her intentions. Detailed justification should be provided for the option selected.

## FORMAT FOR PROJECT MEMORANDUM

### 1. SYNOPSIS

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(This section briefly describes what the project is about and what it hopes to achieve. A good synopsis makes it easier for the reader to grasp the details as they unfold. A few sentences will suffice.)

- Project Title
- Name of promoter(s)
- N.I.N
- Home Address
- Business Address
- Telephone Number
- Fax Number
- E-mail Address
- Website (if any)
- Are you employed in the public sector? Yes ☐ No ☐

**JUSTIFICATION:** This part should also state justification for the merit of the project and how it will benefit the tourism industry, the country and the economy.

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## 2. PROJECT DESCRIPTION

(Detailed description of the business to be established, the product(s), service(s) and the quality. The objectives of setting up this business must be clearly stated.)

### 2.1 BACKGROUND

The background section may cover issues such as:

- Promoter(s) Nationality
  - Professional Status (Please attach C.V)
  - Promoter(s) experience in the field
  - Previous/Current activities
  - Earlier phases of the present project if it is a continuation/renovation project
  - Location of project (new/existing)
  - Any other details
- 

## 3. TECHNICAL DESCRIPTION

The project should be designed by a qualified architect capable of maintaining and upgrading the quality of the building and of producing details to make each and every resort unique and well integrated into its site.

This will cover issues like:-

- Environmental concerns
- Project size
- External works

### CHECKLIST OF TECHNICAL DESCRIPTION

- Site analysis
- Site development and existing/or proposed accesses
- Master plan (all phases)
- Existing public utilities and services (water and sewage,electricity)
- Building (Construction/Renovation/Addition/Rehabilitation)
- Architectural concept
- Other facilities to be provided
- Method and standard of construction (materials)
- External works (site clearance, earth moving, rock blasting, felling of trees specifying species and maturity...)
- Environmental matters prior to construction energy efficiency considerations, water management and solid waste management
- Hard and soft landscaping

- Life cycle costs (planning of the building's cycles for maintenance, choice of materials, use of technology, replacing furniture)
- Sketch design
- Brief visual presentation of the full project within the site (photo montage of all the buildings including the staff quarters, services..)

#### **Dimension and Size**

- Size of building – state the number of rooms for hotel
- Seating capacity for restaurant
- Dimensions- rooms, bathrooms, kitchen, living/dining rooms, etc.
- Provide details for each floor if multi-storey

#### **4. FINANCIAL ANALYSIS**

This section of the project memorandum should analyze the financial implications of the project. Such analysis should cover:

- (a) Capital Expenditure: The total capital expenditure should be broken down into logical components. It may adopt the following classification.
  - Vehicles
  - Land and buildings (leased/owned)
  - Other capital expenditure (Boats/buses/etc.)
  
- (b) Recurrent costs: Financial analysis of the project should include analysis of the recurrent cost that would be incurred when the project is operational. The following checklist should be used in estimating recurrent costs of projects.

#### **CHECKLIST FOR RECURRENT COSTS**

- Salaries
- Training
- Allowances
- Income Tax on non Monetary Benefits
- Training Budget
- Administration Costs
- GOPs
- Consumable materials (Food Related, Other e.g. soaps, tissues,etc.)
- Transportations Costs (Fuel, Running costs)
- Insurance
- Marketing
- Fuel Costs (generator running/kerosene/etc.)
- Utilities (electricity, water, sewerage,internet)
- Other charges (Accountancy fees, Rent, Maintenance, Servicing, Etc.).
- Replacements

- Trades Tax, Business Tax

#### TOTAL RECURRENT COSTS

#### Other charges to Profit and Loss Account

- Depreciation
- Interest on loan

(c) Revenue: Revenues to be derived from the project should be thoroughly discussed when carrying out the financial analysis of the project.

- Occupancy Rate
- Price per room/cover
- Food and Beverage earnings

#### TOTAL REVENUE

**Company/Business Name***Cash Flow Projections - Income Statement*

	Year 1	Year 2	Year 3	Year 4
<b>Turnover</b>				
<b>Cost of Sales</b>				
<b>Gross Profit</b>				
<i>Gross Profit %</i>				
<b>Expenses</b>				
Accounting Fees				
Advertising & Marketing				
Bank Charges				
Cleaning Expenses				
Computer Expenses				
Consumables				
Electricity & Water				
Entertainment				
Equipment Hire				
Insurance				
Legal Fees				
Motor Vehicle Expenses				
Postage				
Printing & Stationery				
Professional Fees				
Rent				
Repairs & Maintenance				
Salaries & Wages				
Security				
Subscriptions				
Telephone & Fax				
Training				
Uniforms				
<b>Total Expenses</b>				
Depreciation				
<b>Profit / (Loss) before Interest &amp; Tax</b>				
Interest				
Taxation				
<b>Profit / (Loss) for the year</b>				
<i>Net Profit %</i>				

*Interest Cover*



**N.B:** If the project is a going concern, the Audited Accounts (Profit and Loss, Balance Sheet) of the previous year must be submitted.

Every effort should be made to get the data are accurate since poor financial analysis may lead to delays in project implementation. These figures will later be compared with similar projects.

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#### 4. FINANCING PLAN

(The mode of financing of the project should be clearly specified. It should include a total description of how the total investment costs are to be financed – loan from private individuals/ non-banking institutions, long term loans, partnership agreements, share capital. Details of bank (local and/or international should be specified if loans are being outsourced)

- Equity/Loan
  - Amount of loan from Commercial Bank/DBS
  - Amount of personal contribution
  - Foreign financial institutions fund
  - Contribution of foreign partner
  - Company details on shareholders contribution/funds
- 

#### 5. FOREIGN EXCHANGE COSTS AND EARNINGS

List details of all foreign exchange costs and earnings. The figures must be in the terms of foreign currency spent. However, please note that these amounts already form part of Capital Cost Revenue.

##### COSTS

- Importation details
- Cost of each item in foreign currency

##### Earnings

- State total earnings in foreign exchange expected from the project
- 

#### 6. Business Structure

The project memorandum should specify the business structure of the project. Importance should be given to detailing all aspects of the organization including the following:

- Sole proprietorship

- Partnership (Give the name and contribution/holding of each partner)
  - Company (Give shares/ shareholding of each member and names of shareholders)
  - Foreign participants (State the name and other particulars along with contribution/holding)
- 

## 7. MANPOWER ASPECTS

This section specifies the number of staff required and the manner in which they will be recruited.

- Occupation/Field (post title)
- Number needed
- Minimum salary
- Minimum level of education/training (minimum work experience)
- \*Source i.e. recruitment, promotions, transfer, expatriates, etc.
- Date on which required
- Pre-opening training plans, programmes, trainers.

In addition an organization plan has to be submitted showing the different positions and nationality of the employees.

### \*Source:

- Where/ How the promoter expects to obtain the manpower needed?
  - Recruitment (Is it from the national labor market or abroad?)
  - Promotion (Is an existing staff to be promoted to a higher level? Eg. Cook to Senior Cook.
  - Transfer (Transfer of staff from an existing establishment into a new one. Please indicate if the staff is being transferred from a unit/section of the same establishment into the proposed unit/ section where applicable)
  - Expatriate (Recruitment of an expatriate from the international labor market)
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## 8. MARKETING ASPECTS

(Give details on how and where service is to be marketed.)

- Tour operators partners
- Personal contacts abroad
- Marketing countries
- Others

### 8.1 Market

(Description of the market targeted for the service(s) of the proposed business)

### 8.2 Marketing Plan

(Description of how the business is to promote itself and its service(s) in order to increase sales.

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## 9. ENVIRONMENTAL ASPECTS

(This section should take into account the environmental impact of the project. Description of the effects- positive or negative- the business is expected to have on the environment in terms of pollution, by-products that will be generated by the activities. Has provision been made for adequate vehicle parking at your business premises, will provision be made for collection and treatment of wastes, etc.?)

- Landscaping
  - Felling of trees
  - Site clearance/bulldozing
  - Gas emission
  - Others
- 

## 10. IMPLEMENTATION PLAN

This section explains how the project will be implemented. Main project activities and sub-activities should be scheduled in terms of expected completion dates. Target dates should be realistic and must be determined bearing in mind the internal logic of the project as well as the project's relationship with other projects. For simple projects, a bar chart will be enough as a visual presentation of the implementation plan. The following checklist shows some project implementation activities.

### CHECKLIST FOR IMPLEMENTATION PLAN

1. Concept
2. Obtain funds
3. Brief consultants
4. Site selection
5. Design
6. Appoint contractors/sub-contractors
7. Prepare tender documents
8. Construct
9. Purchase equipment
10. Purchase vehicles
11. Recruit staff
12. Start operation

Signature .....

Date .....

ENVIRONMENT PROTECTION ACT, 1994 (ACT 9  
OF 1994)  
ENVIRONMENT PROTECTION (IMPACT ASSESSMENT  
REGULATIONS) 1996, S.I 39 of 1996

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Application  
No:..... Section  
File No:.....

APPLICATION FOR ENVIRONMENTAL AUTHORISATION

**SECTION A**

1. NAME OF APPLICANT (i.e. the person for which the development will be carried out) SURNAME

(Mr/Mrs/Miss): OTHER

NAMES:.....

POSTAL ADDRESS :.....

Tel. No : ..... Fax No: ..... e-mail address: .....

2. Description of proposed

development.....  
.....

3. Address or location of proposed development.....

4. Will there be any changes to the natural topography (e.g. cut, fill, etc.) of the land? YES / NO

If YES, give

details.....  
.....

5. Will there be any tree felling or clearing activity? YES / NO

If YES, give details of most common tree species on the

land.....  
.....  
.

6. Is there any water body in the vicinity of the proposed development? YES / NO

if YES, mention type

.....

Approximate distance ..... meters

7. Sewage treatment facility to be used for proposed development (e.g. septic tank, treatment plant, centralized sewage treatment, etc.)

.....

8. Type of solid waste to be generated (e.g. domestic, industrial, etc.) .....

Proposed disposal method (e.g. public bins, contract, etc.) .....

SECTION B - APPLICATION

I/We hereby apply for an Environmental Authorization to carry out the development or proceed with the works described on the attached plans and drawings.

Signature: ..... (Applicant or Agent)

If signed by an agent

Date: .....

Profession: .....

Name: .....

Address: .....

Tel. No: ..... Fax No:..... e-mail:.....