



# AXIM CONTINENTAL HOTEL (BUSINESS PROPOSAL)

# EXECUTIVE SUMMARY

We seek funds of US\$ 15,000,000 (FIFTEEN MILLION US DOLLARS) for the construction of **AXIM CONTINENTAL HOTEL (ACH)**, a 5-star hotel to be located on the quiet and elegant beachfront of Axim, Western Region, Ghana.

ACH, shall be an elegant boutique style hotel specializing in getaway, tourism, relaxation and sports recreation.

ACH, will have the following amenities;

1. On site lounge
2. Outdoor grill
3. Poolside and Beachside Beverage Service,
4. International Standard Restaurant serving local and continental dishes
5. Golf Course
6. Casino
7. Conference Hall with capacity of 200 people
8. Discotheque
9. Wedding area
10. Parking facility for up to 100 cars
11. Ferry landing port
12. 50 -80 passenger ferry with glass bottom for aqua tourism.

This amount shall be used for design, construction and opening of ACH.

## ABOUT AXIM

**Axim** is the Capital of the **Nzema East District**, an area encompassing 2194 square kilometres (9.8 percent of the total area of the Western Region). The population of greater Axim, including nearby villages is approximately 50,000. There is a modest hospital in town. The economy is based on fishing, subsistence farming, and government services, however there is a large expatriate community since Ghana discovered oil in commercial quantities. The Loumoon Hotel has also been a source of a great number of foreign tourist to the area as they seek to experience the true African serenity.



AXIM CONTINENTAL HOTEL



# PROPOSED LOCATION

- The Traditional authorities of the Axim area, have assured us of their renewed intentions of supporting this project, thereby earmarking 25 acres of beachfront land for this project. ACH Project site is on one of the Gulf of Guinea's most beautiful coastlines. The project site is a rare and beautiful natural sandy bay with clean water and abundant sea life.





## PROJECT TIME TABLE

The entire project is to be completed over a period of 4 years and the breakdown is as follows.

Design stage – 6-9 MONTHS

Bid stage – 1-2 MONTHS

Construction stage – 24-36 MONTHS

Project Closeout – 1-2 MONTHS

## PROJECT COST COMPONENT

1.DESIGN SERVICE

2.PROJECT MANAGEMENT FEE'S

3.CONSTRUCTION FEE'S

4.INFRASTRUCTURE (ROADS, ELECTRICITY, FERRY & FERRY PORT)

# SWOT ANALYSIS

## STRENGTH

- GOOD LOCATION, AMAZING LANDSCAPE AND AQUA CULTURE
- FERRY TRANSPORT SERVICE FROM ACCRA TO AXIM
- MODERN COMPETITIVE FACILITIES
- TRADITIONAL AUTHORITY SUPPORT

## WEAKNESS

- CAPITAL INTENSIVE PROJECT
- LONG DISTANCE FROM CAPITAL CITY OF ACCRA
- AVAILABILITY OF WELL ESTABLISHED COMPETITOR, WHO HAS OVER THE YEARS DEVELOPED THEIR BRAND AND GAINED LOYAL CLIENTS.

## OPPORTUNITY

- GOOD LOCATION, AMAZING LANDSCAPE AND AQUA CULTURE
- FERRY TRANSPORT SERVICE FROM ACCRA TO AXIM
- MODERN COMPETITIVE FACILITIES
- TRADITIONAL AUTHORITY SUPPORT

## THREAT

- WEATHER AND NATURAL DISASTERS
- NO FORM OF INFRASTRUCTURE TO SITE

# RETURN ON INVESTMENTS (8 YEARS PROJECTION)

**TOTAL INVESTMENT GAINS**

**US\$ 7,820,485**

**TOTAL ROI**

**52.14%**

**ANNUALIZED ROI**

**4.79%**

**HOTEL OCCUPANCY RATE**

- 1. YEAR 1 - 2 – 60%**
- 2. YEAR 3 - 5 – 70%**
- 3. YEAR 6 - 8 – 80%**

**PROJECTIONS**

ESTIMATED INCOME FOR YEAR 1& 2	= US\$ 6,570,000
ESTIMATED INCOME FOR YEAR 3, 4 & 5	= US\$ 11,497,500
ESTIMATED INCOME FOR YEAR 6, 7 & 8	= US\$ 13,140,000
TOTAL INCOME OVER FIRST 8 YEARS OF OPERATION	= <b><u>US\$ 31,207,500</u></b>
LESS OPERATIONAL EXPENSES 25%	= <u>US\$ 7,801,875</u>
GROSS INCOME	= <b><u>US\$ 23,405,625</u></b>
MANAGEMENT FEE'S 2.5%	= <u>US\$ 585,140</u>
GRAND NET INCOME (8 YEARS)	= <b><u>US\$ 22,820,485</u></b>

AVERAGE YEARLY INCOME = **US 2,852,557.25**

PLEASE NOTE THAT THIS AMOUNT IS JUST FOR LODGING. IT DOES NOT INCLUDE INCOME FROM BEVERAGE , FOOD, EVENTS, CONFERENCE & AQUA TOURISM.

We believe that this investment is a golden opportunity  
for all.

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