



TRAVEL NAMIBIA BY ROOTS

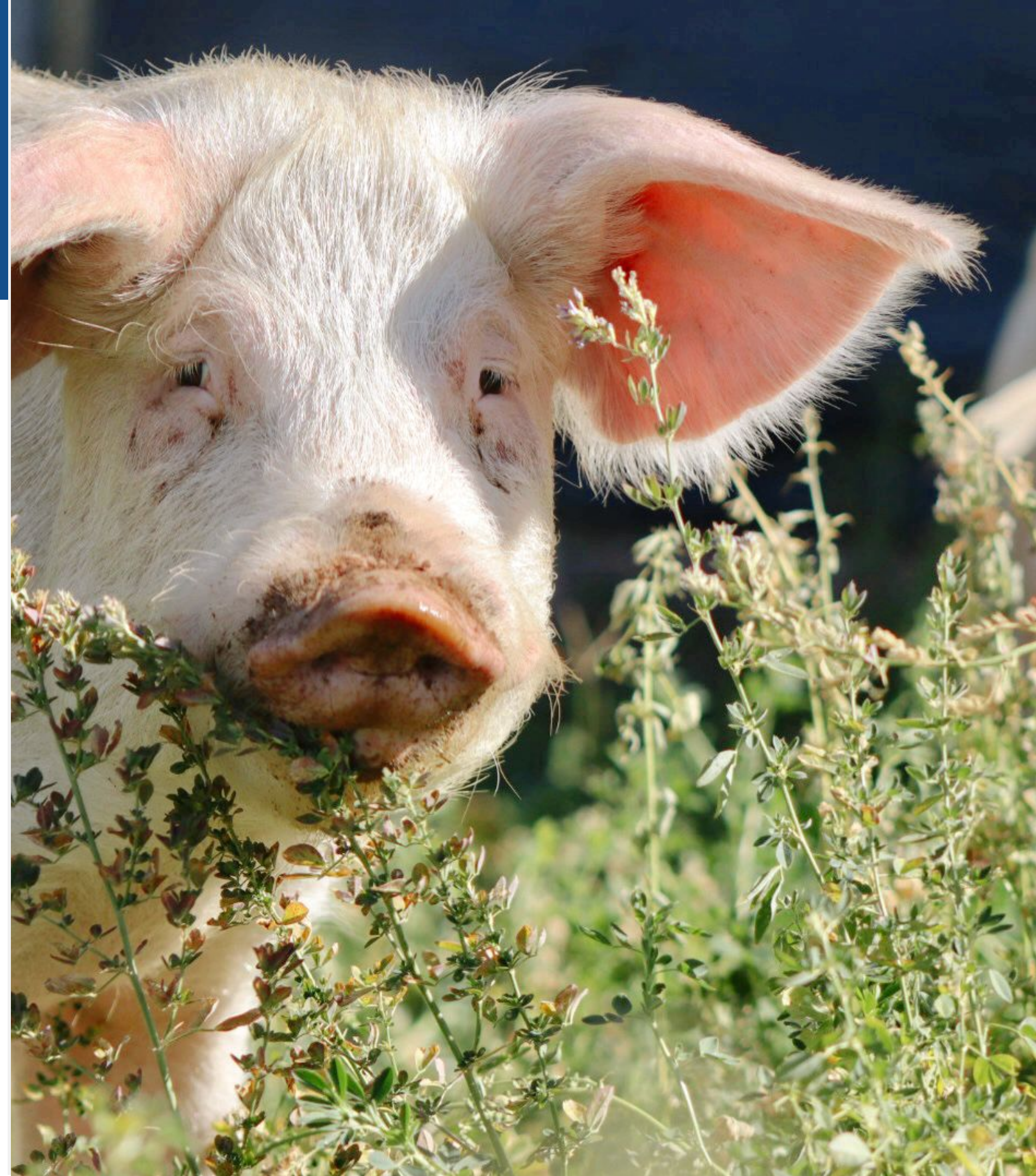
ROOTS

#InvestNamibia



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ABOUT US

ABOUT ROOTS



NAMIBIA'S FIRST AGRICULTURAL GATED ESTATE

- Established as Namibia's first agricultural gated estate in 2018.
- The estate measures 3200m² in total.
- It practices a unique model of intensive farming of livestock and permanent crops.
- It embodies a conglomerate of farmers sharing agricultural facilities such as the state of the art abattoir.

PUBLIC INVESTMENT PROMOTION & TRADE FACILITATION

Self sustaining agricultural township that comprises of:

- Primary and secondary agricultural as well as a college (Roots Gymnasium and Roots College)
- Lifestyle residential village
- Intensive livestock farming
- Broiler Chicken production
- Food processing of chicken, pork and lamb
- Distillery for beverage production
- Rug weavery

MEET OUR TEAM



DR JOHAN RIECKERT
Director



MR SALOMON KALONDO
Director



MR EDWARD CONRADIE
Head of Roots Education



MS YELITHILENI KAPOLO
Project Manager



**MS LYNDA
MAKONO-CHIMEDZA**
Administrative Coordinator

VALUE PROPOSITION



Our Values

Jahenmar Trading Enterprises (Pty) Ltd through its subsidiary (Roots) places its ethos on the enhancement of lives of Namibians through agriculture and education, with a commitment to generating the highest project value possible, whether in agriculture or other alternative business sectors such as tourism (Agri-tourism). JHM Enterprises (Pty) Ltd is dedicated to delivering unique, distinctive and quality solutions.

The African proverb "it takes a village to raise a child" stands as a strong saying that places great importance of communal support in nurturing individuals. Therefore placing the innate responsibility on Roots to collectively working together as a nation, in order to elevate Namibia towards prosperity where the nation can benefit as a whole.

IDENTITY RECORD

Travel Namibia by Roots



Project Description/Overview

Travel Namibia by Roots aims at providing a 5-day experience at the Roots Agricultural Estate, where visitors will participate in both leisure and agricultural educational activities.

To ensure the utmost comfort, the lodging chalets have been designed to provide the necessary amenities that set a tranquil wind down atmosphere after a long day of fun-packed educational activities.

These activities include:

- Primary Agricultural Activities: growing chili, harvesting of produce, broiler chicken production.
- Secondary Agricultural Activities: baking (using ingredients grown at Roots, boerewors making, jam and gin production, cheese and chocolate making and rug weaving.
- Additional activities: red dune walks, star gazing, animal feeding, yoga and meditation as well as horse riding.



REGION

Hardap



LOCALITY

Stampriet



TOTAL CAPEX REQUIRED (USD)

365 152.50 USD



TOTAL WORKING CAPITAL REQUIRED (USD)

20 526.00 USD



REVENUE STREAM 1

Accommodation



REVENUE STREAM 2

Food and Beverages



REVENUE STREAM 3

Events and conferencing

PROJECT PRESENTATION



Project Status

At present, the renovations of the first 10 chalets have commenced at an infant stage, while the construction of the remaining 10 chalets need to commence. The Deli has been constructed and is partially in activity, however needs expansion in order to accommodate the visitors. The entertainment as well needs to be constructed.



TARGET MARKET

National and International tourists.



INFRASTRUCTURE REQUIREMENTS

Accommodation, Vehicles, Upgrade of Deli (Restaurant), Entertainment Area



SOCIO-ECONOMIC IMPACT

Creation of employment, Improving the economic status of the Stampriet Village which is currently among Namibia's less developed communities, Contributing towards food security



ADDITIONAL INFORMATION

Total required funding : USD 421 718.22

FINANCIAL PERFORMANCE








Financial Forecasts (USD)

OPERATIONAL YEARS





YEAR 1

YEAR 2

YEAR 3

	Sales	435 600.00	692 604.00	923 472.00
	Expenses	28 305.00	56 476.80	59 865.41
	Gross Profits	407 295.00	636 127.20	863 606.59
	EBITDA	161 238.00	340 425.36	436 536.41
	Net Profit	1 090.8900	170 669.42	616 477.70

Profitability Indicators

	Net Present Value (NPV)	133 540.80
	Internal Rate of Return (IRR)	25%
	Payback Period	3 years
	Discount Rate	12%



Thank You

One-one engagements with the project promoters, can be arranged via the Bench B2B App or by contacting Ms. Selona Kamendu at +2648 1425 499 (Whatsapp) or at selona.kamendu@nipdb.com

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