



Rehoboth Planners

# COMPANY PROFILE

# About Us

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Welcome to REHOBOTH PLANNERS where moments are crafted with elegance, precision, and meaning. We are a full-service event management company dedicated to turning ideas into unforgettable experiences, tailored to inspire, connect, and celebrate life's most important occasions.

With expertise spanning corporate events, luxury weddings, exhibitions, government protocols, social gatherings, and dignified ceremonies, we bring creativity and structure together to deliver flawless events that leave lasting impressions.

At REHOBOTH PLANNERS, we don't just organize events we design experiences that reflect your vision, honor your story, and exceed expectations. Every detail is managed with professionalism, every moment handled with care, and every event executed with excellence.



## Mission

We're dedicated to present outstanding events and become trusted partners for creating brilliant events. Rehoboth events believes that every great event starts with organized details while executing them exceptionally

## Vision

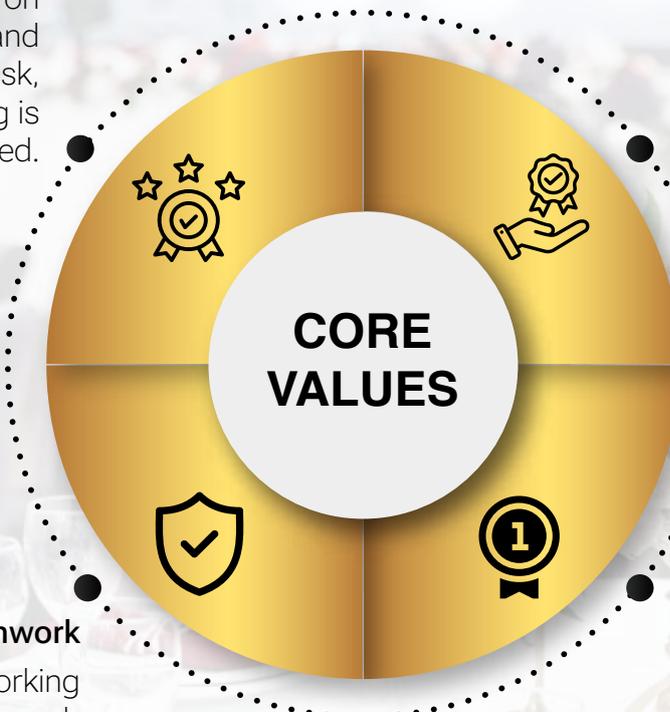
To design and execute memorable and high-quality events while focusing on the uniqueness of our client's projects

### Excellence

We go beyond just getting the job done; we focus on accuracy, quality, and precision in every task, ensuring nothing is overlooked.

### Trust

We build reliable relationships by being honest, transparent, and consistent in all our actions.



### Teamwork

We believe in working together, respecting each other's strengths, and achieving more collectively than individually.

### Customer First

We **prioritize** our clients' needs by **delivering** timely, personalized, and professional support that **exceeds expectations**.

*“Our Motto*

# Your Perfect event is our passion

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Corporate Events



Luxury weddings  
& Bridal assistance



Symposiums



Graduation  
ceremonies



Fair & Exhibitions



Tournaments



Charity events



Sport events



Birthday & Annivesary



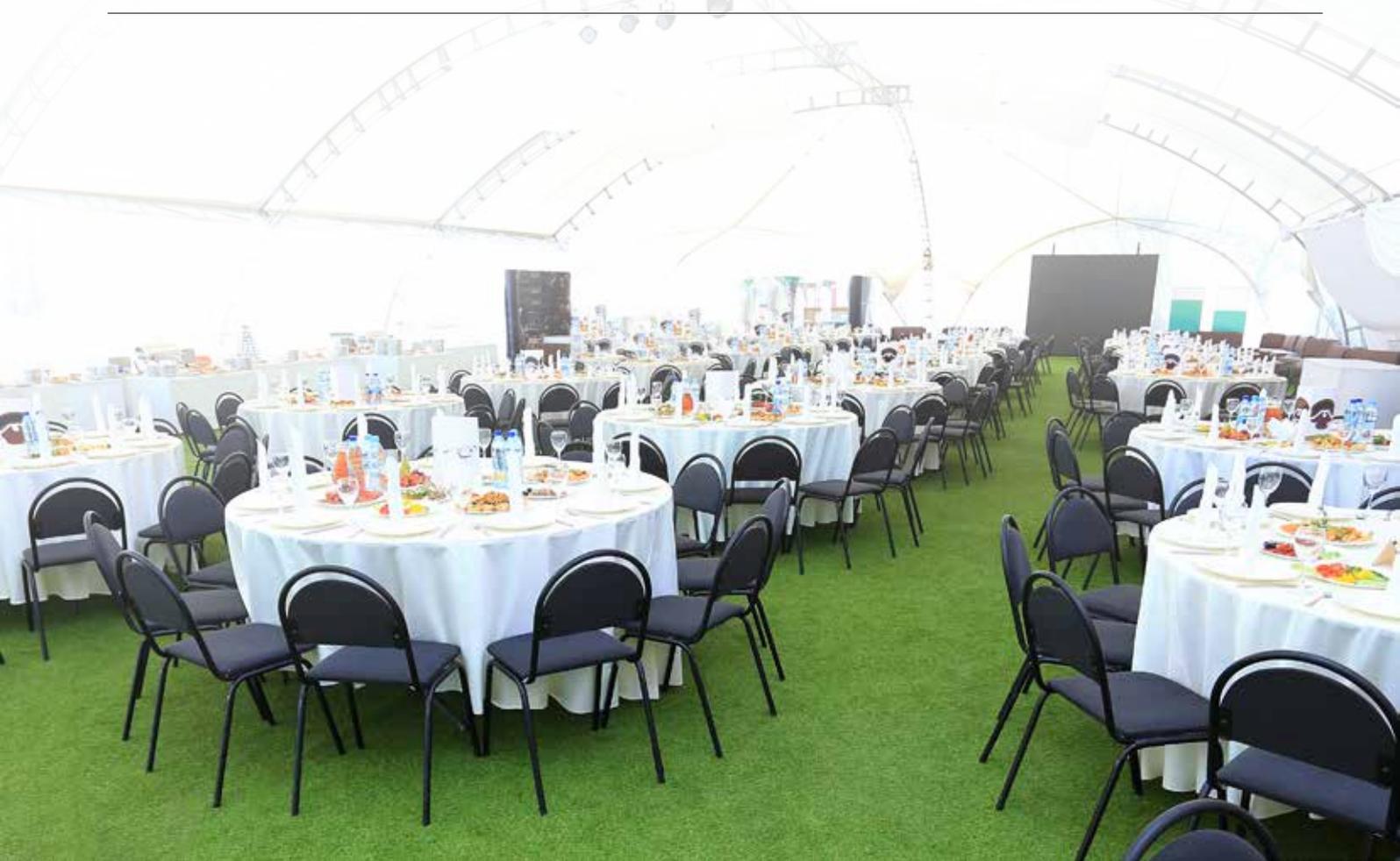
Dignified Sendoffs  
Burial ceremony



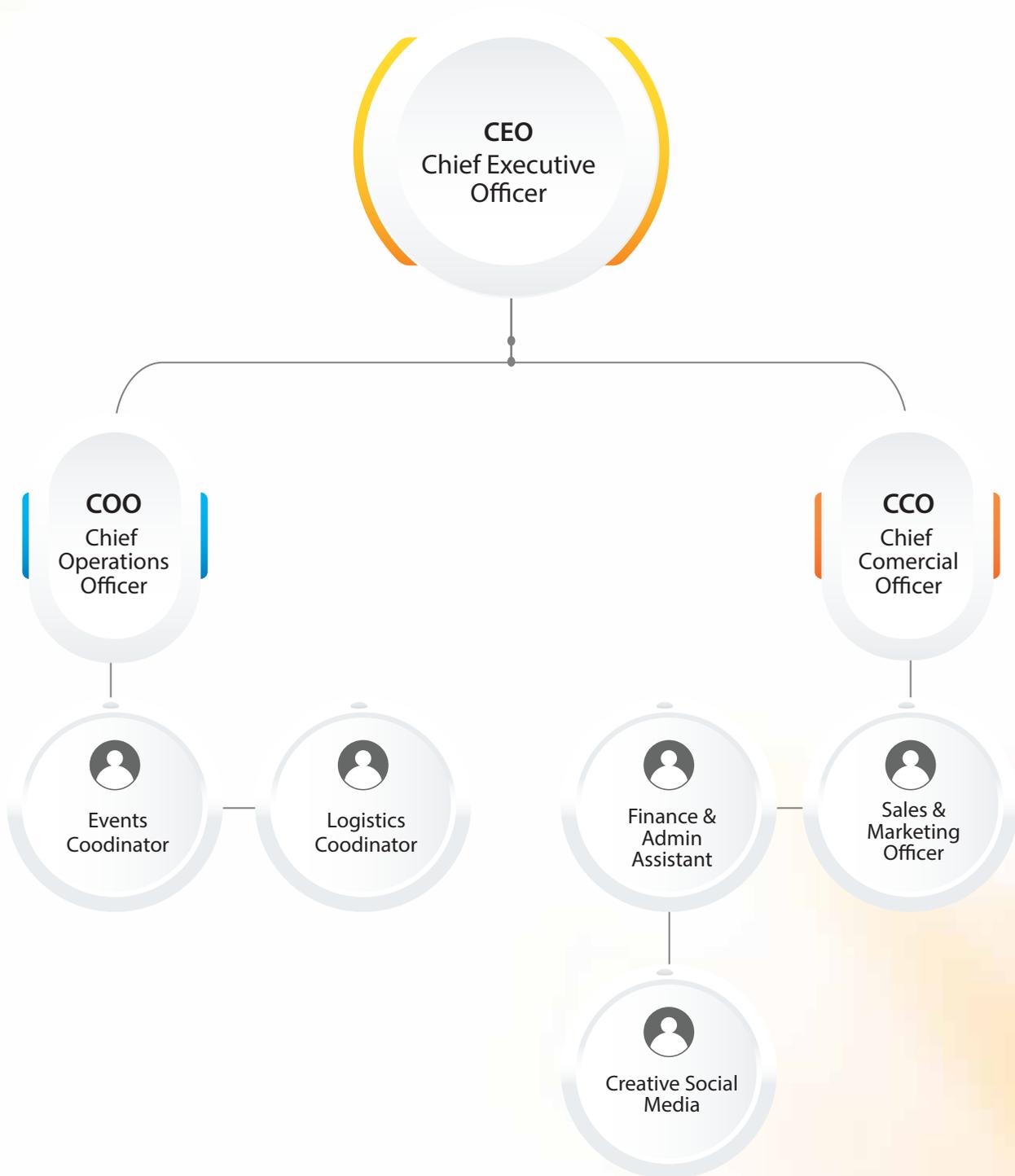
Government Protocol  
events



Event Planning  
Consultancy



# Firm Structure



# Meet Our Team



Rehoboth Planners is led by three founders with strong expertise in event management. The team combines professional skills and experience to deliver seamless trainings, meetings, ceremonies, and exhibitions.



## ***CPA (T) After Mkude***

**CEO (Chief Executive Officer) and Co-Founder** of Rehoboth Planners, she holds MBA and BCOM from the University of Dar es Salaam, she is also a Certified Public Accountant.

After is also a certified Event Planner from the South Africa School of Weddings & Events. She is a creative mastermind with vast experience in event coordination and bridal assistance.



## ***Benjamin Mayala***

**COO (Chief Operations Officer) and Co-Founder** of Rehoboth Planners, He holds LL.M from the University of Dar es Salaam

Benja is also known as the Event Maestro, specializing in designing, problem-solving, and effectively managing budgets and logistics.



## ***Lucy Ngowo***

**CCO (Chief Commercial Officer) and Co-Founder** of Rehoboth Planners. She holds BBA from Tanzania Institute of Accountancy.

With a strong sense of organization and coordination, Lucy ensures your event is well planned and seamlessly executed from scratch.

# Corporate Events

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We understand that corporate events are more than just gatherings they are opportunities to showcase your brand, engage stakeholders, and inspire teams. From product launches, conferences, board meetings, award ceremonies, to team-building retreats, we bring strategic planning and creative execution together to deliver seamless, professional experiences.

Our team handles every detail, from venue selection and event logistics to audio-visual production and guest management, ensuring your event runs smoothly and leaves a lasting impression. We partner with you to communicate your message effectively, strengthen relationships, and elevate your corporate identity.

## What We Do in Corporate Events

- **Conference & Seminar Planning**  
Full management from agenda creation to speaker coordination.
- **Product Launches & Brand Activation**  
Creative concepts that showcase your brand and attract attention.
- **Award Ceremonies & Gala Dinners**  
Elegant setups that celebrate achievements and milestones.
- **Team-Building & Corporate Retreats**  
Engaging activities that strengthen collaboration and morale.
- **Workshops & Training Sessions**  
End-to-end logistics, including venues, materials, and AV setup.
- **Board Meetings & Executive Gatherings** – Discreet, professional, and flawlessly organized events.
- **Exhibitions & Trade Shows**  
Booth design, logistics, and guest flow management for maximum impact.
- **Corporate Entertainment & Networking Events**  
Tailored experiences to engage clients, employees, and partners.

# Government Protocols

We specialize in organizing high-level government and official events with the utmost professionalism, discretion, and attention to protocol. From state ceremonies, official receptions, diplomatic gatherings, to high-profile inaugurations, we ensure every aspect of your event meets formal standards and reflects the dignity of the office or institution.

Our experienced team manages protocol arrangements, guest lists, seating, security coordination, and official communications, ensuring that every event runs smoothly and projects a flawless public image. With REHOBOTH PLANNERS, government events are executed with precision, respect, and excellence and strict adherence to protocol.

## Common Services in Government Protocol Events

- Planning and management
- Diplomatic and ambassadorial events
- Official award presentations
- High-profile meetings and conferences
- Ceremonial & Cultural Protocol (Flag placement, national symbol management, Gifting & exchange of Honors)
- Security coordination and VIP guest handling
- Venue selection, décor, and event branding
- Coordination with government agencies
- Catering & Hospitality (Menu planning, Formal dining, Arrangements, VIP Lounge)



# Fair & Exhibitions

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We transform exhibitions and trade fairs into immersive experiences that captivate visitors and showcase your brand at its best. Whether it's a trade fair, product showcase, industry expo, or consumer exhibition, we handle everything from planning to execution, ensuring your presence stands out.

- Exhibition planning
- Booth design & setup
- Logistics management
- Audio-visual production
- On-site coordination
- Marketing and promotions



Our team manages booth design, layout planning, logistics, registration, AV production, and on-site coordination, allowing you to focus on connecting with your audience and building meaningful business relationships. We ensure each exhibition is engaging, professional, and delivers maximum visibility for your brand.

# Luxury Weddings & Bridal assistance

We believe weddings are not just ceremonies—they are lifelong memories crafted with elegance, love, and meaning. We specialize in luxury weddings that combine breathtaking design, flawless coordination, and personalized details, ensuring your special day reflects your unique story.

From bridal assistance, décor, and vendor coordination to guest management, entertainment, and on-the-day supervision, our team takes care of everything so you can focus on the joy of the moment. Whether it's an intimate gathering or a grand celebration, we deliver weddings that are timeless, stylish, and unforgettable.

- Full wedding planning and coordination
- Personal Bridal concierge (dress, makeup, schedule support, Beauty appointment coordination)
- Decor and styling tailored to your theme
- Vendor management (photographers, caterers, florists, etc.)
- Guest coordination and hospitality
- Entertainment and stage management
- On-the-day supervision and seamless execution
- Venue selection
- Budget creation & Management
- Gift Management



# Graduation Ceremonies

A graduation is more than just an event—it's a milestone, a celebration of achievement, and the start of a new chapter. We create graduation ceremonies that are vibrant, well-coordinated, and memorable for students, families, and institutions alike.

From stage setup, décor, and sound systems to guest management, photography, and entertainment, our team ensures every detail is handled with precision. Whether for schools, colleges, or universities, we bring structure, creativity, and style to mark this important occasion with dignity and joy.



## *What We Offer in Graduation Ceremonies*

- Event planning and full coordination
- Stage, seating, and décor setup
- Sound, lighting, and technical support
- Graduation gowns and regalia coordination
- Photography and videography arrangements
- Entertainment and guest hosting



## Tournaments

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Sports bring people together, inspire teamwork, and create moments of excitement that last a lifetime. At REHOBOTH PLANNERS, we organize tournaments and sporting events with precision, creativity, and energy—whether it's football, basketball, athletics, or community competitions.

We handle venue preparation, team registration, scheduling, referees, logistics, branding, and entertainment, ensuring a smooth flow from kickoff to final whistle. Our goal is to deliver sporting events that are competitive, engaging, and enjoyable for both participants and spectators.

### ***What We Offer in Tournaments***

- Tournament planning and coordination
- Team registration and fixtures scheduling
- Venue setup and branding
- Referees, judges, and technical officials
- Logistics for teams and participants
- Sound, lighting, and entertainment
- Award ceremonies, trophies, and medals
- On-site supervision for smooth execution

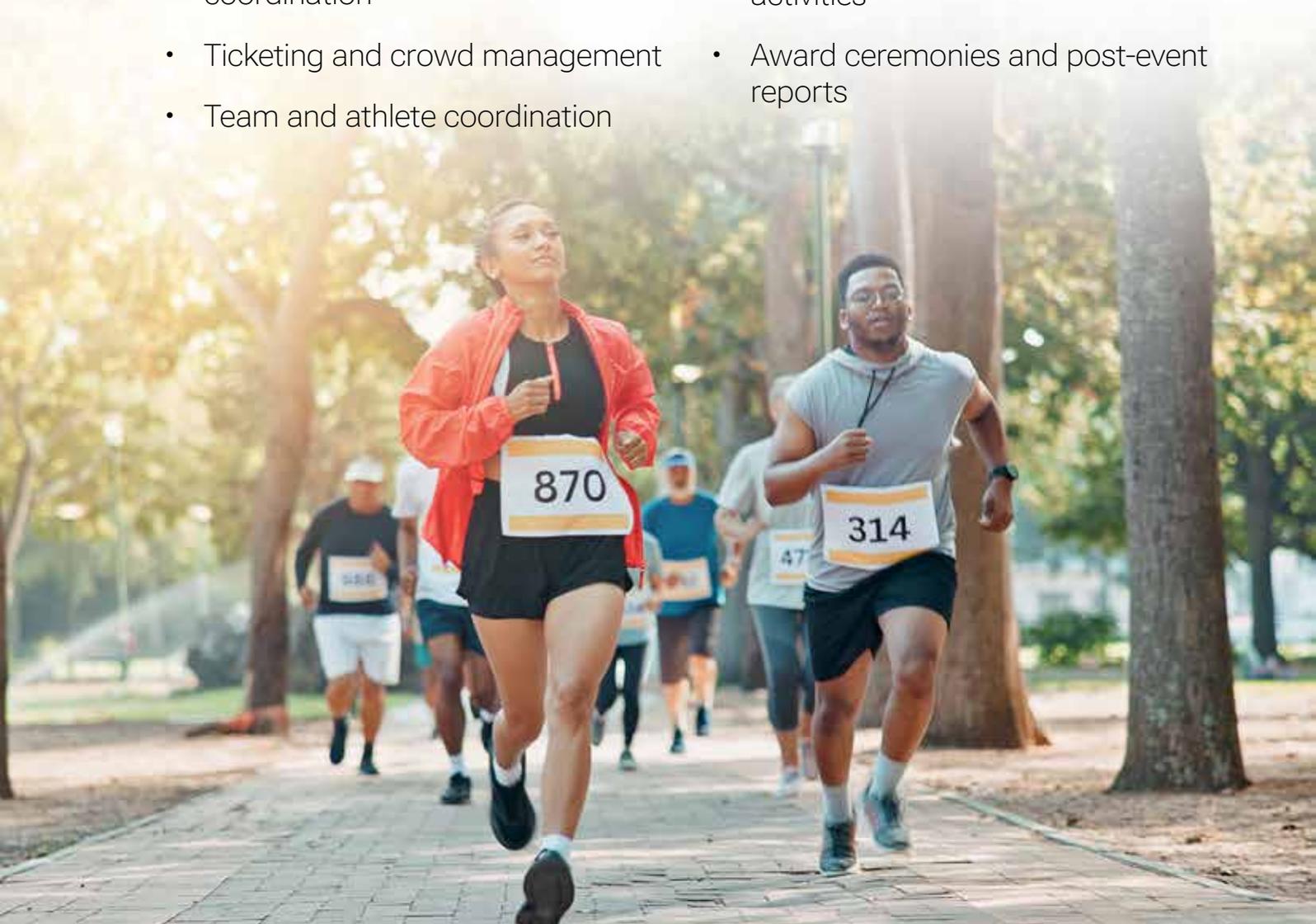
# Sports events

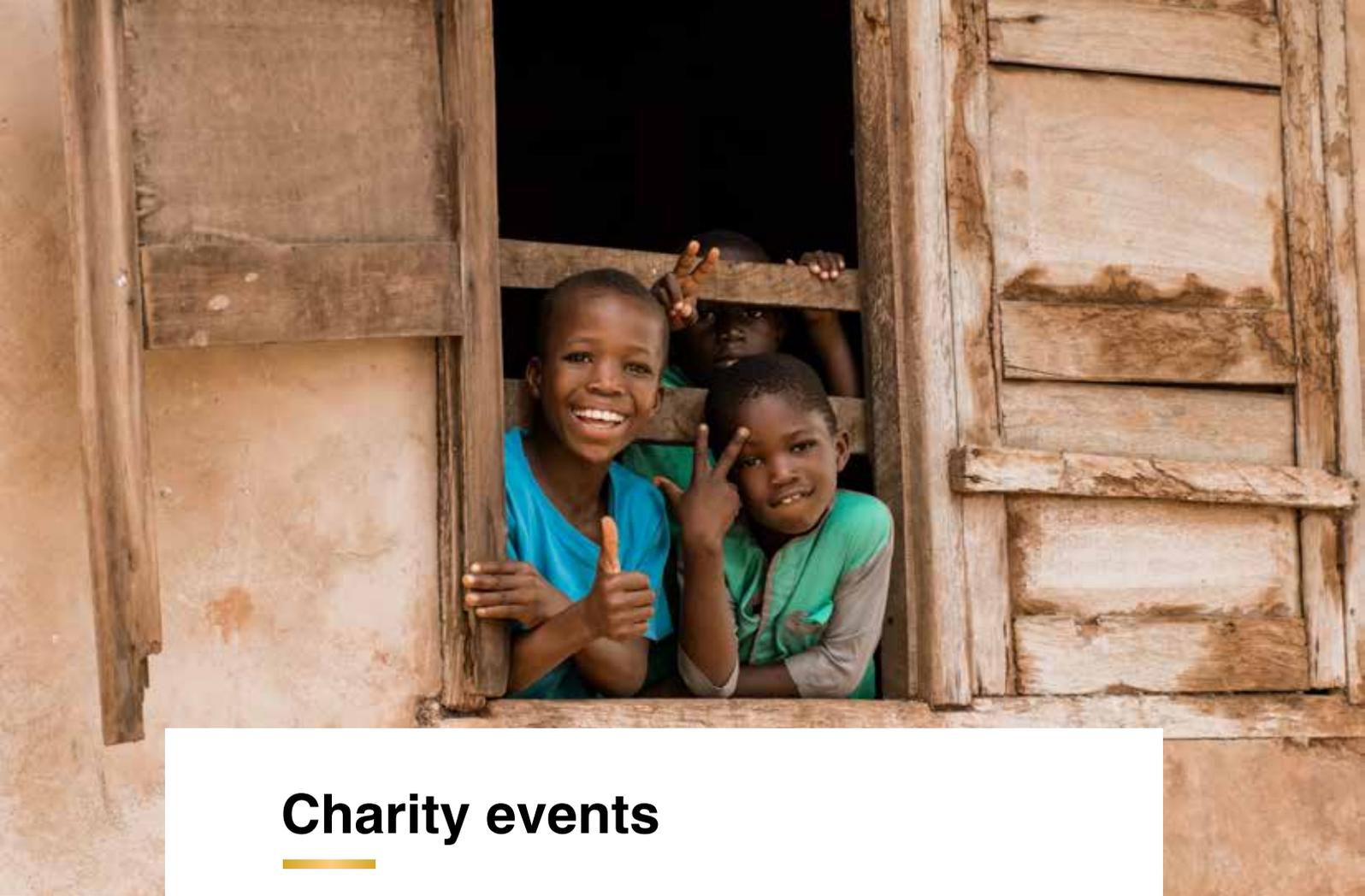
We bring passion, precision, and energy to the world of sports. From local competitions and community matches to large-scale sporting festivals and corporate sports days, we manage every aspect of the event to ensure it runs smoothly and creates an exciting experience for athletes, fans, and sponsors alike.

Our expertise covers venue preparation, logistics, ticketing, sponsorship coordination, entertainment, and media coverage, all tailored to make your sports event impactful and memorable. We combine professional planning with a lively atmosphere that celebrates the spirit of the game.

## ***Our Key activities in Sports events***

- Event concept and full planning
- Venue setup and technical coordination
- Ticketing and crowd management
- Team and athlete coordination
- Media, PR, and live coverage support
- Entertainment and fan engagement activities
- Award ceremonies and post-event reports





## Charity events

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We believe events can be a powerful force for good. Our team specializes in organizing charity events, fundraisers, awareness campaigns, and community outreach programs that inspire generosity and create meaningful impact.

We take care of planning, logistics, donor coordination, entertainment, media coverage, and sponsorship management, ensuring your cause is presented with dignity and professionalism. With us, every detail supports your mission—helping you raise funds, build awareness, and bring people together for a greater purpose.

### ***Our activities in Charity events***

- Fundraising galas, dinners & concerts
- Community outreach programs
- Awareness campaigns and walks
- Donor and sponsorship management
- Stage, décor & entertainment planning
- Guest coordination & hospitality

# Birthday parties

A birthday is more than a date — it's a celebration of life, joy, and milestones. We create personalized birthday experiences that match your style, age, and vision. Whether it's a fun-filled children's party, a themed teen celebration, or an elegant milestone event for adults, we make every detail memorable.

From creative décor, entertainment, and catering to music, photography, and seamless coordination, we ensure the day is stress-free for hosts and unforgettable for guests.



- Customized party themes & décor styling
- Entertainment (games, clowns, mascots, DJs, live acts)
- Kids' activities & fun programs
- Adult milestone celebrations (18th, 21st, 40th, 50th, etc.)
- Venue selection & setup
- Catering & cake arrangements
- Photography & videography
- On-site supervision for smooth flow

# Dignified Sendoffs

Losing a loved one is never easy, and during such moments, families deserve compassion and support. At REHOBOTH PLANNERS, we handle burial ceremonies with dignity, respect, and sensitivity ensuring every detail is carefully managed so families can focus on healing and remembrance.

We coordinate all logistics, protocol, and arrangements, from décor and seating to sound systems, tents, transport, catering, and professional ushers. Whether it is a private family gathering or a large public farewell, we create a peaceful, organized environment that honors the life lived.

## *Our activities in Burial Ceremonies*

- Complete event logistics & planning
- Décor and floral arrangements
- Tents, chairs, sound, and lighting setup
- Transportation coordination
- Catering services
- Guest management & ushers
- Protocol management for dignified proceedings
- On-site supervision for a smooth flow



# Symposiums

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We understand that symposiums are more than just meetings — they are platforms for knowledge exchange, professional networking, and thought leadership. We ensure every detail is flawlessly managed, so participants can focus entirely on meaningful discussions and insights.

From venue selection, stage setup, and audio-visual systems to delegate management, branding, catering, and protocol coordination, we design symposiums that reflect professionalism and create an environment for impactful engagement.

## ***What We Offer in Symposiums***

- Venue selection & setup
- Stage design and branding
- Sound, lighting, and projection systems
- Guest registration & delegate management
- Catering & hospitality services
- Professional ushers & protocol support
- On-site event supervision



# Event planning Consultation

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Sometimes clients don't need a full event management package — they just need the right guidance to plan successfully. At REHOBOTH PLANNERS, we provide professional consultation services to help individuals, corporates, and institutions structure, budget, and organize their own events with confidence.

Our consultation covers concept development, vendor sourcing advice, budgeting, timelines, logistics planning, and creative direction. With our experience, we ensure you avoid costly mistakes, maximize resources, and bring your event vision to life seamlessly.

## ***What We Offer in Event planning Consultation***

- Personalized event strategy sessions
- Budget planning & resource allocation guidance
- Vendor sourcing recommendations
- Creative concepts & theme development
- Detailed event timelines & checklists
- Risk assessment & contingency planning
- Professional tips for smooth execution



# Who can benefit from us

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## ***Corporate Organizations***

We support businesses with conferences, product launches, staff parties, and corporate branding events, helping companies strengthen their image and connect meaningfully with clients, employees, and stakeholders.

## ***Non-Governmental Organizations (NGOs)***

From charity events and fundraisers to awareness campaigns, we create impactful platforms that align with organizational missions and engage communities effectively.

## ***Educational Institutions***

Schools, colleges, and universities benefit from our expertise in graduations, sports tournaments, and symposiums, ensuring smooth execution and memorable experiences for students, staff, and guests.

## ***Government Institutions***

We manage official protocols, state functions, and dignitary receptions, ensuring professionalism, order, and adherence to protocol at every level.

## ***Private Individual***

Whether it's a luxury wedding, graduation, birthday, or dignified send-off, we bring creativity, care, and seamless coordination to make every milestone memorable.

# Legal Compliance

  
**THE UNITED REPUBLIC OF TANZANIA**  
**BUSINESS LICENSE**  
B.L. NO. - BL01396902025-2600008939  
The Business Licensing Act (Act No. 25 of 1972)

**License Details**

Issuing Office:	DAR ES SALAAM CITY COUNCIL
Tax Identification No:	124-864-046
License Issued To:	REHOBOTH PLANNERS
For the Business of:	EVENT MANAGEMENT LOCAL
Business Licensing:	NEW LICENSE
Date of Issue:	2025-08-23
Expiring Date:	2026-08-22
Principal/Branch:	PRINCIPAL

**Business Location**

Region:	Dar es Salaam
Ward:	Kinyerezi
Street:	Kifuru

**Payment Details**

Amount of Fee Paid:	200,000.00
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**CONDITIONS & NOTES:**

- This license shall be conspicuously displayed at the place of business
- Renewal applications must be submitted within 21 days of the license expiry. Otherwise, penalties begin at 25 % of the license fee and rise by 2 % for each additional month, up to 47 %.

  
**TANZANIA** Form 5  
**BRELA**  
No. 585501

**Certificate of Registration**  
*The Business Names (Registration) Act (Cap 213)*

I HEREBY CERTIFY THAT **REHOBOTH PLANNERS** this 28<sup>th</sup> day of **SEPTEMBER** year **2024** has been duly registered pursuant to and in accordance with the provisions of the Business Names (Registration) Act and the Rules made thereunder, and has been entered the Number **585501** in the Index of Registration.

**GIVEN** under my hand at Dar es Salaam this 28<sup>th</sup> day of **SEPTEMBER** TWO THOUSAND AND TWENTY FOUR.

   
Deputy Registrar Business Names

**NOTE:** - This certificate must be kept in a conspicuous position at the principal place of business. Any change in the particulars originally registered must be notified to the Registrar within twenty eight days.

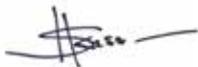
  
**TANZANIA REVENUE AUTHORITY**  
CERTIFICATE OF REGISTRATION  
FOR  
**TAXPAYER IDENTIFICATION NUMBER (TIN)**  
THIS IS TO CERTIFY THAT  
**REHOBOTH PLANNERS**  
**T/A REHOBOTH PLANNERS**  
HAS BEEN REGISTERED WITH THE TANZANIA REVENUE AUTHORITY  
AND ASSIGNED THE TAXPAYER IDENTIFICATION NUMBER  
**186-986-172**  
WITH EFFECT FROM: 17<sup>TH</sup> JULY 2025  
TRA LOCATION: **ILALA** TAX OFFICE: **TABATA**  
PHYSICAL LOCATION: **PLOT 1205**  
STREET / AREA: **KIFURU**  
  
**ALFRED T. MREGI**  
COMMISSIONER FOR DOMESTIC REVENUE

  
**TANZANIA** Form 21  
**BRELA**

Extract date and time: 26/09/2024 14:00:29  
Registration date and time: 26/09/2024 08:00:23

The Business Names (Registration) Act (Cap 213)  
**Extract from Register**

- Name of Business:** REHOBOTH PLANNERS
- Registration number:** 585501
- Principal Place of Business:** Region: Dar Es Salaam, District: Ubungu, Ward: Ubungu, Postal code: 65011, Street: Ubungu Kivukuu, Road: Platan actor building, Plot number: No. 08, Block number: B, House number: First floor second number 5
- Contact:** Email: mayakib@gh@gmail.com, Phone: 255600000490, P.O.Box: 748327
- Business activity:** 9000 - Creative, arts and entertainment activities, Main activity
- Proprietor/Partners:** BENJAMIN MITINJE MAVALA  
AFTER VICENT MKADE  
LUCY JACKSON-NIGORWA
- Authorized to Operate Bank Account also:** BENJAMIN MITINJE MAVALA  
AFTER VICENT MKADE  
LUCY JACKSON-NIGORWA  
BENJAMIN MITINJE MAVALA  
AFTER VICENT MKADE  
LUCY JACKSON-NIGORWA

   
Deputy Registrar Business Names

Information printed from the Register of Business Names is true and complete as per current generation date and time. Please be advised to refer to the Online Registration System at BRELA (www.brela.go.tz) for an up to date submission regarding your Business Name.



*Thank You*





 +255 767 468 390

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 [www.rehobothplanners.co.tz](http://www.rehobothplanners.co.tz)

 Tabata Kifuru, Dar es Salaam