



COMPANY PROFILE

COMPANY PROFILE OF SAFARI KING TRAVEL ADVENTURES

DRAWN 2007

BUSINESS & CONTACT INFORMATION

Name of the company: SAFARI KING TRAVEL ADVENTURES
Postal address: P.O. Box 1201 Arusha Tanzania
Physical address: Sakina/Nairobi Road near Bamakambi Safari Lodge.
After Sakina Shopping Centre
Tel/Fax number: +255-272505684
Mobile number: +255(0)784764269
E-mail: info@safariking-africa.com
Website: <http://www.safariking-africa.com>

HISTORY

Safari King Travel Adventures. Was founded in 2003 by a young and professional Safari guide, Mr Anicet Philip Maro. He set up a professional Company with the intention to improve the quality of tour operations in Tanzania and the Regional Countries of East Africa. The company began with meagre resources donated to him by a friend from Australia **Mr Peter Van-Den Oever** and his wife **Lorraine**, to grow in leaps and bounds that will lead the Company to join the ranks of some of the leading tour companies in East Africa. During the recent years Safaris King has developed it self at a rapid and has grown into a promising travel company with a lot of potential. The company is continuously looking for opportunities to extend, but ensures that growth will not be at the expense of the quality.

PROFILE OF THE COMPANY OWNER

The rare level of success is attributed in part to the exceptional entrepreneurial skills of Anicet who is a self-confident, creative innovator with a high level of commitment and focus to the Safaris business. Other factors contributing to success have been:

- 1) A carefully selected winning team that leads to a lot of repeat safari customers and safaris due to satisfied customer recommendations, GUEST BOOK
- 2) Mr. Anicet Philip initially worked as a tour guide for various well established tours Companies and consequently has intimate knowledge of the needs of the safari human resources within his employ,
- 3) Proper investment and revenue management etiquette coupled with
- 4) The Tanzania Government drives to popularize Tanzania as a safari destination Mr. Anicet Philip, Managing Director, undertook both a diploma and advanced diploma in tourism and travel consecutively. He worked with three leading companies (CCAFRICA, ANDERSONS AFRICAN

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ONLINE TOUR OPERATOR

ADVENTURES LTD and NOMAD SAFRI GUIDE (T) LTD) in Tanzania before going solo in the competitive world and acted as a guide on both big groups and small groups in Tanzania. The particular skills that have helped his part in the company are his ability to market and sell the company; he also has vast knowledge in dealing with tourism and in the region as a whole. He is creative and self motivated, which are great qualities for team leadership and management

Mrs. Juliet Mollel, Director

Is the wife of the Managing Director. She has special skills in computer operations and office Organization and a degree in Hotel Management. She has played a dynamic role in marketing the company trough internet and others.

DESCRIPTION OF SERVICES OFFERED TO OUR VALUED CUSTOMERS

Wildlife safaris in Tanzania and other tours of interest:

Cultural Tours

Adventure Tours

Safaris King offers any type of adrenaline-pumping adventure which is desired by Customers, from mountaineering expeditions on the Kilimanjaro Mountain, Wildlife safari to the vast Serengeti National Park, Zanzibar Beach Holiday to gorilla trekking in Rwanda / Uganda.

Relaxing Holidays

For more relaxing excursions and activities customers can choose for a beach Tour on the zanzibar Islands, Pangani the Tides, Mafia Island, Bagamoyo the old City, Ras-Kutani and nemba Island. Special interest journeys in Tanzania: besides the classical safaris, Safari King offers theme packages and special interest tours, like, honeymoons and Tribal tours, Mission Tours, and Organizer of all types of TRAVEL PACKAGES and CONFERENCE. Tours in neighboring countries: Safari King does not only provide packages in Tanzania, but in, Kenya, Uganda, Rwanda and as well. With this Safari King gives Wholesalers the opportunity to simplify their contact with East Africa.

Safari accommodation:

Different types of accommodation is offered with the diverse of Hotels, Lodges, Luxury Tented Camps, Mobile Luxury Camps, budget Camping Safaris all from five star to shoestring budget will be offered, ranging from camping and bandas for the budget conscious travelers, to a new-build luxury tented camp which mainly will attract the up-market clientele. Other services: We currently offer a comprehensive range of complementary services to support the safari customer.

These services include:

Personalized assistance on arrival and departure Accommodation in all categories of hotels from budget to 4-5 star hotels Multilingual guide services Sight seeing in comfortable chauffeur-driver cars or coaches Tour – hotel - package booking Convention, conferences en exhibitions Itinerary planning and tailor-made holidays Pre- and post-holiday briefings with company directors with a complimentary inner at one of Kampala's exclusive restaurants of their choice at our cost Directory of advice and information services covering each country and adventure safari activity

GOALS

The vision of Safaris King Travel Adventures. is to develop a strong and reliable tour company that will operate in the entire region of the East African Great Lakes Region. SAFAR KING seeks to provide first-rate flexible service to its clients and to promote the image of Tanzania as an unequalled tourist destination in the world. Opportunities for extending will not be avoided but the company will ensure that quality of the service remains number one. The long-term development plans include the construction of lodges in Tanzania.

VEHICLES

Safari King has over 10 vehicles ranging from Land Cruisers, Land Rovers to well built safari buses taking up to 22 persons in groups. We often also charter planes for our clients whenever the need arises. We aim for a standard of travel a step above that offered by the general travel industry.

SUSTAINABLE TOURISM

Safari King is highly conscious of the necessity to protect the nature and to make sure that the local community benefits from tourism as well, our aim is not only the pleasure of the guests but also to support community tourism. We carefully see to it that all involved communities will share in the revenues. From its conception, we also use the services of some charity organizations to as a in-direct support to them, mostly those who works for the interests of orphans, HIV victims etc, but also by our direct donations.

COMPANY VALUES

The underlying corporate values underpinning the business approach of Safari King. Include among others:

Foundational Values Resultant benefit Values
Integrity and honesty - Customer service/Care
Innovation - Excellence
Customer orientation - Empowerment
Accuracy - Community benefit
Commitment - Achievement
Enthusiasm - Competitive edge
Responsiveness - Market Leader
Service Feature Values Legacy Values
Quality service - Credibility
Creativity - Consistency
Reliability – Accessibility

SOME OF THE VALUED CUSTOMERS WHO HAVE ENJOYED SAFARIS KING SERVICES IN TANZANIA.

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