



# **Gorillas and Wildlife Safaris LTD.** **Company Profile**

**Company profile for Gorillas and Wildlife Safaris  
drawn on 02-Dec-11**

## **Fabulous Africa Holidays & Safaris Pvt. Ltd – Company Profile**

**NAME OF THE COMPANY: M/S. Gorillas & Wildlife Safaris Pvt. Ltd**

**ADDRESS : 10089 Kampala, Adonai House, Muyenga, Kampala, Uganda.**

**Telephone No. : +256 (0) 70 261 1365**

**E-mail : info@gorillasandwildlifesafaris.com**

**Website : <http://www.gorillasandwildlifesafaris.com>**

**HEAD OF THE COMPANY : Mr. Kabenge Ivan**  
**DESIGNATION : Managing Director**

**CONTACT PERSON FOR : Mr. Kabenge Ivan**  
**INBOUND LEISURE**

**DATE OF ESTABLISHMENT : 2008**

**TOTAL NUMBER OF OFFICE WORK FORCE: 07**

**MEMBER OF :**



### **DESCRIPTION**

We are:

- A travel agent
- A tour operator
- Non - IATA agent
- Inbound agent
- Outbound agent

### **A BRIEF BACKGROUND**

Gorillas and Wildlife Safaris Ltd. (former and official name Fabulous Africa Holidays and Safaris LTD) was founded in 2008 by a young and professional entrepreneur, Mr Kabenge Ivan. He set up a professional company with the

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intention to improve the quality of tour operations in Uganda, Rwanda, and the Democratic Republic of Congo. The company began with meager resources, but over time it has grown in leaps and bounds that have seen the company join the ranks of some of the leading tour companies in East Africa.

During the recent Gorillas and Wildlife Safaris LTD has developed itself 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.

The rare level of success is attributed in part to the exceptional entrepreneurial skills of Ivan who is a self-confident, creative innovator with a high level of commitment and focus to the Gorillas and Wildlife 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,
- 2) Mr. Kabenge Ivan initially worked as a tours consultant as well as General Manager for leading and well-established tour companies for over 10 years and consequently has intimate knowledge of the needs of the safari human resources within his employ,
- 3) The Uganda governments drive to popularize Uganda as a safari destination through UWA and UTB which has led to ever increasing safari visitors to Uganda.

### **BRIEF PROFILE OF THE COMPANY OWNERS**

#### **Mr. Kabenge Ivan, Managing Director**

Ivan has a university degree in tourism and hospitality management and a diploma in business administration. He worked with two leading companies in Uganda before going solo in the competitive world and acted as a guide on both big groups and small groups in Uganda, Kenya, Tanzania and Rwanda. 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.

#### **Mr. Elijah Kasirye, Director**

Elijah has Bachelors degree in business administration and posses good skills in computer operations and office. He has played a dynamic role in marketing the company in not only in East Africa, but also the U.S. and Europe.

## **The principle services offered by our company:**

### **Tours and Safaris.**

Our tour and safari packages range from Uganda and Rwanda. We mainly capitalise on gorilla tracking and wildlife safari packages. Although we have listed several tour packages on our [websites](#), we always customise the packages to the needs and budget of our clients.

**For wholesale agents, we only add a very small margin to ensure that even if they add a bigger margin themselves, they can still be able to make more sales.**

We also offer **service reservations** i.e. gorilla permit bookings, hotel reservations, and other services as agreed up on with our clients. If you are booking other services with us, we shall not charge for gorilla permit reservations or airport transfers. **So you get free airport transfers for any safari you book with us or gorilla permit booking.**

**Car hire services**, including 4-wheel drives eg. Land-cruisers, customized safari vans (9-seats) and super-custom (6 seats), 29-seats, mini buses, and a 35-seats' bus.

### **Private and group transfers**

**Free all-time consultancy services about Uganda, Rwanda and Congo tours**

**For gorilla permits, we always adjust our charges to the lowest in periods of low-season months – and we shall pass this discount on to you.**

**We provide a copy of the booked service provider receipt to you the moment payment is received for the service you are booking.**

**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 category 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
- Itinerary planning and tailor-made holidays
- Pre- and post-holiday briefings



## **HUMAN RESOURCE**

Gorillas and Wildlife Safaris employs a staff of seven competent office workers, guides and drivers. Self-evidently all employees possess high experience and education qualifications. Many different languages are spoken, like English, Dutch, Swahili and several other local languages, in order to manage clients for optimal satisfaction.

Being aware of the crucial role a guide plays in one's holiday, the company makes high demands on these employees. Each of our guides has an extensive knowledge of the region in which the company operates. They are all adept in their knowledge of the flora and fauna of Uganda and through their experience they can choose the best spots in the country to visit for each particular need. They have experience ranging from regular touring to mountaineering, sport fishing and bird watching.

## **VEHICLES**

Gorillas and Wildlife Safaris has over 4 vehicles ranging from Land Cruisers to well built safari buses taking up to 15 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**

Gorillas and Wildlife Safaris is highly conscious of the necessity to protect the nature and to make sure that the local community benefits from tourism as well. By offering technical assistance to Ruhija Village, community near Bwindi Impenetrable National Park we are ensuring sustainable conservation as the pressure on the national park, which is also home to the rare and endangered mountain gorilla is significantly reduced.

Besides this, Gorillas and Wildlife Safaris supports eco-lodges like Jacana Safari Lodge, which are built with wood and other materials from the surroundings, doing every effort to conserve the environment with low impact. From its conception, we also use the services of Bigodi Swamp heritage trails and Ssezibwa Falls.



## COMPANY VALUES

The underlying corporate values underpinning the business approach of Gorillas and Wildlife Safaris Ltd. include among others:

<b>Foundational Values</b>	<b>Resultant benefit Values</b>
<ul style="list-style-type: none"><li>- Integrity and honesty</li><li>- Innovation</li><li>- Customer orientation</li><li>- Accuracy</li><li>- Commitment</li><li>- Enthusiasm</li><li>- Responsiveness</li></ul>	<ul style="list-style-type: none"><li>- Customer service/Care</li><li>- Excellence</li><li>- Empowerment</li><li>- Community benefit</li><li>- Achievement</li><li>- Competitive edge</li><li>- Market Leader</li></ul>

<b>Service Feature Values</b>	<b>Legacy Values</b>
<ul style="list-style-type: none"><li>- Quality service</li><li>- Creativity</li><li>- Reliability</li></ul>	<ul style="list-style-type: none"><li>- Credibility</li><li>- Consistency</li><li>- Accessibility</li></ul>

## SOME OF THE VALUED CUSTOMERS/ TRAVEL AGENTS WHO HAVE ENJOYED GORILLAS AND WILDLIFE SAFARIS' SERVICES IN UGANDA & RWANDA:

1. Ms Elisabeth Muller – The Journey. (South Africa supplier)
2. Mr Tom Blennings – Terra Incognito (French Tour supplier)
3. Victoria Weinstein - Salute Africa, South Africa tour operator
4. James Dummer – A frequent traveler to Uganda (England)
5. Tropical Trails - P. o.box 223 -Arusha
6. Escapades by Huntington Inc. 3100 Ridgeway Drive Unit 16  
Mississauga Ontario

## DESTINATIONS WE GO TO:

- Uganda to all National parks and any other tourist attractions
- Rwanda – All National Parks and Lake Kivu/Goma region
- Congo – (DRC) for both mountain gorillas and low-land gorilla tracking

**The above information is authentic and we certify that your clients will enjoy our services too.**

**(Kabenge Ivan)  
Managing Director**