



**GREAT LAKES SAFARIS LTD**

**COMPANY PROFILE**

**DRAWN - 2004**

**COMPANY PROFILE OF GREAT LAKES SAFARIS LIMITED**

## **HISTORY:**

Great Lakes Safari was founded in 2001 by a young and professional entrepreneur; Mr. Amos Wekesa, with the intention of setting up a professional company geared towards improving the quality of tour operations in Uganda and the Great Lakes region of East Africa. The company began with meager resources, but over the years has grown in leaps and bounds that have seen the company join the ranks of some of the leading tour companies in East Africa. It has built a website which receives over 100,000 visitors worldwide per month...and growing! The website has created a dynamic increase in national, regional and international market infrastructure for valued customers and a potential client base.

## **BUSINESS INFORMATION:**

Name of the Company: Great Lakes Safaris Ltd

Registration Number: 47861

Date of Registration: 23<sup>rd</sup>, April 2001

## **CONTACT INFORMATION:**

Postal Address- P. O. BOX 33024 Kampala, Uganda

Physical Address- Ggaba Road on Plot 1007 at Suzie House (Annex Building) 1<sup>st</sup> Floor/Room 09. After the American Embassy from Kampala City Centre.

Fax: 256-41-267153

Tel: 256-41-267153

Email: [info@safari-uganda.com](mailto:info@safari-uganda.com)

Internet: [www.safari-uganda.com](http://www.safari-uganda.com)

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## **Brief Profile of the Company Owners:**

### **1. Mr. Amos Wekesa, Managing Director**

Mobile phone: 256-77-426368

Email: [info@safari-uganda.com](mailto:info@safari-uganda.com)

Amos undertook both a diploma and advanced diploma in tourism and travel consecutively. Worked with three leading companies in Uganda before

going solo in the competitive world. He acted as a guide on both big groups and small groups in Uganda, Kenya, Tanzania and South Africa. 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.

**2. Mrs. Amy Wekesa, Director**

Mobile phone: 256-71-210618

Email: [gls@utlonline.co.ug](mailto:gls@utlonline.co.ug)

She is the wife of the Managing Director. She has special skills in computer operations and office organization and a degree in Sociology from Western Washington University (USA). She has played a dynamic role in marketing the company in not only in Uganda, but also the U.S. and Europe.

**DESCRIPTION OF SERVICES OFFERED TO OUR VALUED CUSTOMERS:**

**Cultural Tours in Uganda:** The four major traditional kingdoms in Uganda offer a potential market for cultural tourism. They are: Buganda kingdom, Toro kingdom, Bunyoro kingdom and Busoga kingdom. There are also some well established chiefdoms in the Western, Eastern and Northern Uganda, which could be added to this list as Great Lakes Safaris Ltd. continues to develop this market potential for cultural tourism as part of national development and nation building. The following tours are offered:

- Cultural Tours
- Heritage Tours
- Royal Coronation, Burial, Festival and Palace Tours

**Adventure Tours in Uganda:**

- Mountaineering Expeditions-On the year-round snow-capped Mt. Rwenzori near Queen Elizabeth National Park in Western Uganda. Gorilla and Chimp Trekking in Western Uganda i.e. Bwindi, Mgahinga and Kibale National Parks.
- River rafting trips on the River Nile

- National Parks-game drives
- Fishing on Lake Victoria

#### **Special Interest Journeys in Uganda:**

- Wildlife Tours
- Tribal Tours-The Bagishu circumcision during the even years, among the Bagishu tribe of Mbale, Eastern Uganda.
- Natural hot spring tours to Semliki and Kitagata hot springs in Western Uganda
- Ankole homesteads-help milk cows by hand and participate in traditional pastoral activities in Western Uganda.

#### **Recreation Holidays in Uganda:**

- Beach Tours on Ssese Islands on Lake Victoria and its natural environment
- Mountain Tours on Mt. Elgon and Tororo rock paintings in Eastern Uganda and the Virungas in Western Uganda.

#### **WE PROVIDE:**

- Personalised assistance on arrival and departure.
- Accommodation in all category of hotels from budget to 4-5 Star hotels in Uganda.
- Multilingual guide services: On request at an extra cost.
- Sight seeing in comfortable chauffer-driver cars to coaches.
- Special cultural theme events if any. For example, Uganda Martyr's Day and coronation memorial days.
- Tour Booking
- Hotel Bookings
- Package Booking
- Convention, Conferences and Exhibitions
- Itinerary Planning and Tailor-Made Holidays

**MARKETING:**

Great Lakes Safaris Ltd. tour products and services are featured in Uganda Tourist Board, which is part of Uganda Government Tourist Promotion Program. Also Socio Tourism Network website, based in Copenhagen, Denmark and Mevo Reizen Tour Company in the Netherlands.

Great Lakes Safari Ltd has been also at the forefront of Internet marketing, featuring on the Africa Travel Association website based in New York whose main focus is Africa.

In 2002 GLS published its own complete company website: [www.safari-uganda.com](http://www.safari-uganda.com). As an integral service to its clients, GLS has twelve-hour web monitoring to ensure enquiries are answered promptly. The website is updated regularly.

**VISION:**

The vision of Great Lakes SafariS Ltd is to develop an indigenously owned tour company with international partnerships and networks (in Europe, North America, Australia and Asia), that will operate in the entire region of the East African Great Lakes Region (Uganda, Kenya, Tanzania, Democratic Republic of Congo, Rwanda and Burundi). GLS seeks to provide first-rate flexible service to its clients, and in so doing promote the image of Uganda as an unequalled tourist destination in the world. The long-term development plans include the construction of lodges and backpacker's camps in Uganda, and arrangements have already been made to searching for property on which to set up the first backpacker's rest camp. Special international partnerships are now being established in Europe and North America.

**MISSION:**

The mission of Great Lake Safaris Ltd. is to provide first-rate holidays, tours and guiding services, which promote Uganda as a leading tourist destination. GLS design flexible packages that suit the clients' needs and budget. We offer ready-

made packages, though this does not limit the customer's choice. Customers can design their own packages under GLS team guidance.

### **ORGANIZATION AND GUIDING STAFF:**

The company employs a staff of 15 and has a policy of employing staff with higher experience and education qualifications. Most speak a second language like English and Swahili and several other local languages, in order to manage clients for optimal satisfaction. Great Lakes Safaris Ltd. employs guides who can drive, cook, and administer first aid among other things. Each has extensive knowledge of the region in which GLS operates. The guides are 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.

#### **Staff:**

1. Ms. Mukasa Jaynefer – General Manager /Office Administrator

She is in office full-time, and coordinates daily business with exceptional efficiency. Among various other office tasks, she answers customer inquiries and designs tour packages. She holds a Bachelor's degree in Tourism from Makerere University plus Certificate in Computer Applications.

2. Mr. Okot Martin – Head Guide / Tour Manager

He holds an Advanced Diploma in tourism from IATA and has various Certificates in the field of Birding. His position brings him in direct contact with the clients. He conducts most of the tours, along with the help of the managing director. Martin also has several years' experience in managing tours. He has worked with several companies where he has gained vast knowledge of East Africa. Martin has been coined as the "Bird Man of Uganda" because of his vast knowledge in the field of avi tourism.

3. Walusimbi Martin – Company Accountant

He is a skilled and qualified Accountant with a Degree in Commerce from University of Delhi – India, with various Diplomas in Computer concepts, Export Management and Business Studies. He has efficiently managed the accounts of the company and budgets, which contributes to the success of the company.

The above are the core employees of the company. However, the company also has several competent guides and drivers it employs as already mentioned. For example, Mutuma Geoffrey, who was featured in an article about GLS in the Washington Times.

### **Vehicles:**

The company owns Land Cruisers, Land Rovers, Pajeros and Omnibuses which are all outfitted with safety equipment. For client safety, the tour vans are serviced by GLS company mechanics after every trip. The company concentrates on providing efficient and cost-effective services for specialized small group and individual safaris.

### **COMPANY VALUES:**

The underlying corporate values underpinning the business approach of Great Lakes Safaris Ltd. include among others:

#### **Foundational Values**

Integrity and honesty

Innovation

Customer orientation

Accuracy

Commitment

Enthusiasm

Responsiveness

#### **Service Feature Values**

Quality Service

Creativity

Reliability

#### **Resultant benefit Values**

Customer service/Care

Excellence

Empowerment

Community benefit

Achievement

Competitive edge

Market Leader

#### **Legacy Values**

Credibility

Consistency

Accessibility

**SOME OF THE VALUED CUSTOMERS WHO HAVE ENJOYED GREAT  
LAKES SAFARIS LTD'S SERVICES IN UGANDA:**

1. Ms. Marlene of African Ventures Inc.(USA)
2. Mr. Tom Carter-Editor, Washington Times (USA)
3. Ms. Ada Rosman-Kleinjan-Author/Writer of many books (Netherlands)
4. Ms. Karl Rose H.-Travel Wide Reisen Gmbh (Germany)
5. Ms. Annie Stubbe (A Frequent Traveller to Uganda from the Netherlands)
6. Hon. Jimmy Kolker-United States Ambassador to Uganda.
7. Ms. Dorota Kozarzewska-More Mia Africa (Poland)
8. Javier Lozano-Orienta Travel (Spain).