

1. Identify an entrepreneur of your choice.

The entrepreneur of my choice is Chris Flatt, the one of the main entrepreneurs of the central reservation office: Bush & Beyond Limited

2. Justify / Explain why you have chosen this entrepreneur

Chris Flatt for many years has been the main face of Bush & Beyond Ltd. Having a proper hand-on experience in Safaris as a lodge manager, a wildlife and land conservation advocate and finally a tour operator. He has an understanding of the Kenyan wildlife habitats with an outstanding record of making wonderful guest experiences.

3. Explain the theory that can be used to describe how this entrepreneur came about.

The effectuation theory describes Chris Flatt's entrepreneurship since he started with what was available to him which was first; his experience in lodge management which helped him understand tourists' wants, giving him exposure to what was in demand.

He also had his wildlife conservation knowledge and contacts from people he had been working with and for, therefore making it easy for him to create partnerships with lodge owners that he knew as well as the many community conservancies that he visited.

He therefore refined what was already being offered, partnering with camps and community conservancies that he thought stood out enabling him to add new destinations, experiences and markets as more opportunities emerged together with feedback from guests.

4. Explain how you would classify this entrepreneur

Chris Flatt is a social-impact entrepreneur since he focuses on conservative tourism that enables the support of communities and wildlife conservation. He makes it possible to put together the commercialization of tourism and ethical maintenance of wildlife and the communities around it, using guests' experiences to ensure the development and maintenance of the environment.

5. What are the outstanding qualities / characteristics of this entrepreneur.

- a. Leadership in creating character destinations where each lodge and camp has its own community and story, catering to specific social wants.

- b. He is skilled in resourcefulness since he has facilitated the linking of privately owned destinations to a proper travel portfolio making them stand out in terms of the activities and experiences they offer.
- c. He is collaborative since the many destinations he works with have a team of local guides, conservancies and international agents who all work together.
- d. He has been resilient in getting through challenges that face many tour destinations, therefore creating impactful tourism that is aimed at wildlife and community conservation, ensuring the local community around the character destinations gain from the tourism.

6. Give a profile of the organization of this entrepreneur. Ensure to include the company name, products / services and mode of operation.

Bush & Beyond Limited.

It is a central reservations office for:

- Sarara Camp/ Tree houses / Wilderness
- Ol Malo Lodge/ Nomad/ House
- Reteti House
- House in The Wild
- Lewa House
- Tangulia Mara/ Ndogo
- The Emakoko
- NaiSabah

Offering custom safari itineraries in Kenya with the help of a team in Nairobi.

24-hour guest support that is conducted by the owners of the character destinations

Internal to-and-fro flights, ground logistics and guest transfers.

The mode of operation is a global marketing team, a website with all the character destinations with their features, adding conservation fees to add to the main goal of the company which is impactful tourism.

7. Expound on the problem that the entrepreneur solving within their environment of operation.

The problem being solved the overpopulation of safari guest in common destinations, leading to pollution and minimal benefit to the surrounding communities.

This is fixed by making itineraries in the lesser visited areas therefore reducing tourist density in popular areas.

The revenues earned are used in conservation projects that help the surrounding community as well as the owners of the character destinations.

The handling of all operations which are making bookings, curating tour activities, guest-destination owner communication and community activities are all put together to create a seamless itinerary making the travel process easier for guests.