

مخيم
رينجر الأردن
Jordan Ranger
CAMP



Needs & Opportunities



Opportunities

1. Owning Adventure Forest Camp
2. Large clients database
3. support from Government and Organizations

solution

Establish Ecotourism center that offers outdoor activities :

- 10 nature-friendly of stone and wooden cabins (Capacity of 50 pax)**
- Forest View Restaurant (140 pax)**
- Two meeting rooms (50 pax)**



Business Model

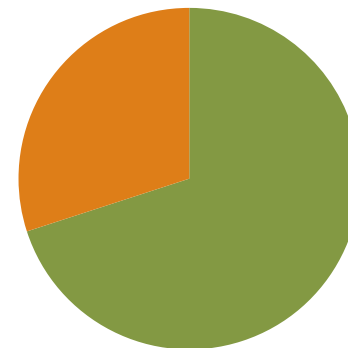
- Ecotourism services (Hiking, Cycling, backpacking.. ect)
- Accommodation.
- MICE service
- Corporate Training Programs
- Adventure & Challenge activities
- Provide local food



MARKETING STRATEGY



Goal 5,000 clients per year



■ Summer & Autom

■ Winter & spring

Operation

Idea

- Creating the Pioneering Idea
- Registration

Finding

- Government easy Loan
- USAID Grant

Implementation

- Construction

Branding

- Hire and Training

Preopening

- Marketing

Opening

- Opening (May 2019)



Financials & Scalability

- Investment in the project is \$ 1 million
Land, construction, building
- Future plans:
 - increase number of tree-houses & Resort's Capacity
 - New ecotourism activates





Ranger's Team

- ❖ More than 48 professional and certified trainers
- ❖ 11 Full-time administrative and management employees

THANK YOU

