

**Name:** Rajesh Kumar

**Age:** 45

### **Background and Pain Points:**

#### **Professional Background:**

Rajesh, with a degree in Environmental Science and a deep-rooted love for wildlife, founded Wild India Journey 15 years ago. His passion for conservation and eco-tourism has been the driving force behind the company.

**Personal Connection:** Growing up near a wildlife sanctuary in India, Rajesh developed a fascination for the Indian tiger and other native species from a young age. This connection inspired him to create tours that not only showcase India's wildlife but also educate visitors about conservation.

#### **Pain Points:**

**Competition:** Struggling to stand out in a crowded market of safari tour operators, many of whom offer lower prices but fewer conservation-focused initiatives.

**Resource Limitations:** Limited financial and human resources to expand his unique eco-tourism model and invest in more innovative conservation projects.

**Awareness and Education:** Difficulty in educating tourists about the importance of conservation and responsible tourism, leading to challenges in maintaining sustainable practices.

**Regulatory Hurdles:** Navigating the complex web of regulations and permits required for wildlife tourism in India.

### **Ideal Outcome:**

#### **Business Growth and Recognition:**

To be globally recognized as a leader in eco-tourism and wildlife conservation, especially in safeguarding the Indian tiger.

**Sustainable Practices:** Implementing more sustainable tourism practices that balance business growth with wildlife preservation.

**Community Engagement:** Building stronger community ties and educating both locals and tourists about the importance of conservation.

#### **Roadblocks:**

**Funding:** Securing adequate funding for expansion and innovative conservation projects remains a significant challenge.

**Market Differentiation:** Differentiating Wild India Journey's offerings in a way that appeals to a broader market without compromising on conservation values.

**Policy Constraints:** Dealing with the bureaucratic and policy constraints that limit the scope of conservation efforts and expansion of eco-tourism activities.

**Cultural Barriers:** Overcoming cultural barriers that sometimes prevent local communities from fully participating in or supporting conservation efforts.

#### EMAIL FORMAT

SUBJECT LINE: Safari strategy

Hello, Rajesh.

I saw the Bengal Tiger getting medical attention on your website. I have been an avid fan of the Bengal Tiger for a long time, and seeing the work you do with the Rescue Tiger Foundation is very inspiring.

Using your safari bookings to fund your conservation work is a noble cause.

Do you believe your work gets the level of attention it deserves?

Best regards,  
Aamir Khan

#### DM FORMAT:

Hey Rajesh,

Your work with the Rescue Tiger Foundation was very inspirational to me. The work you do in India should be further recognized for the level of impact that it has.

A company that willingly donates its own safari profits should be considered a leader in sustainable tourism, and an authority on wildlife conservation.

Would you agree?

-Aamir