

**APPLICATION FORM**  
**MANAGEMENT DEVELOPMENT AND CAPACITY BUILDING**

Sector concerned: Tourism & Leisure  
Target: African entrepreneurs and organisations

Thank you for your interest in the management development and capacity building programmes of GreenDreamCompany.

Although not all the below application fields are mandatory, we kindly request you to fill it comprehensively. This will allow us to get a good understanding of your situation and to work on valuable matchmaking with our Professionals. The mandatory questions are marked by (\*) sign.

Next to this form, you can send relevant business information (company folder, presentation etc) to: [info@greendreamcompany.com](mailto:info@greendreamcompany.com)

---

**IDENTIFICATION (\*)**

**1. Company Address**

Streetname

---

P.O Box/ Postal Code

---

City

---

Country

---

In case of multiple locations where the on-site knowledge exchange programme can take place, please mention them all:

---

---

---

---

Website: 

---

Legal status:

- Ldt / Plc,
- NGO,
- Association,
- Co-operation,
- Other: 

---



**2. Contact person\*:**

Mr  Mrs. Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Position: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

Email address: \_\_\_\_\_

**3. What is your activity within the tourism and leisure sector?\***

- Accommodations: delivering overnight services like hotels, resorts, lodges, parks, including catering and MICE services (Meeting, Incentives, Conferences and Event)
- Tour Operator, Travel agencies and guides: inbound and outbound tourism activities
- Attractions: like parks, recreational, cultural and adventure services
- Local governments, regional offices, Tourist offices
- Educational and vocational training centres
- Branch organisations
- Associations in hotel and catering, ecotourism

**4. What is the size of your organisation? (Permanent and temporary employees)\***

- 0 - 9 employees
- 10 – 29 employees
- 30 - 49 employees
- 50 + employees

**5. How long have you been active in this organisation?\***

- 0 – 2 years
- 3 – 4 years
- 5 – 10 years
- 10 + years

**6. What is last year turn over?** \_\_\_\_\_

**7. What is the level of dependency of your organisation?**

- Self supporting,
- Relies on funds & subvention driven,
- Relies loans & microfinance

**8. Please describe shortly your organisation, background, and current situation and/or problem to solve. Please send separately any relevant information (folders, annual and financial report etc)**

---

---

---

---

---

---

**9. What is the social impact of the organisation?\***

---

---

---

**Go to next page**



## REQUEST

### 10. What kind of intervention from GreenDreamCompany are you looking for?\*

- **Management and Business Development**  
Development of existing or new services and products, but also assistance in administration, financial and office organisation issues, and staff and/or general management knowledge exchange on specific areas.  
*Provided by Dutch professionals from different backgrounds in the cadre of their leadership programme.*
- **Labour intensive and specific operational areas**  
The programme focuses on generic or specific staff knowledge exchange in front-office operations, catering, or technical support services. Examples could be improving the restaurant menu, the organisation and coaching of staff on housekeeping, the general customer services and/or the English speaking skills for personnel.  
*Provided by Dutch Professionals from different backgrounds in the cadre of their leadership programme.*

### 11. What is your assignment (e.g. business case, problem to solve)?\*

---

---

---

---

---

---

---

### 12. What is the expected required expertise (max 2)?\*

- Marketing, communication & sales
- Management organisation & finance
- Information System Technology
- Operations
- Customer Service
- Catering, event management, leisure
- Languages
- Environmental consultancy
- Sustainability / eco-tourism
- Supply chain
- Construction and maintenance and other technical
- Education, training
- Other:

---

---

---

---



**13. What are the expected deliverables of the assignment (max 2)?\***

- Business and marketing development plan
- Organisational improvement plan
- Improvement of general management skills
  - o which one? \_\_\_\_\_
- Assistance in administrative, financial and human resources issues
- Efficiency improvement analysis in hospitality and customer relation
- Efficiency improvement analysis in maintenance and building
- Improvement of catering services
- Improvement of customer service skills
- Improvement of languages skills
- Other:

---

---

---

---

**14. Do you consider participating in the knowledge exchange programme yourself?**

- Yes  No

*If 'yes':* What is the highest level of education that you have completed?

---

**15. Do you consider letting your employees participate in the knowledge exchange programme?**

- Yes  No

*If 'yes':* What is the highest level of education completed by your employees?

---

*If 'yes':* How many employees are expected to participate?

---

**16. Are your employees involved in the programmes able to interact easily in English with the Dutch professionals and experts?\***

- Yes  No

**17. What is the expected duration of the assignment?\***

- 2 weeks
- 3 weeks
- 4 weeks
- more than 4 weeks: how many? \_\_\_\_\_

**18. What is your preferred period to start with this knowledge exchange programme and why?\***

---

---

---

---



**19. Is your organisation prepared and committed to offer full hospitality (accommodation and food), local transportation and to act as contact relation for the Dutch professionals and experts?\***

Yes  No

**20. Would you like to add something to this application form?**

---

---

---

---

---

**21. How did you learn about GreenDreamCompany development and capacity building programmes?**

---

---

---

**22. Would you like to receive updates on GreenDreamCompany's activities?**

Yes  No

Many thanks for your time and interest. Based on your information we will come back to you to discuss options and opportunities.

Leontine van Hooft & Leon van Rijckevorsel  
GreenDreamCompany