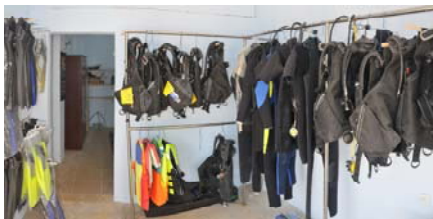




## CASE STUDY

# Business Expansion beyond Expectations

### USAID support prompts new dive center and business expansion



USAID/ACED Program

*The Bedouin Moon Village dive center has purchased new equipment, such as wetsuits and fins, in order to facilitate an increasing number of daily dives.*

*"I never expected that I would be running my own dive center because I couldn't handle the high costs of purchasing equipment, USAID support was the cornerstone of my project, and now I'm happy that my business is doing great!"*

Mohammad Abu Ghreganeh

Owner of Bedouin Moon Village

**CHALLENGE:** On the southern beach of Aqaba lies the Bedouin Moon Village (BMV), a small facility that provides lodging services in addition to a dive center. By providing diving services through a partner, BMV eliminated the need to obtain much of its own diving equipment. However, without equipment such as an air compressor, the staff was forced to travel to another diving center to fill the tanks, which greatly increased their running costs for the dive service. In addition, BMV's business expansion was impeded by a low number of rooms and outdated kitchen and hygiene systems. Wishing to improve its business and attract foreign tourists, Bedouin Moon Village needed to improve their facilities and establish an independent dive center.

**INITIATIVE:** USAID, through the Aqaba Community and Economic Development Program, helped BMV to expand its business by identifying needs of both the dive center and the hotel and restaurant. USAID provided the dive center with an air compressor, which allowed them to fill the tanks in house, reducing day-to-day operating costs. As an added benefit, nearby dive centers use the compressor, benefiting their businesses and creating an additional income stream for BMV. Since BMV offers food and beverage services, staff were enrolled in a USAID-sponsored Food Safety and Hygiene Training. In this training, staff learned safe methods in food preparation and enhanced their knowledge in hygiene measures for cleaning and maintaining the guest rooms.

**RESULTS:** With USAID support, business for BMV is flourishing, prompting it to establish its own dive center and to take on new staff. BMV owner, Mohammad Abu Ghreganeh, purchased new dive equipment and built two rooms to serve as a diver training center. Thanks to USAID support, BMV now sells dive and accommodation packages independently, resulting in a 20% increase in hotel occupancy.