

The Escapology Collective operates as a travel company in Dubai, United Arab Emirates. It was founded by Josephine Kenyon – Blair.



How long has your company been operating?

I started my business in March 2018. Our mission statement is to let our curiosity for culture take us on adventures to new destinations and experiences, mingling with local people while we 'Escape without Apology'. This is what inspired the Escapology Collective in the first place, the sense of adventure on new locations, and the diversity of cultures all over the world.

Having visited a few locations, it made me realise the need for such service. Sometimes the best inspiration comes yet to be visited and experienced. For me, that would be Sri Lanka, which has sparked an interest to maybe get involved into our schedules and programmes.



Who is your ideal customer?

Our ideal customer would be an individual who is open minded, has a sense of adventure, and enjoys travelling as part of their lifestyle. Also, flexibility is important too, since the programmes could be done any time of the year. The desire to explore and see new places and meet new cultures, these would all go hand in hand.

What were some of the challenges that you were facing before?

Just like any other start up, in the beginning we faced a few issues such as actually finding the customers. There was a lack of market research that needed to be looked at more in depth, to sort of blast our brand out there. Another issue that we faced putting a package together for the overseas clients. We dealt with lack of contacts, lack of information about those specific countries, lack of brand awareness mostly.

How did our services & expertise help you turn problems into solutions?

Any start up or young entrepreneurs lacks some skills, or just generally might miss a few important things, due to having simply one insight or point of view. When working with other individuals, specifically mentors, or coaches, this helps to compare perspectives, points of view and so on.

We joined different approaches, different ways of marketing, and different mindsets. This is the winner way when launching your business. I received guidance and mentoring when preparing the business planning as well.

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What was the process of working together like?

As I mentioned, working with Marlon was rewarding, always, there was a respectful atmosphere, flexible as well. We went through a lot of information, and a lot of phone meeting too.

What has been the biggest milestone for your business since you've been coached?

The biggest milestone would be the first trip to Lebanon. That certainly felt like a massive accomplishment.



How likely are you to recommend our services to a friend or client?

Certainly recommended. For the sole purpose of successfully kick starting your business and getting the guidance necessary to expand the knowledge and awareness of what the next step should be.



What is your advice for other companies or business who are tackling similar issues to those you had before working with the McJones Group? Depending on the circumstances, the state, or budget that is allocated, it is advisable to not take the expertise of a business coach for granted. If it worked for my business, it would work for any other start up and entrepreneurs.

Marlon for example, could massively help polishing the business plan and being open to maximising profit. It will certainly help businesses figure out their unique selling point, so it is strategically better to plan, get to know your clients, and put the planning forward.

What is your favourite business destination?

After having lived there for two years, South Korea is my favourite business destination. I believe is completely overlooked, compared to Japan, or Thailand. It is always worth keeping an eye for underestimated countries, since there is less demand, so when getting involved with these countries, it could certainly sparkle the curiosity a lot.

So, you never know, perhaps our new destinations could be Ethiopia and Albania. It is worth exploring these rich cultures, underestimated by the mass.

Alessia Vogli

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