

## BUSINESS AND LEADERSHIP PROFILE REPORT

### Abraka Country and Turf Club & Umiaghwa Abraka Kingdom Leadership

#### 1. Executive Overview

Abraka Country and Turf Club is a luxury eco-tourism resort and private membership club located in Abraka, Delta State, Nigeria. The Umiaghwa Abraka Kingdom is led by His Royal Majesty, Lucky Ochuko Ararile (Awaeke I), a retired Air Vice Marshal and traditional ruler. This report assesses the business and leadership impact within the local socio-economic ecosystem.

#### 2. Abraka Country and Turf Club – Business Assessment

##### 2.1 Business Profile

The resort positions itself as a luxury private club and eco-tourism destination spanning over 100 acres of natural landscape. It offers accommodation, dining, events, corporate retreats, outdoor and indoor leisure activities, and membership-based services.

##### 2.2 Strategic Value Proposition

- Premium eco-tourism and leisure offering in Delta State
- High-end target market including corporate clients and affluent tourists
- Integration of nature, hospitality, and lifestyle experiences
- Membership-driven exclusivity model

##### 2.3 Market Positioning

Abraka is a university town and tourism destination, giving the club access to steady domestic tourism and corporate demand. The resort differentiates itself through luxury branding and environmental positioning.

##### 2.4 Economic Impact

- Employment generation in hospitality and services
- Increased tourism inflow into Abraka
- Stimulation of local supply chains (food, logistics, events)
- Land and property value appreciation in surrounding areas

##### 2.5 Performance Indicators (Qualitative)

- Brand strength: High (luxury positioning)
- Market demand: Moderate to high
- Scalability: High (events, hospitality, membership expansion)
- Risk factors: Seasonality, infrastructure constraints, macroeconomic volatility

#### 3. His Royal Majesty Lucky Ochuko Ararile – Leadership Assessment

##### 3.1 Profile Summary

His Royal Majesty Lucky Ochuko Ararile is the Ovie of Umiaghwa Abraka Kingdom. He is a retired Air Vice Marshal of the Nigerian Air Force with over 35 years of service and experience in peacekeeping and national security initiatives.

##### 3.2 Leadership Influence

- Institutional leadership bridging traditional authority and modern governance

- Promotion of socio-economic development initiatives
- Strategic planning and community development structures in the kingdom
- Advocacy for tourism and development potential in Abraka

### 3.3 Developmental Impact

Under his leadership, Umiaghwa Abraka Kingdom has seen:

- Increased community participation in development planning
- Strengthened governance structures
- Enhanced security and social cohesion
- Growing interest in tourism and investment opportunities

### 3.4 Strategic Significance

The King's military and administrative background enhances investor confidence, governance stability, and the credibility of development initiatives within the kingdom.

## 4. Integrated Economic Ecosystem Analysis

Abraka Country and Turf Club and the leadership of the Umiaghwa Abraka Kingdom operate within a mutually reinforcing ecosystem:

- Traditional leadership provides stability and land governance
- The resort drives tourism and private investment
- Combined impact strengthens Abraka's positioning as a regional tourism and investment hub

## 5. Investment and Growth Outlook

- Expansion of hospitality and tourism infrastructure
- Public-private partnerships with traditional institutions
- Real estate and agribusiness synergies
- Branding Abraka as a premium eco-tourism destination

## 6. Conclusion

Abraka Country and Turf Club represents a flagship private-sector investment in Abraka's tourism economy, while His Royal Majesty Lucky Ochuko Ararile represents institutional leadership critical to sustainable development. Together, they constitute key pillars of Abraka's emerging economic and investment landscape.