

# BUSINESS PORTFOLIO

*TOURISO TRAVELS*



"Travel with confidence"

# **TOURISO TRAVELS**

**(TRAVEL WITH CONFIDENCE)**

**2019**

## **COMPANY PROFILE**

Registration number: **2016/086860/07**

In corporation with Global Mathole Managements

Phone: 060 392 5859/083 576 1191

Website: **www.touriso.co.za**

Email: **leroymathole@gmail.com**

- **Touriso Travels was established in 2014 under Lee-Jabs solution (PTY) LTD, got registered under Global Mathole Managements in 2016 and is 100% Black owned.**
- **Address 2961 Doornkop ,vilakazi street.(Soweto)**

**TOURISO TRAVELS**



"Travel with confidence"

## **Touriso Travels**

Touriso Travels has positioned itself to be a leading traveling business that renders services to corporate and leisure travellers locally and internationally. We pride ourselves with a local footprint, know how, experience, reasonable pricing and uncompromised quality in a rapidly growing industry. Touriso Travels is poised to take advantage of this growth and moderate competition in the industry, with a dedicated and experienced staff, highly recommended collaboration partners, customer focused approach and effective management and digital marketing.

### **Services**

The tourism industry has undergone rapid growth of unsurpassed nature over the last several decades. This has mainly been due to the advent of a borderless world and increased information dissemination about the majestic sceneries throughout the world, with the Southern African region being no exception. This has also sparked interested for the African Continent both in business and leisure. It is this very opportunity to expose Africa to the world that drives our business.

Touriso Travels provides travel and adventure packages to travellers primarily in the Southern African region. Services and products provided by Touriso Travels include pre-arranged tours, custom packages according to client's specification, travel consultation and making reservations for lodging amongst other related services. Touriso Travels seeks to differentiate itself as the premier adventure mobile tour operator in the greater South Africa.

## Our Services include:

- Tours
- Shuttle services
- Airports transfers
- Corporate travel
- Events transportation
- Flights
- Accommodation(Hotels, Self-Catering, B&B, ,Lodges, Guest Lodges)
- Car Hire
- Outound tours
- Wild Life cruises
- Sightseeing tours

## Mission

We are a team that creates unique and fit for purpose and affordable travel experiences, providing services beyond expectations.

## Vision

To strengthen our position as the leading tourism company providing quality, creative, innovative, competitive and socially responsible services across Africa.

## Our Values

- **Excellence:** We distinguish ourselves through our strong commitment to improve and to inspire.
- **Responsibility:** We commit to fulfil the needs of our clients, the interested parties and the environment through our work, maximizing the company's resources.
- **Loyalty:** We are reliable and trustworthy in all our relationships.
- **Respect:** We encourage harmony and warmth between persons, considering human diversity

## Our merits

- Creative approaches to the clients' special needs in order to find unique and tailored travel services.
- Optimising on digital technologies
- Professional quality of services provided by highly motivated team

- Unique and creative solutions that meet the clients' expectations not only by realizing the clients' business objectives, but particularly by our strict adherence to the ethical principal of travel services.

## COMPANY LOCATIONS & FACILITES

---

The company offices are located in the heart of Soweto to leverage on dynamic culture and rich history of South Africa. Most importantly our area of operations affords us accessibility for our social investment projects that are aimed at addressing poverty in the previously disadvantaged communities.

Once a dusty, dry and hidden residence for South Africa's "city of gold", Soweto is growing economically and becoming a vibrant and sustainable hub in its own right. With a booming industrial area that has seen many high end businesses move their office to Soweto, reliable transport system, malls, hotels, road infrastructure and state of the art recreational facilities, the township has progressed and has a lot to offer to our customer base who are looking for an experience.

## MARKETING ANALYSIS

---

Touriso Travels has scanned the current market, to determine the scale of the potential market and the viability of offerings versus the current service providers and the services they offer. We have found that the alternative service-providers offer fragmented travel solutions that do not specifically address the challenges faced by customers' especially in developing countries and in a digital world.

Our objective is to offer customized travel packages that are well researched, affordable and use resilient technologies to meet the demands of our customers in the developing countries.

We are driven by offering affordable packages for both leisure and corporate traveller and thus always take into consideration our customers budgets through cost reduction and price comparisons to maximize individual requirements.

Our marketing strategy will be based mainly on ensuring customers know about our existence and service(s) we render. Our intention is to reach local and international markets and we are achieving this through implementing a market penetration strategy that is supported by digital, networking and strategic partnering principles. These principles will ensure that we are well known and accessible in the tourism industry.

Our promotional strategy involves integrating advertising, events, personal selling, public relations, direct marketing and the internet. Our strategic partners such as Thompsons Holidays also play a key role in providing us with exposure globally.

## Important Financial assumptions

---

The financial goals that Touriso Travels will strive for are performance, increased revenue and balance sheet management. The key measurement for Touriso Travels success in each reporting period will be demonstrated via the tracking of the following ratios, amongst others:

- Return on interest (%)
- Return on assets (%)
- Operating profit margin (%)

Some of the more important underlying assumptions are:

- We assume a strong economy, without major recession
- We assume of course that there are no unforeseen changes in economic policy to make our service immediately obsolete or unwanted.

### **GENERAL ASSUMPTIONS**

|                                | <i>Year one</i> | <i>Year Two</i> | <i>Year three</i> |
|--------------------------------|-----------------|-----------------|-------------------|
| <i>Plan month</i>              | <b>1</b>        | <b>2</b>        | <b>3</b>          |
| <i>Current interest rate</i>   | <b>10%</b>      | <b>10%</b>      | <b>10%</b>        |
| <i>Long term interest rate</i> | <b>10%</b>      | <b>10%</b>      | <b>10%</b>        |

|                 |            |            |              |
|-----------------|------------|------------|--------------|
| <b>Tax rate</b> | <b>14%</b> | <b>16%</b> | <b>16,7%</b> |
|-----------------|------------|------------|--------------|

## Our Fleet

---

We are about safety for our customers and our employees, we do not compromise on safety and adhering to rules of the road. All our fleet is road worthy with tracking devices to provide real-time monitoring on where our vehicles are.

Our fleet of vehicles are all suited for comfortability and compromises of the following makes and models to offer a variety of options to our customers and their needs:

- **Private cars**
- **6 Seater Hyundai H1**
- **9 Seater Toyota Quantum**
- **14 Seater Toyota Quantum**
- **22 Seater VW crafter**
- **50 Seater luxury bus**



**Chief Executive Officer (CEO) Global Mathole Managements (PTY) LTD: Leroy Mathole**

**Cell : 060 392 5859/083 576 1191**

**Email address: [leroymathole@gmail.com](mailto:leroymathole@gmail.com)**

**Business reg no. 2016/086860/07**