



# HIBON

THE HEART OF THE MAGALIESBERG

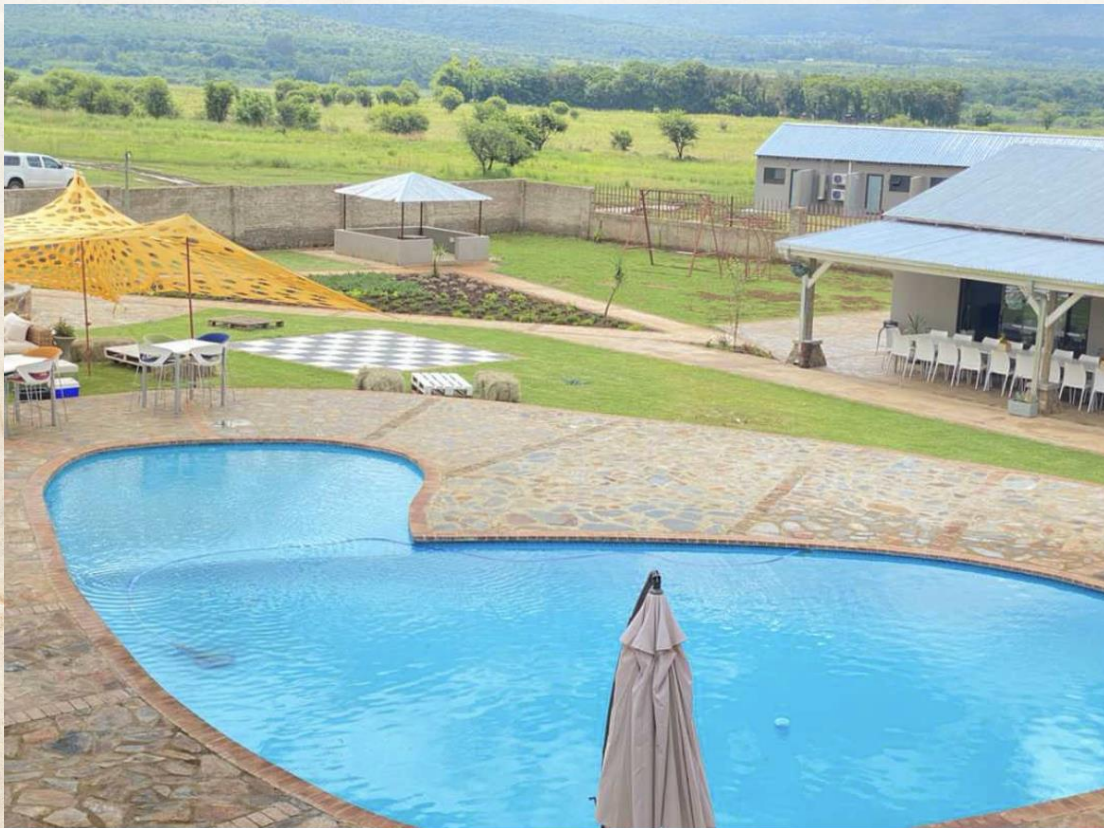
ACCOMMODATION • CONFERENCING • WEDDINGS  
RESTAURANT • EVENTS • SPA

Hibon, surrounded by natural gardens overlooking the magnificent Magaliesberg Mountains, is a true natural elegance. It offers the ultimate in South African rural living.

Just one hour's drive from Johannesburg or Pretoria, Hibon is a timeless gem where exceptional service and peace are in abundance.

Oozing old world charm but boasting country opulence, Hibon is the perfect retreat for team building, conferences, Bachelor party, Bridal shower, birthday parties, graduation parties, kitchen tea, church conference & celebrations, Day visit, Picnic, Anniversary, Engagement parties, weddings, memorial services and relaxed rural weekend getaways away from the hustle and bustle of city life.

Let nature's unblemished beauty awe your guests when you choose to have an outdoor ceremony on our manicured lawns displaying breath taking views of the majestic Magaliesberg mountain range as your back drop or choose an elegant intimate affair at our exquisite and well renowned indoor venue. Escape outdoors and take a leisurely stroll through the gardens.



## Facilities

Hibon's staff always offers friendly and unassuming service. A wide variety of additional facilities are available to ensure a smooth stay.

- Accommodation – 22 Rooms • Picnic • Conference & Marquee space available • Events • Mobile Spa • games room
- Air conditioning • DSTV • Coffee station • baths • shower • bar service

## Services

- Laundry service • Secretarial services • Wireless internet access in the lounge



## Activities

Hekpoort provides a wide range of facilities for the nature lover, the health conscious and the luxury guest. Activities in the surroundings include the following:

- Bird watching • Walking trails • Biking • Fishing • Hot air balloon • Quake bikes • Horse riding • Go karting • Cradle of human kind • Maropeng • Sterkfontein Caves • Big 5 game farm • Nut picking

## Event

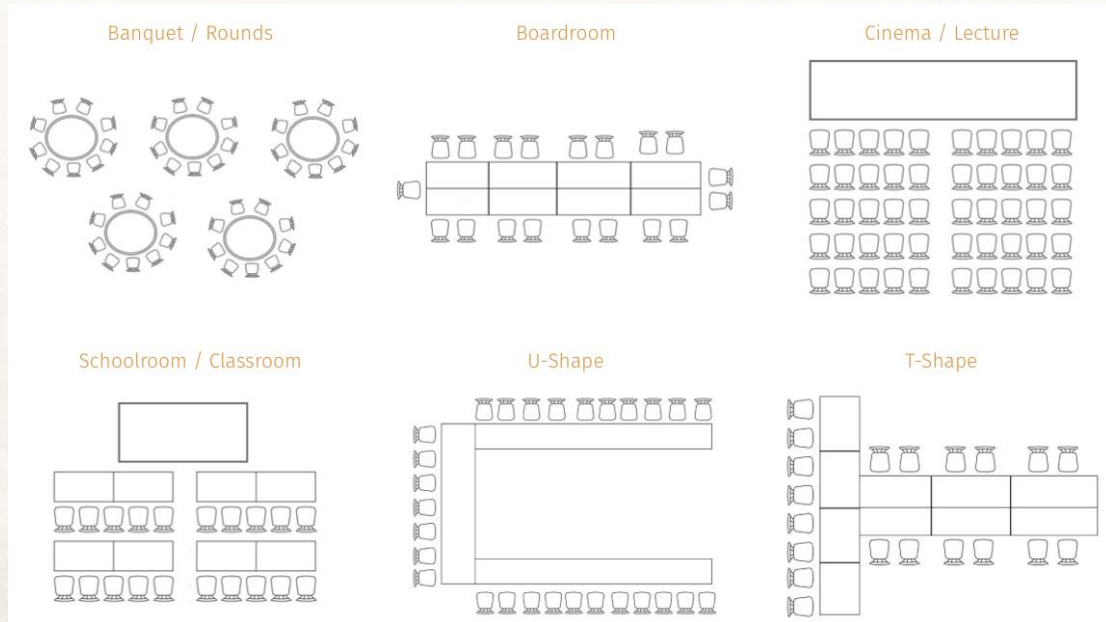




Function room	Length SQM	Banquet/ Round	Cocktail	U - Shape	Double U - Shape	School room
Wakanda	200	103	149	40	75	56
Cradle dining	200	103	149	40	75	56
Games room	108	56	81	25	45	52

Venue Setup Styles





### Associations

- HIBON has been recently graded by the Tourism Grading Council of South Africa and recommended for 4 star grading
- HIBON is a member of the Magaliesburg Business forum
- Through it's CEO, Albertine Mkhosi is the current MORAME (Regional Tourism Organisation) Deputy Chair
- The Cradle Tourism Company Marketing committee Volunteer.
- Member of West Rand Tourism

### Social media handle

- [https://www.instagram.com/hibonlodge\\_hekpoort/](https://www.instagram.com/hibonlodge_hekpoort/)
- <https://www.facebook.com/HibonLodgeHekpoort>

### Marketing Strategy Analysis

The business marketing strategy will be driven by the traditional 4 P's of marketing; that is Product Strategy, Pricing Strategy, Promotion and Place/Distribution Strategy. Our market is predominatly domestic and comprises of leisure, meetings and conferencing.

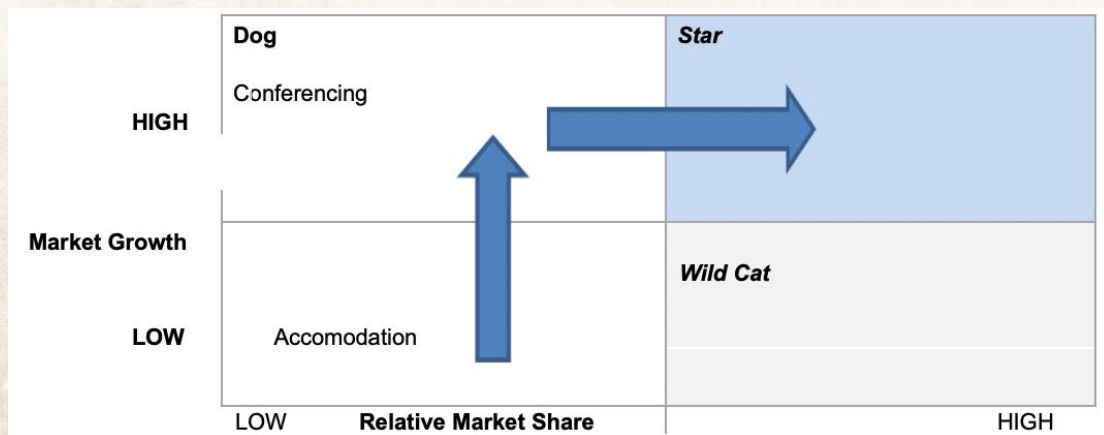
#### PRODUCT STRATEGY

Product	Description
Accommodation	22 Ensuite Rooms (Shower/ bath) which includes. Some rooms will have a small kitchenette complete with such appliances as coffee and tea station to add to guest comfort will be provided and bathrooms will all be equipped with such items as hair dryers.
Meetings and Events:	Breakaway rooms and boardrooms will also be included in this product line. Conference capacity will be developed to accommodate as per above description.
Restaurant	Indoor dining room that offers views to the Magaliesburg mountain with a seating of at least 200 people. The whole restaurant essentially would also serve as a three separate conference rooms or



	function rooms with each being able to accommodate about 50 delegates and the kitchen would be designed in such a way that guests would be able to see what is happening in the kitchen. The restaurant will have a full time kitchen serving a full menu at breakfast, lunch and dinner, as well as a room service menu. During the day the guests will also
Entertainment complex	Swimming pool, games room
Marquees	Hibon will offer a marquee that is versatile and stylish and practical for outdoor and indoor weddings and functions.

Hibon seeks to structure its products according to the following



#### Product Development strategy

As market growth strategy, the business will seek to turn Dogs into Star products through aggressive marketing, capacity building and provision of exceptional quality products and services in an effort to gain higher market share in the selected target markets.

#### PRICING STRATEGY

Our products will be priced according to the current prevailing market prices. Research has been made with other similar industry players or companies that offer similar products and services. Below is a table showing our average prices that are currently prevailing in Gauteng.

Rate Name	Double	Single
LEISURE – Bed & Breakfast Rates		
Delux B&B Rates pp	1900	1500
Course Dinner pp is charged at:	295 per person	
CONFERENCE/GROUP PACKAGES		





Rate Name	Double	Single
24 Hour Fully Inclusive (Accommodation, 3 meals, 2 teas & conference facilities)		
Midweek (Sunday to Thurs):	1950	2490
Weekend rates (Fri & Sat):	2100	2600
DAY CONFERENCE RATES		
FULL Day Conference	695	
Includes: Conference room, teas (am & pm) & Lunch		
HALF DAY Conference	615	
Includes: Conference Room, Teas (one) & Lunch. (08h00 to 13h30 or 13h00 to 18h00)		
ADDITIONAL CHARGES (For extra Conference Pax)		
Breakfast	260	per person
Lunch	180	per person
Dinner	295	per person

#### ADVERTISING & PROMOTION

The leisure market in South Africa is developing at a high pace. Our market analysis and the research we conducted has strengthened our belief that there is an ever increasing need for resorts with a true African feel - atmosphere whilst providing the international and local traveler with the modern comfort that he has become accustomed to in this day and age. It is exactly here that Hibon will make a difference.

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Reaching out to the various segments:

- Corporate guests
- Government agencies and departments
- Sporting organisations
- Travel agents
- Partners in the Cultural Village
- International organisations
- NGO's
- Mega churches
- General public
- Open house events i.e. market day.

#### EXHIBITIONS

- Participating in all local Tourism Exhibitions, Tourism Road Shows, and Tourism Expo in order to market the establishment within the local consumers.





- Participating in domestic promotion experience such as Short'left
- Sell our establishment to local consumers e.g. Government Departments, Corporate S.A. Churches, Labour Unions, Non Governmental Organizations (NGOs) Community Based organizations (CBOs), Faith Based Organizations (FBOs), Stockvels, Burial Societies and Individuals.
- Annual Durban Tourism Indaba where all tourism service providers globally display their products and enable us to form networking forums.
- Participating in International Exhibition e.g. International Trade in Berlin (ITB) annually in Feb, World Trade Market in London where we can display this new route and our establishments.
- Participating in the Africa Travel Association (ATA) 3 Major U.S Travel Expos e.g. New York Travel Expo, Adventures in Travel Expo outside Travel Expo and IATOS World Congress.

#### **MARKETING AND ADVERTISING PROPOSED MEDIA CAMPAIGN SUMMARY**

Below is a list that summarizes the proposed marketing and advertising media campaign.

- Web Design and Logo Design
- Company Profile
- Exhibitions Advertising
- Promotional
- Brochures
- Product Launch
- Electronic

