



2022

# Business Profile

KATHORUS OUTDOOR ADVENTURE CLUB PTY (LTD)

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**NAME OF COMPANY**

KATHORUS OUTDOOR ADVENTURE CLUB PTY (LTD)

**REGISTRATION NUMBER**

2019/115933/07

**TAX NUMBER**

9017245284

**B-BBEE CERTIFICATE NUMBER**

9346810258

**CSD SUPPLY NUMBER**

MAAA0770112

**VENDOR NUMBER**

KAT045

**NAME OF COMPANY OWNERS**

CLIFF HLAKE THABO MOTHOLO

**OFFICE ADDRESS & CONTACTS**

225 QHAMAKI STR, MONISE SECTION KATLEHONG 1431

✓ [+2784 999 1307](tel:+27849991307)

E [koaclifetime@gmail.com](mailto:koaclifetime@gmail.com)

f [Kathorus Outdoor Adventure Club](#)

 KATHORUS OUTDOOR ADVENTURE CLUB

*proudly South African - made in Ekurhuleni*

# COMPANY PROFILE

## ABOUT US:

Our company was established in 2016 by Mr. Thabo Motholo. What was once a tiny business built on limited funds and 10 bicycles to host hiking and cycling excursions grew, until in 2019, that is when we realised that we have established a gap in the industry and a need in the local community in relation to Travel and Tourism and have been able to fill that gap until now in 2023. He is also the current chairperson of a Local Tourism Association (LTA) called Kathorus Kgotso Tourism (KKT) that covers the Kathorus Sub-Region within the South Side of Ekurhuleni and has been holding the portfolio since 2019 till current.

## THE BUSINESS:

KATHORUS OUTDOOR ADVENTURE CLUB (KOAC) is providing individual and group travel to both leisure & Adventure clients. Services and products provided by KOAC include pre-arranged tours, custom packages according to client's specifications, travel consultation, and making reservations for lodging, backpacking, caravanning and camping amongst other related services. KATHORUS OUTDOOR ADVENTURE CLUB has differentiated itself by providing "Kasi Tours" in which it exposes the local treasures such as Ke-Ditselane Cultural Village, Nyoni Park, Bird Centuary, Suikerbosrand Nature Reserve, Reitvlei, and our historical excursions such a Palmietfontein, Thokoza Monument, Khumalo Street, Local Hostels and Easy-By-Night just to mention a few. The company incorporates local economic development in its township packages by means of inviting township SMME'S to showcase their work and talents to tourists who visit us in the greater Southern Ekurhuleni region and surroundings across.

## EXECUTIVE SUMMARY

### Managing Director

Name: Cliff Hlakae Thabo Motholo  
Role: Events manager, Marketing & Sales  
Experience: +10 years

### Operational Manager

Name: Asanda Dyariwe  
Role: Admin & finances  
Experience: +3 years

## OUR VALUES:

To apply honesty and transparency in all our dealings with clients, partners and suppliers.

The company intends to respect its community and treat all employees well, it also develops and nurtures its operations as a community.

## WHY KOAC?

Because it's your travel facilitator, we make it easier for our customers to travel by offering everything they need for a trip in one place.

**Excellence in fulfilling the promise:** We offer completely enjoyable, comfortable and informative travel excursions ensuring that travellers are thoroughly satisfied and appreciative at the end of their trip. We don't intend to sell what we will not offer.

**Timely response to customers' requests:** we are continually communicating with the client, including our outsourced suppliers such as Transport services, hotels and lodges so as to ensure that we are constantly available to the client and meeting their expectations.

**Solid and fruitful strategic alliances:** the importance of maintaining fruitful strategic alliances with various stakeholders, including hotels, lodges, and travel agencies, amongst others, so as to be assured of a constant flow of potential customers, fulfilling their needs at every opportunity.

#### **VISION STATEMENT:**

To be the most sought after travel, tourism & hospitality company providing services to all sectors of the business community and individuals. To utilise the expertise of highly experienced staff and sub-contractors in order to address the holistic travelling and tourism requirements for corporates. To give our clients an unforgettable lifetime experience.

#### **MISSION STATEMENT:**

Always be driven and passionate about servicing the travel, tour and hospitality needs of companies and individuals that we serve both in South Africa & abroad, through the commitment, integrity and dedication of our competent standards. In pursuit of enhancing our reputation, we pride ourselves in delivering value-added services whilst creating a paradigm shift with regards to travel, tourism and hospitality locally and internationally.

#### **OUR SERVICES:**

- **Hotel Reservation:** Our easy to use system will simplify your booking process and will allow you to quickly find what you're looking for through our full range of options.
- **Flights + Hotels:** By offering our customers a fluid experience dynamic package of a flight and a hotel put together, we give them the advantage of great discounts since packages have special rates for both hotels and flights.
- **Car Rental:** Actual car rental reservations for leisure and corporate clients with the best rates.
- **Cruises:** Together with our partners, we have found the best cruise deals with the lowest rates.
- **Adventure Activities:** We have an enormous variety of activities to choose from, such as half-day, full-day, over-day, overnight, and multi-day tours.
- **Customized & Self Tailored Tours:** You can create your programmed tour or choose one from our itinerary tour packages.
- **Vacation Packages:** Save monthly premiums and select one of the vacation deals that suits you best from family, honeymooners, adventure & wildlife, cultural vacations, and more.
- **Travel Guides:** We believe that a tour guide is one of the most important aspects of a tour. For those who do not merely wish to relax in a city, the guide will be the window to ancient history and current events.

- **Camping Festivals:** Our camp festivals provide a host of benefits both in body and mind. Benefits include relationship building, opportunities to learn and develop new skills, unplugging and getting away from the city, connecting with nature, stress reduction, and increasing physical fitness our camps also provide a sense of festivity, pool parties, braai's, games and more

## **CORPORATE TRAVEL:**

We act as travel consultants to plan with our corporate clients' money-saving well-organized travel program that will reduce costs and increase efficiency;

- Tailor travel itineraries, accessing corporate and conferencing facilities, to take advantage of group and corporate rates.
- Discuss the Travel Budget.
- Set the Employees' Travel Class.
- Make Hotel Reservations.
- Transportation.

## **SALES CHANNEL:**

📍 225 Qhamaki Street, Monise Section Katlehong 1431

✉ koaclifetime@gmail.com

📧 @Koac16

📧 @Koac16

🏠 Kathorus Outdoor Adventure Club - KOAC

☎ 084-999-1307

🌐 [www.kathorusoutdooadventureclub](http://www.kathorusoutdooadventureclub)

## **TARGET MARKET:**

Customers who will benefit from our services/ products and who we precisely target are

- Corporate / Business Clients.
- Ages from 18 to 50.
- Both Genders.
- Individuals
- Groups (Stokvel's, church groups, cooperate etc.)
- Couples
- Families
- & International Tourists

## **WHAT IS UNIQUE ABOUT US:**

- KOAC creates jobs.
- Majority of youth, women, informal businesses, students and local based residence are directly and sometimes indirectly benefit from KOAC.

- KOAC plans to focus mostly on the higher number of women and youth employment and empowerment, this is also depicted on our employment list.
- KOAC has launched an on-going campaign called #WeAreAble; this campaign aims at involving and including more participation of disabled people in the Travel, Tourism & Hospitality business and adventure activities both as employees and as clients.
- As part of our CSI, KOAC aims at partnering with relevant institutions, funders and sponsors to help address the improvement of creating more internship's, learnership's, apprenticeship, practical experiential programmes in the field of Travel, Tourism and hospitality managements

## Joint ventures/ Partners / References



**NAME** : GA-DIKOBO GUEST HOUSE  
**LOCATION** : VOSLOORUS – GAUTENG  
**SUPPLIES** : VENUE & ACCOMMODATION  
**SERVICE PROVIDING** : **SUB-DIVISION SHAREHOLDER**  
**CONTACT** : +2778 570 4220 (Rose Dikobo)



**NAME** : FMG GUEST HOUSE  
**LOCATION** : ZONKIZIWE - GAUTENG  
**SUPPLIES** : ACCOMMODATION  
**SERVICE PROVIDING** : **TRANSPORTATION**  
**CONTACT** : +2784 964 9464 (Leon)



**NAME** : ZEEKOEIFONTEIN CAMPING  
**LOCATION** : VAAL – GAUTENG  
**SUPPLIES** : VENUE & ACCOMMODATION  
**SERVICE PROVIDING** : **CAMPING & CARAVANING**  
**CONTACT** : +2782 801 0709 (Johann)



**NAME** : LIQUID LOUNGE  
**LOCATION** : VAAL - GAUTENG  
**SUPPLIES** : MARINE LIFE & ACCOMMODATION  
**SERVICE PROVIDING** : **BOAT CRUISING**  
**CONTACT** : +2783 664 3394 (Cherissa)



**NAME** : TLHOLEGO VILLAGE  
**LOCATION** : RUSTENBURG – NORTH WEST  
**SUPPLIES** : VENUE & ACCOMMODATION  
**SERVICE PROVIDING** : **HIKING, CAMPING & ACCOMMODATION**  
**CONTACT** : +2772 638 8580 (Paul)



**NAME** : OMSIZI SECURITY SOLUTIONS  
**LOCATION** : BOKSBURG - GAUTENG  
**SUPPLIES** : SECURITY  
**SERVICE PROVIDING** : **SECURITY & FIRST AID**  
**CONTACT** : +2767 871 1101 (Omsizi)

# Local Tourism Forum



**NAME** : GA-DIKOBO GUEST HOUSE  
**LOCATION** : VOSLOORUS – GAUTENG  
**SUPPLIES** : VENUE & ACCOMMODATION  
**SERVICE PROVIDING** : **SUB-DIVISION SHAREHOLDER**  
**CONTACT** : +2778 570 4220 (Rose Dikobo)

## Our divisions sub – logo’s



## Our services – badges



## Camping Department – badges

