Lowveld Extreme Adventures (Pty) Ltd

Innocentia Mbuyane

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About us

• Lowveld Extreme Adventures is a dynamic Adventure Tourism company owned by two young Entrepreneurs from local communities called Mahushu and Shabalala near Hazyview Town.

• It is situated between Sabie and Hazyview Towns on the R536 road just 18km from Perry’s Bridge Trading post. Very close to the most famous Kruger National Park and the Panorama Route

• While working at the Tourism company as a receptionist discovered a passion and decided to start my own company Lowveld Extreme Adventures with my colleague, we all had the same vision and decided to build our empire for our community and create Jobs.

• Not only creating job opportunities but also sharing our experiences with the young generation.
Innovation

- **Lowveld Extreme Adventures** was inspired by calls for creating black business for balancing the economic needs of our rainbow nation and desire by us as members to join the mass crusade for Africa renewal, and job creation through black economic empowerment programs.

- The Industry of Adventure Tourism and Eco Tourism has been previous predominated by whites and middle black class. This makes it very lucrative and conducive for black business growth.

- There is a high need for Young Black Women Entrepreneurs to tap into this industry.

- Current Source of Revenue - The company generate it’s revenue from the tourist and visitors to the centre and all its stakeholders which the directors pockets money and money received from families & friends.
What we offer / Our Services

- White Water Tubing
- River Rafting
- Paint Ball Game
- Teambuilding
- Hiking Trails

All this activities are accompanied by well trained and qualified adventure guides.
Safety gear is provided to our clients i.e life jackets, helmets & protective musk.
How do we Market the business?

- We print brochures and distribute them to all lodges and hotels in Hazyview, Graskok, Sabie, Pilgrim rest, White River, Nelspruit and Libraries.
- We are also a member of local business association KLCBT (Kruger Lowveld Chamber of Business Tourism)
- We also on Facebook, Twitter and Instagram. We have registered our company in some department of government database supplies.
- People can also find us on the Kruger National Park Map and Hazyview Map.
- Can also find us on SA Shotleft - Deals Mpumalanga
- We on Trip Advisor
- People can also book us online, www.adrenaline-hunters.com
- We have our own website, www.lowveldextremeadventure.co.za
Other support system we had

• We were also part of the Hiden Germ Pavilion - INDABA 2017
• We network with the local SMME’s since we met through the INDABA workshop, and we stated creating packages to attract more clients.
• Mpumalanga Tourism Parks & Agency is helping us with exhibitions and training programs for SMME’s. SEDA also give us technical support, Training Programms and Mentorship.
• We also entered the 2017 Lilizela Tourism Awards and we won the provincial - ETEYA and Visitors Experience under action and Adventure. We became the ETEYA First Runnup National.
Customer Service Measurement

- Lowveld Extreme Adventures ensures that the potential cliental (people with spending power and an interested in Adventure, Teambuilding, Friends getaways)

- Targeting 2000 - 3000 monthly.

- This customer service measurement is elaborated by a customer service database.
  - By using Social media platform i.e Facebook, Twitter, as well as website which enable us to measure the amount of people interested in our products/services.

- Example: November, December, March & April The was a high volume of visitors visiting the panorama area this is were we are located.
Future plans

Short - term plans

• Add equipment (Inflatable boats, abseiling equipment, quad bikes)

• In future we are willing to give back to my community by taking kids from our local school to a day tour once every year, just to let them explore the beautiful nature we are surrounded by.

• As for the Directors we don’t receive Salary yet but still investing on the business for future outcome.

Long - term plans

• Setup camping facilities (Tented Camp)
• Setup Canopy Tour structure
Funding and Investors

- The Company has not received any funds and we do not have an investor yet.
- All the equipment and material we are using was purchased by money we contributed from our own pockets, some of us took out money from our savings.
- Also, money we received from our previous clients we had to buy extra equipment's so that we can have more activities to offer on site.
- Our first Activity was Water Tubing and money accumulated from this activity was used to purchase paint ball equipment.
- We are planning on implementing more activities, such as Quad bike Safari with camping - because we have a farm which is about 62 hectares and along the Sabie River. This will attract more clients because we will have a quad trail with a picnic on the riverbank which is very beautiful.
Challenges facing the business

• Funding is the main challenge - because some of the financial institutions their requirement are impossible for us as SMME’s.

• We do not have our own car to transport our clients.

• When seeking access to the river sometimes farm owner they just deny giving access because our company is a black owned business.
Trip for Tubing with Bachelors & a couple from Limpopo  Date: 30/12/2016
A group from Germany they were staying at Royal Hotel Pilgrims Rest. 03/01/2017
Directors Profile

- Innocentia Mbuyane - Managing Director of Lowveld Extreme Adventures.

- Female Entrepreneur 29yrs of age matriculated in 2006, and went to FET College to further studies Nelspruit Campus, A Diploma Graduate in Business Management.

- Growing up living in a rural community called Mahushu Hazyview in Mpumalanga with no idea of what is Tourism? I was very excited when I got offered a job as a receptionist in one of the biggest tourism company in my home town.

- **OBJECTIVES:** I would like to be in a position I am able to influence and implement other people’s initiatives and developments, a position that will give me exposure to all if not most elements of any organization, thus attending experience that can benefit my business. And finding new opportunities.
Directors Profile

• Mandla Likhuleni - my business partner a qualified River Guide trained by White Water Training institute.

• And Rope Course with Rock ‘n Rope which qualifies him to do Abseiling and also have First Aid level 1 & 2.
Message to SMME’s

• Information seeking is the key, look out for opportunities

• Work hard it is tough, it’s painful, be prepared to loose do not be afraid it is a lesson.

• You must have a vision, know what you want and take courage.

• Never give up! Look where you come from, where you are now and think where you want to be, that will define your future.

• You know yourself better than anyone, Be proud.