

**I'M A
GEEPEE**

and this is my gauteng



SOWETO
Outdoor Adventures

The nerve centre of **SOWETO**
The only way to get the blood pumping

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About Us

- Soweto Outdoor Adventures is set in the heart of Soweto at the foot of Soweto's most iconic towers in Orlando. We offer outdoor activities least expected to be found in a township.
- Guided quad bike tours of Soweto
- Quad Biking
- Paintball
- Go-Karts
- Team building
- Camping
- Soweto Outdoor Adventures offers services for the local Sowetan, Ama GeePee, corporates and tourists



How it came about . . .



I was watching tv and a local PSL team had gone to fourways to quad bike . It dawned on me at that moment that Sowetans are always leaving Soweto to go and do activities elsewhere.

The research was done and the cents made sense and here i am.



The Shack office and Bike garage.

Then



The initial Fleet



1st customers Dec 3rd 2010



1st customers riding in the rain



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Leadership

- I have made it a point to be competent in every part of the business. This allows my staff to know that i am able at any given time to do what's required to get the job done.
- All staff is recruited based on a social fit and they have to spend a day as a trainee so we can evalute that they are the right fit.
- I take all my staff to other businesses that offer the same service and participate in activities as customers. This allows staff members to see how the job is meant to be done or not. Continuous training is offered especially in customer care.



Marketing

What's gets our phone ringing and keeps our doors open?

- Our website
- Social media sites
- Social media buying sites (discounted offerings mid month and sundays)
- Bombing on facebook (explain)
- Twitter (tweet even on a dry day saying how great it is at your business)
- Expo's
- Creating serious networks
- Inviting tourism press for the experience.



Marketing



facebook

twitter



COLLECTIVE
COW.COM



wicount
social buying: together we count!

GROUPON

Collective Buying Power

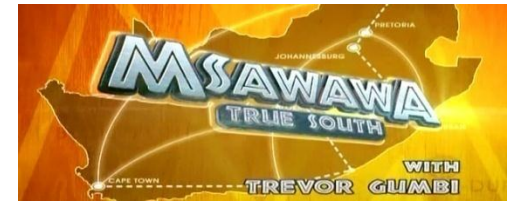


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Marketing (media that has covered us)



The Citizen
Sowetan
SATURDAY Star



Additional Marketing . . .

Great service = word of mouth

Un measurable but has a outstanding effects



Customer Service

- I ask my customers at booking stage for a brief that has Objectives of what they would like to achieve / experience in Soweto.
- At the end of the Day i always request a testimonial about their experience in Soweto.

The above allows me to know whether we have fulfilled our customers expectations or exceeded them.



The office a year later with 4 chill zones .

Now



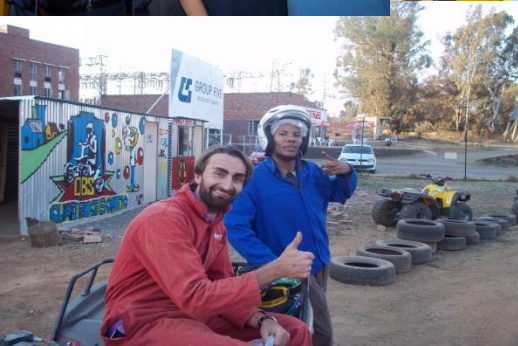
Nov 2011



The Customer Experience

Eating Magweya
(stuffed fat cakes)

Eating Kota's
(bunny chow)



Contact Person . . .

- **Soweto Outdoor Adventures**
 - **Contact Person: Kgomotso**
 - Cell: 072 692 8159
 - Email: kgomotso@sowetooutdooradventures.co.za
 - Web: www.sowetooutdooradventures.co.za

