



reservations@bushvalleysafaritours.com

P O Box 20629 ,

Maun ,Boseja

+267 71827956

+267 77587971

+267 73253765

ABOUT OUR COMPANY

Bushvalley Safari Tours is a mobile operating safari company with provides both individual, group and/or tailor-made or customized tours to places of interest as well as exposing the hidden secret of nature. Bushvalley Safari Tours base offices are located in Maun, Botswana, a setting well known as the median of tourism in Botswana.

THE MARKET

Our targeted market is the general public, which includes the public and private sector. Corporate booking is very essential for the business to survive. Therefore, our targeted market is as follows:

- Corporate Private (companies) sector of the economy,
- The public sector: Government agencies and parastatals,
- Civil Society organizations.
- Local and foreign NGOs
- Families,
- Social and professional organizations.

Should you be interested in this cooperation or may have any questions in this regard, please feel free to call us at (+267) 71827956/73253765, or email us



reservations@bushvalleysafaritours.com

P O Box 20629 ,

Maun ,Boseja

+267 71827956

+267 77587971

+267 73253765

Below is a brief summary about our company.

SERVICES

Bushvalley Safari Tours is a mobile tour operating company that intends to deliver leisure travel excursions to customers. Bushvalley intends to guide customers in selecting a trip(s) based on pre-defined vacation criteria. This analysis will be based on user profiles, set by the consumers, which include preferences such as:

- Game drivers
- Mokoro excursions (traditional dug-out canoe)
- Boat cruise in the delta
- Wilderness walks
- Cultural and heritage sites visit
- Bushmen exploration
- Camping
- Scenic flights
- Sport fishing

A traveler will hence be able to select areas of interest based on their preferences and subsequently identify destinations to visit. The intention is to provide customers with access to exclusive travel destinations, service to fully appreciate destinations through information packages, not just sight-seeing, and access to special interest travel according to the group's/individual's preferences.

3.1 Competitive Comparison

There are presently few competitors offering services similar to ours. However considering the pace of change and current growth rate of the tourism industry luring many companies into the sector, this may be short-lived. Hence there will be a need to not only firmly establish ourselves on the market, but also strongly differentiate



reservations@bushvalleysafaritours.com

P O Box 20629 ,

Maun ,Boseja

+267 71827956

+267 77587971

+267 73253765

Ourselves from these other businesses. However on a broader scale our competition comes in several forms:

1. The most significant competition is hotels and travel agencies offering travel excursions to their clients. They undertake this service in order to establish a competitive advantage over their competitors. However, instead of directly competing with them we intend to establish good working relationships in the form of strategic alliances such that we are able to offer the service for their clients and thus enabling them to concentrate on their core activities whilst ensuring customers are fully satisfied. Our key advantage in this regard will be our specialty of the service and hence wide knowledge ensuring customer satisfaction at all times as well as flexibility in providing the service.

2. Existing hotels, lodges, tour operators and travel agencies may identify the opportunity to diversify into our intended services utilizing their current client database. Naturally, existing clients will be inclined towards utilizing these familiar companies due to the fact that a good relationship may have already been nurtured over the years during their business dealings. This presents a potential challenge to us, as we need to aggressively market our services and expertise in the field.

3. Existing safari operators that mainly focus on the remote environs such as Maun and Kasane are at times able to compromise, offering excursions in and around Gaborone, though very rare. Hence we intend to focus on this market. An analysis of competition is provided in the Market Analysis section of this plan.

3.2 Service Description

Bushvalley intends to offer the service and knowledge a discerning leisure traveler seeks whilst on vacation, with the intention of seeing and appreciating the numerous sights in the area. Keeping in mind the comforts of a tourist, our fleet shall be very well



reservations@bushvalleysafaritours.com

P O Box 20629 ,

Maun ,Boseja

+267 71827956

+267 77587971

+267 73253765

Maintained and designed as per customer standard and expectations. However not wanting to limit ourselves we intend to be open to special hire by churches, organizations, groups, schools and sports teams, amongst other related groups.

The game reserves and lodges that we intend to be our main destinations are:

- Moremi Game Reserve
- Khwai Concession
- Okavango Delta
- Savuti/Chobe
- Central Kalahari Game Reserve
- Makgadikgadi Pans
- Nxai Pan

Below is a briefing of several places of interest and their various attractions.

1. MOREMI GAME RESERVE

Moremi Game Reserve is in northern Botswana, in the Okavango Delta, which becomes a lush animal habitat during seasonal floods. Dugout canoes are used to navigate past birdlife, hippos and crocodiles on waterways like the Xakanaxa Lagoon. On land, wildlife includes lions, leopards and rhinos. Safari camps are common, with several dotted around large Chief's Island and the forested Mopane Tongue Peninsula.

2. KHWAI CONCESSION

The Khwai Concession is a 1800km area which is situated in the northeastern Okavango next to the Moremi Game Reserve. It was formed by the local Khwai villagers and is managed by the Khwai Development Trust. The area used to be a hunting concession but is now actively managed as a conservation area. It is said to be part of Moremi Game Reserve, it is full of amazing and diverse wildlife, from antelopes to large cats.



reservations@bushvalleysafaritours.com

P O Box 20629 ,

Maun ,Boseja

+267 71827956

+267 77587971

+267 73253765

3.OKAVANGO DELTA

The Okavango Delta is a vast inland river delta in northern Botswana. It's known for its sprawling grassy plains, which flood seasonally, becoming a lush animal habitat. The Moremi Game Reserve occupies the east and central areas of the region. Here, dugout canoes are used to navigate past hippos, elephants and crocodiles. On dry land, wildlife includes lions, leopards, giraffes and rhinos.

4.CHOBE NATIONAL PARK & SAVUTI

Chobe National Park is Botswana's first national park, and also the most biologically diverse. Located in the north of the country, it is Botswana's third largest park, after Central Kalahari Game Reserve and Gemsbok National Park, and has one of the greatest concentrations of game in all of Africa. It is known for its renowned elephant population as well as its flag species, the Bateleur.

5.SAVUTI

Savuti is famous for its predators, especially its resident lion and spotted hyena populations. Only 38 kilometers northwest of Savuti and off the main tourist track lies Botswana's best kept secret: Linyanti and the western reaches of the Savuti Channel.

6.CENTRAL KALAHARI GAME RESERVE (CKGR)

The Central Kalahari Game Reserve covers a large section of central Botswana. Its harsh, sprawling terrain is dominated by grasslands, home to wildlife such as giraffes, cheetahs, hyenas and wild dogs. There are several fossilized river valleys, including Deception Valley and Passarge Valley, which offer basic campsites. Dirt tracks wind south through the reserve's remote landscapes to the Piper's Pan Area.



reservations@bushvalleysafaritours.com

P O Box 20629 ,

Maun ,Boseja

+267 71827956

+267 77587971

+267 73253765

7.MAKGADIKGADI PANS

The Makgadikgadi Pan (Botswana salt flats) (Tswana pronunciation), a salt pan situated in the middle of the dry savanna of north-eastern Botswana, is one of the largest salt flats in the world. The pan is all that remains of the formerly enormous Lake Makgadikgadi, which once covered an area larger than Switzerland, but dried up several thousand years ago. It is an amazing place, well known for its great population of flamingoes.

8.NXAI PAN

This landform is a major part of the Nxai Pan National Park, and is a seasonal home to large herds of zebra and wildebeest. In the rainy season between December and April the pan becomes grassy and attracts these animals in their tens of thousands, along with smaller numbers of gemsbok, eland and red hartebeest.

Integrating the above places of interest into our tours we intend to be offering the following tours:

1. "The Essence: Past & Present" - City & Cultural Tour: This will be a combination of the cultural tour and city center excursion. This will be marketed as a "total package" enabling tourists with very little time to appreciate the Botswana lifestyle, both in the present and past. This tour will invariably take the whole day and cover approximately 250 kilometers. The tour package will include the information folder, guided tour, refreshments and a picnic lunch. The destination is Dque Qare, a place known for great uplift of the Sesarwa culture.

At a large scale research demonstrates that tourism is undergoing a rapid growth of unsurpassed nature. Generally there is a trend towards shorter stays but increased visits, as individuals strive to experience as many cultures as possible, including seeing as many attractions as possible. Increasingly Botswana is being marketed as "one of the



efrogroup975@gmail.com

P O Box 20629 ,

Maun ,Boseja

+267 71827956

+267 77587971

+267 73253765

few places in Africa where game sanctuaries have remained completely unspoiled. A destination that unlocks the mystery of nature - an oasis in a wilderness which is an ideal escape for nature lovers. Very little of this fascinating country has seen human habitation - this is true Africa in all her remoteness and authenticity." With such marketing in place the number of tourists entering the country is bound to increase, presenting a larger potential market for ourselves. This potential market is what we seek to tap.



efrogroup975@gmail.com

P O Box 20629 ,

Maun ,Boseja

+267 71827956

+267 77587971

+267 73253765
