

KHANYISILE CO.



COMPANY
PROFILE

WHO WE ARE

Khanyisile Co is a business development & advertising agency with two years of experience within the tourism community development industry. We provide customised services for all our clients, with a main focus in increasing their value and having them compete significantly within the global market.

With much needed experience and compassion for helping people discover their true self-worth, we also provide secretarial services for regional and non-regional organizations alike. We realised that tourism, being the second highest employer in the country after manufacturing and diamond production, we had to make sure that our consultancy provides 4th industrial revolution (4IR) operational methods for all our clients.

We create a simple formula for delivering excellent customer service through data collection, extensive report writing, market research as well as monitoring and evaluation for impact driven strategy development: which has become, not one, but the most important part of our business strategy development program for small & medium enterprises and tourism community based products.

We are a team of four experts/ consultants that specialize in branding, marketing, secretarial services, web development and most importantly online accounting. All our consultants have more than 5 years experience in their respective fields, and are passionate about applying effective service delivery methods.

OUR CLIENTS

Lodges
Campsites
Nature Reserves
Commercial Farms
Bed & Breakfast

Guest Houses
Basket Weavers
Pottery & Beadwork
Manufacturing
Community Cooperatives

Our management consultancy, corporate identity & event services are for individuals, sme's & corporate accounts as per request. They are not industry specific as our focus is based on tourism community products and services.



OUR SERVICES

Agro Tourism
Management Services
Event Management
Financial Advisory
Community Tourism
Quality Assessment
Web Development
Secretarial Services
Market Research & Analysis
Branding & Corporate Identity
Marketing Strategy Development
Business Development Consultancy

COMMUNICATION PLATFORMS

Small & medium enterprises mostly process their reports manually. This is because they don't have the basic knowledge of systems that cover their accounting, administration and marketing. Cooperatives may similarly have a lot of contracts but rarely know how to manage these contracts for them to work to their advantage. Some have multiple social media pages and can barely manage them. We provide our clients with such systems to make it easier for our clients to achieve their set objectives, generate monthly reports and manage their contacts wisely and efficiently. These services are offered for no less than 6 months contracts to improve business development.

FINANCIAL ADVISORY

Financials can be well presented but then badly managed, which can in turn bring a company to its knees or a project to a complete stop. Administration is as equally important as front desk overhaul. This is why we offer tax audits and submission of annual returns using IFSC methods and systems. Making sure that five (5) year projections and business plans with an effective repayment plan are produced for all our customers. This also applies to already existing tourism and manufacturing projects funded by CEDA, NDB or any other bank.

AGRO TOURISM

Today's tourism industry is slowly recovering from Covid-19 and country policies are changing more or the country to turn into self-sufficiency. Having a lot of unutilised land does not make it any easier but we have turned agro tourism into a product that will not only produce food for the country but have the same land become recreational for the average /typical Motswana who would like to travel and explore parts of their own country. We have developed a step-by-step land transformation project that will inspire the salaried individual to rather develop a ploughing field with their dream farmhouse, than take a mortgage for the same rate.

CORPORATE IDENTITY

For every brand that has a marketing strategy there has to be a branding manual in place. An approved corporate identity! This is a guide for how the brand should be presented to a chosen target audience. This includes car branding, website layout, business cards, press cards, corporate wear, social media page design and layout as well as any other items meant to carry the brand. All these have to be relatively similar, thus, making the brand easily identifiable and relatable to the consumer or customer.





MARKETING STRATEGY

Every business needs a marketing strategy, whether it has been in operation for 12 months or 10 years. We as Khanyisile Co custom make strategies that take into consideration all factors, including our client's budget as well as 3-year projections on already existing company financials. When the marketing representative within the company has a roadmap on how to protect the brand, it makes it simpler for them to focus on business development. The results of the marketing plan can be immediate provided that relevant and appropriate systems are put in place and on time.

EVENT MANAGEMENT

Events planning and organisation can be a fairly challenging and tedious job, that needs someone who is meticulous and detail oriented, this too is our forte. We organise branding for events, deco, set up and sound, deliver merchandise for guests and train all event ushers on how to meticulously present the brand to the guests. Rapporteur and MC Services are readily available upon clients' request

SECRETARIAL SERVICES

Every business has to comply with national and international laws that govern business development as well as NGO funding. This aids operations and increases market access within industries and sectors that are of high revenue. With this in place, return on investment is guaranteed and business expansion can become regional looking at satisfactory market analysis. We register companies, through CIPA, BURS, PPADB, various procurement systems, The Registrar of Societies and any other relevant international organizations.

QUALITY ASSESSMENT

Some of us have been victims of unfortunate and unsatisfactory service, or purchased product that did not meet the required standards. We help our clients get the required certification for their products and services, as well as grading for their establishments. We believe that these were put in place by our government to protect our trade rather than harm our business revenue.

OUR COMPLIANCE

REGISTERED OFFICE ADDRESS
CERTIFICATE OF INCORPORATION
COMPANY EXTRACT
BURS TAX CLEARANCE
REGISTERED COMPANY BANK ACCOUNT

AGENT TRADE LICENSE
PPADB CODES
EDD CERTIFICATE
ABCB CERTIFICATE
4.0 INDUSTRY CERTIFICATE

WE MAKE SURE WE QUALIFY FOR EVERY SERVICE WE PROVIDE AND MEET GOVERNMENT REGULATIONS
FOR A WOMAN, YOUTH OWNED COMPANY BASED IN GABORONE, BOTSWANA.



KHANYISILE CO.

AGRICULTURAL, TOURISM & COMMUNITY DEVELOPMENT PROJECTS

2018-2020

