

Proposal for
The Grand Park Amusement
Ranch

By

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THE GRAND PARK AMUSEMENT RANCH

Executive Summary

- The Grand Park will be an amusement park and a home away from home for outdoor enthusiasts, the park will be created with the intention of giving all prospective customers an experience above Welkom's expectations.
- The Grand Park will be suitable for a fun filled family day out or as the perfect place to build team spirit or throw an adventurous function out in the wilderness.
- The Grand Park brings together all the fun of outdoors activities into one unforgettable experience.
- With this park we aim to give each and every one of our customers an experience that is worth a thousand memories.
- This Park will most importantly bring back the glory of Goldfields as it will serve as a source of job creation and more importantly a tourist attraction site.
- So whether you've just arrived or booking for your next party, team building or outing! Come join us for a day.
- Entertainment beginning with kids and adults go-karts, maybe you decide paintball or target shooting is more your challenge, Grand Park amusement ranch has them all.

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The Business Model

- The Grand Park Amusement Park will adopt the business for long term sustainable growth. To attain sustainable growth we will sign up a controllable number of clients and/ or local supermarkets to hold their annual indirect compensation benefits at the ranch.
- These indirect compensation benefits may come in the form of team building retreats, annual closing party or just weekend giveaways.
- In order for this project to succeed, a lot of sweat equity will be required with little to no revenue stream for the first year.
- For many businesses this is quite difficult to swallow but for us it helps that these realistic expectations have been established up front, and will not be an unwelcome future surprise.

Additionally, the investors (friends and family) are aware of these parameters we are putting forth. It will take a lot of work to pull this off, but with reasonable expectation up front and a well determined team, will succeed and exceed all expectations.

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General Company Description

- The Grand Park will be in the business of creating the best outdoor experience at the lowest possible price, what we aim for is delivering value for money.
- The activities at the heart of the park include horseback riding, quad bikes, go-karts and action archery to name a few.

Park Mission

- To create a simulated environment that will serve as getaway destination for Free State citizens and in the near future, South Africa.
- To build long lasting relationships with the community in which the park will be located
- To offer great getaway experience at low and reasonable prices.

Park Vision

- To reinvent and redefine the tourism status of Goldfields, Matjhabeng, Welkom and Free State at large.
- Our vision is also to bring together each and every person under one banner, which is the thrill of a perfect outdoor experience
- We intend on being one if not the top rated Outdoor ranch in the entire Free State within the first four years of operations
- We intend on being on the forefront of job creation in Matjhabeng and Welkom at large.

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Business Philosophy

- The creation of an unparalleled outdoors experience at affordable costs thus providing values for our customers money
- Bringing adventure activities, not traditionally expected in a once-township, to this thriving community.

<u>Goals</u>	<u>Objectives</u>
<ul style="list-style-type: none">• To establish a thriving relationship with our customers.	<ul style="list-style-type: none">• Approach potential customers collectively at their places of employment.
<ul style="list-style-type: none">• Acquire a minimum of 15 go-Karts, 20 quad bikes and breed up to 15 horses within the first three years of operations.	<ul style="list-style-type: none">• Break even on the first eighteen months of operations.
<ul style="list-style-type: none">• To open a branch that will serve as a base of operations.	<ul style="list-style-type: none">• Generate maximum coverage within the first twenty four (24) months of operations
<ul style="list-style-type: none">• To become a household name	<ul style="list-style-type: none">• Increase the amount of individuals participating in outdoor activities.
<ul style="list-style-type: none">• To use the ranch as a source of Edutainment for young and old people in and out of Welkom.	<ul style="list-style-type: none">• Establishing a thriving business at the heart of Free State.
<ul style="list-style-type: none">• Overcome the first five years of operations.	<ul style="list-style-type: none">• Attain sustainable growth.

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Products and Services combos

- Paintball +Quad Bike
- Paintball+ Quad Bike+ Rock Climbing
- Braai (Lunch) + Paintball+ Quad Bike+ Rock Climbing

Go-karting Combos

- Go Kart + Paintball
- Go Kart + Paintball+ Rock Climbing
- Braai (Lunch) + Go Kart+ Paintball+ Rock Climbing
- Braai (Lunch) + Go Kart+ Paintball+ Quad Bike+ Rock Climbing

Horseback riding and Target Shooting

Activities (per person)

- 10 Balls and horse ride
- 20 Balls and horse ride
- 30 Balls and horse ride
- 50 Balls and horse ride

In the midst of our wide range of activities, we will also provide a space for:

- Event hosting
- Team building facility
- Party venue

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Marketing and Promotion Plan

We intend on integrating the fast and easy access of Social Media Marketing with the reliability of print media.

Therefore our marketing efforts will be broken down into two broad categories.

Primary Marketing Plan and Actions

- The ranch will be extensively marketed by means of social media applications as well as a live Vlog to capture every moment as it takes place. The aim behind the use of internet related applications is to create mass coverage and internet traffic.
- To achieve the much needed coverage we will follow a simple e-Marketing technique that allows to achieve maximum Internet coverage,
- This technique works in this way:
We will run an advertisement once every four hours on six (6) different platforms including our very own website.
The other platforms include Facebook, Twitter, Instagram, YouTube Blog/Vlog and Pinterest.
 - This will ensure that an advertisement about the ranch will be displayed evenly across six platforms 36 times a day.
 - This number will increase to 252 times a week.
 - That number will also increase to 1008 times a week.
 - And with that trajectory we will hit 12096 content sightings a year.

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Secondary Marketing Plan

The second phase of our marketing plan involves an intricate use of local radio, traditional print media and word-of-mouth to generate the much needed hype about The Grand Park Amusement Ranch.

To achieve this we will:

- Visit local radio stations, Gold FM and The Rock FM, to inform the community at large about the products and services that will be on offer.
- Put up advertisements in the local newspaper, The Vista
- Put up advertisements in the provincial newspaper, Dumelang
- Put up advertisements in the local magazine , Enthooz Magazine

Our competitive edge will come from:

Our ability to provide customers with a premium amusement and edutainment experience.

Charge a premium price but not exceed what the market can bear.

We will push to obtain all appropriate and required licensing and certifications.

The thorough pre-hire background screenings that will be performed on all individuals before hired for employment

Customer Segmentation

- Outdoor enthusiasts,
- Anyone from 13years old upwards,
- We will approach various business entities to host their team buildings at the ranch.
- We will approach various mining companies to host there retreats and fun days at ranch.

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Start-up requirements

- 300 - 700 square-metres of land,
- Go-karts,
- Quad bikes,
- Fuel,
- Paintball guns,
- Bows and arrows,
- Adequate licensing and certificates,

Operations layout

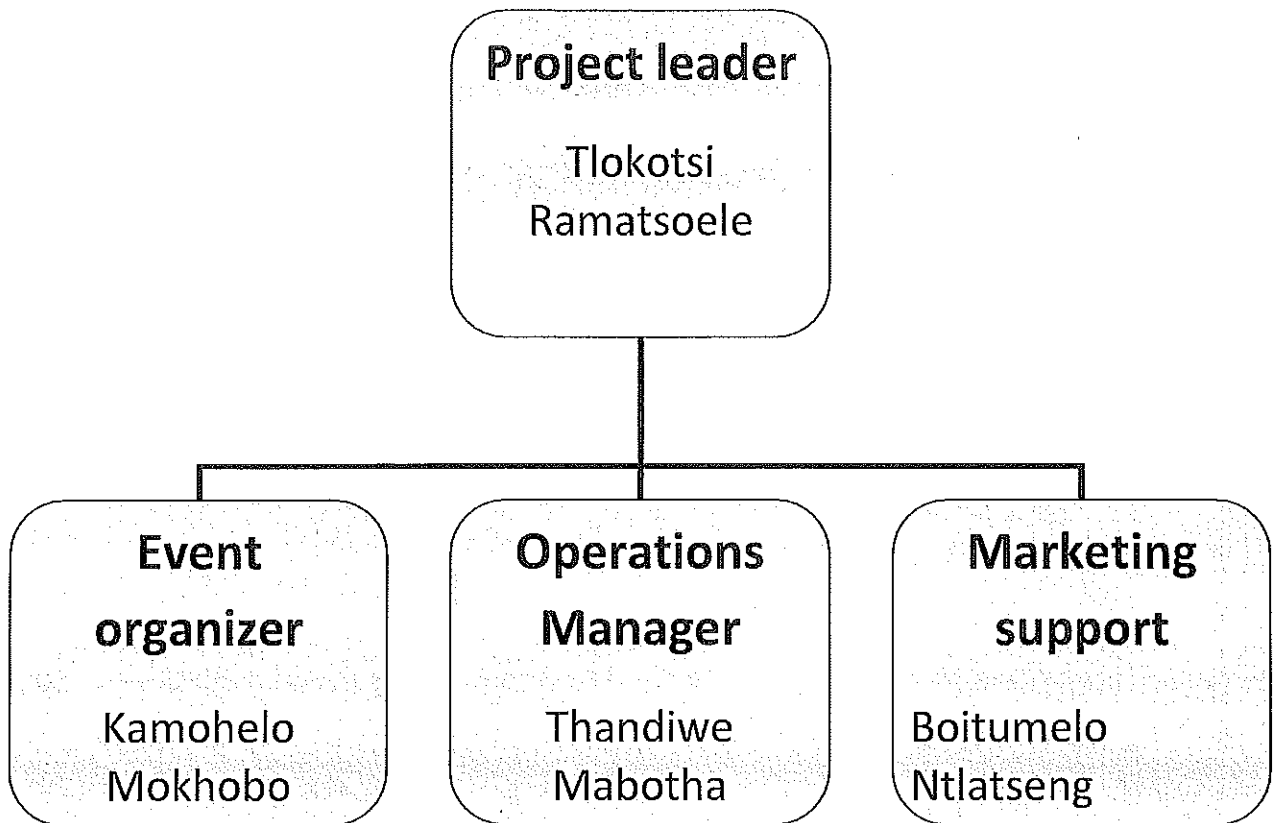
- We will have a total of six mechanics to oversee the maintenance of the go-karts.
- An extra amount of 10 employees will be needed to help facilitate the everyday running and supervising of the activities that will take place at the ranch
- Two for overseeing the quad biking activities
- One for overseeing the target shooting activities
- Three to oversee the go-karting activities
- Two for overseeing the horseback riding activities
- Two to oversee the paintball shooting range
- A total of 16 employees will be needed at the start of operations.

Management Structure

The project will be led and run by Tlokotsi Ramatsoele

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Management structure



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Equipment and Lease Plan

We will draw up a lease contract and a stakeholder's contract which will be used in the acquisition or sponsorship of the much needed equipment.

We will offer a manufacture or supplier of outdoor go karts and quad bikes a certain percentage of revenues as payment and return on investment.

We will approach Extreme Toys, in particular, for a possible lease-like agreement in which Extreme Toys will provide us with quad bikes and/or go karts in return for a recursive monthly payment or quarterly payment for the quad bikes and go karts.

We will approach local livestock and horse breeders about offering them space on our ranch to keep their horses, which in turn will be used for the animal related activities.

Our agreement, with livestock and horse breeders, will state the shared responsibilities that will take place in the safe keeping, health, feeding and maintenance of these animals.

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Letting and Hiring

The contents of our lease contracts will include:

1) Parties

1.1) The Parties to this agreement are: 1.1.1)

_____ (Lessor's full name) (herein after known as the "Lessor"); and 1.1.2)

_____ (Lessee's full names)(herein after known as the "Lessee"

2) Definitions and Interpretations

2.1) These terms have the following meanings assigned to them:

2.1.1) Building/s: the house and outbuildings, if any, on the Property.

2.1.2)Days: business days which are calculated by excluding the first day, public holiday, Saturday, and Sunday.

2.1.3) Lease Period: the duration of this agreement per clause 4.1.

2.1.4) Lessor's Equipment: fixtures and fittings on the Building/s; and the appliances, equipment, accessories, tools, and other items belonging to the Lessor listed on an annexure to this agreement, if any.

2.1.5) Month: a calendar Month (January to December), and starting on the first day of every Month.

2.1.6)Property: described

as _____

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_____ which includes the Building/s and Lessor's Equipment, if any.

2.1.7) Rates: charges relating to the equipment belonging to the lessor.

2.1.8) Rent: the amount the Lessee must pay to the Lessor for the lease of any and all equipment.

2.1.9) Year: a period of 12 consecutive Months starting on the date on which this agreement comes into operation.

2.1.10) References to notices, statements and other forms of communication from the Lessor include those from the Lessor's agent

2)

2.2) When words and figures conflict, the words must prevail.

2.3) The words "shall", "must" and "will" in this agreement are mandatory obligations.

2.4) One gender includes the other gender.

2.5) The singular includes the plural and vice versa.

2.6) The headings of the clauses in this agreement are for convenience and reference only; and shall not be used in the interpretation, modification or amplification of the terms of this agreement.

3) Lease Agreement

3.1) The Lessor leases his Property to the Lessee on the terms and conditions of this agreement.

3.2) The Lessee, for the Lease Period, has the right to use and enjoy the Property as agreed.

4) Duration

4.1) This agreement will commence on _____
(Date) and will continue for _____ (number of year/s)
year/s and _____ (number of months) months.

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5) Rent 5.1 The Rent will be: 5.1.1 R_____ (value)
_____ (words) for each Month of the first
Year of the Lease Period; and

5.2) An increase in Rent requires the Lessor to give the Lessee 60 Days written notice of the increase - which will take effect 60 days after the Lessee receives the notice.

5.3) The Lessee shall pay the Rent Monthly in advance, on or before the first day of every Month.

6.) Payments

6.1) All payments due by the Lessee to the Lessor under this agreement will be made electronically into the Lessor's bank account.

6.2) The Lessor shall furnish the Lessee with a written receipt for all payments made by the Lessee.

6.3) The Lessee will not withhold, defer, set-off, or make any deduction from a payment he owes the Lessor.

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Below is a brief depiction of what we hope to achieve with this particular project.

