



At **African Outdoor Group** we supply and facilitate Leisure Lifestyle products and services to every conceivable industry.

Our range of products and services is extremely diverse, yet primarily focused on

- Corporate Events
- Aviation Marketing
- National Roadshows
- Media Relations Management
- Product Launches & Promotions
- Training: Driver, Technical, Product & Sales Process

This sets us in a class of our own; we offer a **totally-integrated solution**, drawing on a variety of diverse industries such as the Automotive, Aviation, Recreational, Adventure, Outdoor and Leisure.

In this way, we are a one-stop Leisure Lifestyle provider **where the sky is the limit!**

We are passionate about making every experience memorable.

To this end, we combine **constant innovation** with **creativity, technical know-how**, attention to detail and years of **experience** to ensure that your African Outdoor experience is one of learning, team-work, knowledge-sharing, fun and, ultimately, **enrichment**.

Differentiators

What sets us apart in the Leisure Lifestyle industry, first and foremost, is our passion for customers and our attention to detail ,this all in a ;

- **superb venue**, located in the foothills of the Magaliesberg, just 45 minutes' drive from the hustle and bustle of Sandton and Pretoria.
- Set against the backdrop of the Hartebeespoort Dam, the Lifestyle Centre at De Rust offers Conference Facilities to up to 90 delegates, as well as our Country Restaurant , bar and outdoor boma ; Accommodation and Fun catering to your every conceivable need.
- The homely environment, the warmth and genuine hospitality are exemplified in the architecture portraying the rustic simplicity of the traditional South African farmstead.
- Another differentiator is our unique Four-phased approach to catering for the customer's every need.
- The product and service range we offer is exceptionally wide and sets us in a class of our own – we offer you the client a totally-integrated solution, we are truly your one-stop Leisure Lifestyle service provider **where the sky is literally the limit!**

Value-add

We are passionate about making every experience memorable.

To this end, we combine **constant innovation** with **creativity**, **technical know-how** and years of **experience** to ensure that your African Outdoor encounter is one of learning, team-work, knowledge-sharing and, ultimately, **enrichment**.

Our Process

At African Outdoor Group we fully understand that the needs of each and every client (as well as their goals and objectives, their limitations and the nature of their product or service) are just as unique as their own, distinctive corporate culture.

All of these factors, we realize, constitute a specific Leisure Lifestyle or Marketing/Promotion requirement.

Every client is unique and, to ensure **service excellence**, we determine their **exact need** before embarking on a plan of action.

The Four-phased Approach

To this end, we follow a simple yet very effective Four-phased Approach designed to facilitate as much client participation as possible.

We regard our **Clients as our Friends** and every one of these friendships starts with a thorough needs-assessment, followed by step-by-step **Collaboration and Implementation**.

During the Four-phased Approach, we

- Listen;
- Think;
- Propose and, finally,
- Organize.

We Listen during our first encounter with the client to establish the objectives of the meeting – we Listen to ensure that we understand the client's need as clearly as they do themselves. Only then, when we have gathered all the facts, preferences and prerequisites, do we implement Phase Two.

We Think before we make our proposal. Our Production and Design Departments join forces to customize the solution to the client's exact needs, be they a Product Launch or an Accredited Course in Vehicle Recovery.

During this phase we **add value** by ensuring that the solution does not only meet the client's needs, but also rewards, motivates and inspires their employees.

We Propose the solution most suited to the client's needs. Our Design Department drafts a proposal specifying every detail of the event. Only once we have the client's approval, do we move

on to Phase Four.

We Organize every detail of the event in exact accordance to the client's dictates. This includes services such as venue hire, the appointment of personnel, the acquisition of specialized equipment and material when necessary, as well as transport.

Contact Us

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