

# **KAMAU GROUP PTY LTD**

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1. **EXECUTIVE SUMMARY**

Kamau Group Pty, located in Ha Ramabanta the scenic foothills of Thaba Putsoa Range in Lesotho, is a pioneering start up bridging agriculture with immersive astro tourism. We offer eco-friendly farm stays, organic farm-to-table dining, and guided star gazing experiences in one of Africa’s lowest light pollution areas. By merging traditional Basotho farming with high value tourism, we empower local communities and provide unique, sustainable experience to travelers.
2. **MISSION AND VISION**

Our mission is to foster a deep appreciation for agriculture and the night sky while fostering sustainable development in rural Lesotho. We aim to become the premier eco-conscious destination in the region, offering unforgettable educational, and tranquil experiences.
3. **COMPANY OVERVIEW**

Kamau Group Pty Ltd was founded with the goal of revolutionizing local tourism and food sourcing by offering a direct-to-business organic supply chain. Our vision is to become the leading sustainable farm provider for boutique hotels, restaurants, and luxury resorts nationwide. By partnering with high-end hospitality establishments, we aim to create a seamless farm-to-table experience that benefits both businesses and consumers.
4. **MARKET OPPORTUNITY**

Lesotho’s natural beauty, rich fauna, and pristine, high-altitude skies offer a unique, untapped market for eco-conscious tourism. By utilizing underutilized rural resources and implementing and improving the FAO approved “Machobane System”, we address the growing global demand for, and interest in, authentic rural education, and immersive agricultural experiences. Lesotho is the only nation entirely above 1000 meters above sea level, high altitude and exceptionally low in light pollution, meaning clear dark skies. Leveraging the nearby South African astro-tourism strategy, which is formalizing dark sky tourism and training, Lesotho can create cross border, star driven itineraries, leveraging the growing emphasis on eco-conscious tour experiences.

5.

## **PRODUCTS & SERVICES**

Offerings include:

- Stargazing Tours & Interpretations: Guided sessions (often by experts) explaining constellation, planets, and celestial mythology.
- Cultural Storytelling & Folklore: guides interpret the cosmos through the broader Southern African Mythology, explaining the cultural significance of the Universe.
- Educational Programming: Specialized talks on topics like light pollution, astronomy and the cultural significance of the celestial sphere.
- Night Time Ecological Walks: Combining stargazing with nocturnal nature.
- Special Event Viewing: Specialized, organized viewing trips for eclipses, meteor showers, or comets.
- Astro-Stays: Eco-friendly accommodation with clear, unobstructed views of the night sky.
- Farm-to-Table Experience: Organic meals highlighting local produce and traditional Basotho cuisine.
- Educational Workshops: Guided tours on sustainable farming practices, animal husbandry and cultural heritage.
- Custom farming solutions: tailored crop production based on hotel and restaurant menu needs.
- Sustainable packaging: 100% compostable and eco-friendly packaging solutions for delivered goods.
- On-site consulting: assisting hospitality businesses in developing their own in-house herb gardens and sustainability programs.
- Farm tours & educational workshops: partnering with resorts to offer immersive sustainability experiences to guests.

6. **COMPANY  
STRUCTURE**

Kamau Group Pty Ltd is a privately held company, founded by Motsoane Seleke; an Architectural Technologist, Amateur Astronomer and Farmer and Entrepreneur, together with Rethabile Jobo; an Accounting Technician who is currently studying as an Occupation Health and Safety Officer, both of them are sustainability advocates.



**MOTSOANE MARK  
SELEKE**

**RETHABILE COLIN  
JOBBO**

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DIRECTOR

DIRECTOR

7 **OPERATIONAL PLAN**

To meet demand and ensure a steady supply of premium organic produce, Sunken Valley Farm will:

1. Location: Our farm will be located in a rural area with minimal light pollution, optimal for stargazing. The site will be developed with eco-friendly infrastructures and accommodations.
2. Cultivation: Focus on organic farming practices to produce fruits, vegetables, and other food products.
3. Supply Chain: Establish a direct supply line with local restaurants, markets and participating stakeholders in tourism.
4. Develop strategic partnerships with logistics providers to optimize delivery efficiency.
5. Hire key personnel specializing in farm management, astronomy and hospitality partnerships.

8. **MARKETING & SALES STRATEGY**

- Direct B2B outreach: targeting high-end hotels, resorts, and restaurants to secure long-term contracts.
- Sustainability branding: emphasizing our zero-waste commitment and premium organic quality.
- Partnership development: collaborating with education institutions, cultural groups and eco-conscious hospitality brands to enhance visibility.
- Digital marketing: leveraging SEO, content marketing, and social media to build brand awareness.

9. **COMPETITIVE ADVANTAGE**

Kamau Group Pty Ltd specializes on a premium organic product with a strong commitment to sustainability. Our zero-waste farming methods and local sourcing strategy set us apart from competitors, ensuring that hospitality businesses receive the freshest ingredients with minimal environmental impact. By offering tailored farming solutions and exclusive partnerships, we provide a fully customizable farm-to-table experience. By transforming pristine, dark night skies into a unique, sustainable and educational tourism product, we boost rural economies and promote cultural identity.

## 10. FUNDING NEEDED

<p><b>CHF477.6</b></p>	<p>Based on the 2025/2026 agricultural cost estimation in the region, planting a 1-hectare (roughly 2.5 acres) field using the traditional Machobane System in Lesotho- primarily involving oxen-drawn ploughing, manual sowing, and basic inputs- is likely to cost between M5,000 and M 9,000 Maloti. This estimate covers land preparation (ploughing/harrowing), seeds, basic fertilizers or cow dung as alternative, and manual labor. 1-hectare costs are based on the local tractor/oxen rate of M500 per acre, converted to hectares and adjusted for traditional methods.</p> <p>Oxen Ploughing M2,500 – M3,500, approximately M500 – M700+ per acre.  Seed (approx. 10-25kg): M1,500 – M4,000  Fertilizer (Minimum requirement): M1,600 – M2000  Labor (Planting, weeding) M500 – M1000  TOTAL ESTIMATE M5,000 – M9,000</p> <p>Oxen vs Tractor: While tractor services are available, traditional oxen-drawn ploughing, may be cheaper but more labor intensive. Many traditional farmers in Lesotho use the Machobane Farming System which relies on intercropping (e.g. maize, beans, sorghum) to maximize returns without heavy input costs. Fertilize remains the largest input cost, sometimes accounting for over 30% of total expenses. A significant portion of “cost” in traditional farming is often non-cash, representing family labor. If hiring labor for planting and weeding, costs will be higher. Prices vary significantly based on the district (highland or lowland)</p>
<p><b>CHF 18,526.50</b></p>	<p><b>Building 5 Low-Cost Rustic Cabins</b></p> <p>Assuming small basic, 1 bedroom design (approx. 20-30m<sup>2</sup>) using local material- could cost between M350,000 and M750,000+ total for all five, depending on material, labor and site conditions. Cost ranges from roughly M3,500 to M5,000 per m<sup>2</sup></p> <p>Each cabin focusing on local stone, thatch or corrugated iron, and rammed earth. Key drivers being transportation of materials to remote areas, labor rates, and foundation work.</p>
<p><b>CHF 683.43</b></p>	<p><b>Kitchen Set Up</b></p> <p>Setting up a basic, functional travelers’ kitchen in rural Lesotho generally requires a budget of M5,000 – M15,000(Maloti/ZAR) for equipment and modest infrastructure, excluding the cost of a building structure. In rural areas, the focus should be on durable, off grid or low electricity solutions, such as gas stoves and robust, easy to clean storage.</p>

Here is a breakdown of estimated costs based on local, recent pricings in Lesotho (Maseru/Mafeteng area)

1. Key equipment & appliances (approx. M2,500 – M7,000)
  - Gas stoves: essential for rural high-altitude locations.
  - 4 burner gas stove + oven: M4,250
  - 2 Burner boiling table: M1,725
  - 4 plate boiling table: M2,750
  - Small/medium fridge: (approx.) M2,500-M4,000+
  - Stainless Steel Kitchen Sink M1,900 – M2,100
  - Basic shelving/drying rack: - M500 +
2. Kitchen Units/Bases
  - Kitchen base 2 doors/2drawer M1,500-M1,800
  - Full kitchen unit set: M3,500 – M3,700
  - Wall kitchen cabinet: M6,000 – M8,500
3. Summary
  - 4 burner gas stove M4,000
  - Large fridge – M3,500
  - 2 x kitchen base cabinets M3,000
  - Cooking pots set/utensils – M1,200
  - Sink and Basic Counter M2,000
  - Table & Chairs M800
  - Total: M14,500

**CHF  
810.00**

Astronomy Equipment (Telescope and Binoculars)  
M8000 – M16,000

TOTAL

**CHF 20,497.53**

## 11. **RISK ASSESSMENT**

Potential challenges and mitigation strategies:

- Environmental & Agricultural Hazards: Erratic weather patterns, droughts and severe environmental degradation pose high risk to agricultural production, which is the foundation of agritourism.
- Infrastructure & Technical Challenges: Limited access to modern, specialized technology for both farming and astronomy (star gazing equipment) hinders growth.
- Economic & Social Factors: low-income levels, limited financial capital, and reliance on international, rather than domestic, visitors (with 93.6% of tourists from neighboring countries) make the sector vulnerable, especially during crises like COVID-19
- Supply chain disruptions: establish multiple sourcing points and backup suppliers.
- Market competition: focus on differentiation through sustainability and premium quality.
- Operational scalability: gradual expansion with controlled scaling to prevent overextension.
- Strategic Marketing: Shifting focus towards promoting local tourism to buffer against international travel restrictions.

12. **EXIT STRATEGY**

Long-term goals include:

- Expanding nationwide through franchise partnerships.
- Exploring acquisition opportunities with major hospitality brands.
- Potential IPO or equity-based investment to scale operations globally.

13. **MILESTONES & ROADMAP**

<b>JAN 2026:</b>	Registration of Company and purchase of 4 Laser Star Pointers Acquisition of Land
<b>FEB 2026:</b>	5 Cabins with Local Material Create website, email, social media platforms.
<b>MAR 2026:</b>	Scale operations: Autumn Equinox we begin Star Gazing Sessions using Laser Star Pointers.
<b>APR 2026:</b>	Purchase all agricultural seeds, gather manure, fertilizer, mountain ash etc. Create a memorandum of association with the Local Community of Ha Ramabanta about the way forward in working together to acquire more land for mass plantation and productions.

14. **NEXT STEPS**

We invite potential donors, investors and business partners to join us in transforming the hospitality industry with sustainable, locally sourced organic knowledge and produce. To discuss investment opportunities, please contact Motsoane Seleke at [selekemotsoane@gmail.com](mailto:selekemotsoane@gmail.com).

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