

ADVERTORIAL | ABSA

# IN BUSINESS INSPIRING WOMEN

Award-winning go-getter Nyeleti celebrates a whirlwind of success

**MAIN PICTURE:** The deluxe, award-winning Karibu Leisure Resort and Conference Centre. **RIGHT:** Nyeleti Mushwana is the driving force behind one of Limpopo's fastest-growing hotels.

**S**O YOU have a business idea but you've never quite seen it through? Making a start is the hardest step, but business-woman Nyeleti Mushwana shows us that dreaming big pays off – noted by the empire she owns today. The 54-year-old was a teacher for 12 Years but she aspired to make a mark in the industry and took the leap to be an entrepreneur. Nyeleti started a security company, dabbled in catering and carved a niche for herself as a self-made businesswoman with small business holdings that helped her save up and take the hospitality industry by storm. "I started on my own, the hospitality was influenced by my simple culinary skill," Nyeleti says.

Today she owns Karibu Leisure Resort and Conference Centre, situated 27km outside Tzaneen in Limpopo. Karibu means "welcome" in Swahili and Nyeleti aims to have every guest feel welcomed and well taken care of.

The successful entrepreneur was born in Tzaneen in a village called Dan and "Raised by giants, who empowered us to believe in ourselves and be independent". Nyeleti credits

adversity, which encouraged her to think out of the box. "I grew up wanting just to be a housewife like my mom and raise my children just the way we were raised. I loved it when coming home from school and mom would have kept our food warm by the fire," she reveals.

"Later on I wanted to make a difference, move more into social cohesion which I'm yet to achieve." Yet the powerhouse has achieved what many would never think to imagine.

She started Karibu in June 2003 with only 20 rooms and a conference room which

accommodated 60 guests. The new-and-improved expanded resort now boasts 158 rooms and world-class conference and meeting facilities. The hotel also offers a state-of-the-art conference hall which can accommodate up to 1 000 guests. Karibu caters to corporate government social events, church groups and individual walk-ins, who are in search of accommodation and a relaxing oasis.

The hotel has helped Nyeleti garner many awards since, including the Shoprite checkers woman of the year award in 2012.



Entrepreneurship plays a big role in allowing everyday people to participate in the economy and Nyeleti did just that.

On her winning strategy and what makes her business stand out from the rest, Nyeleti says, "The quality of service we give our guests, our brand experience and the ability to intuitively measure our guests' expectations before they

ask for it, and actually deliver that kind of memorable experience, which eventually will guarantee their return." Nyeleti also nurtures her staff and helps them grow to enable a skilled workforce – she has 78 permanent employees and 40 casuals.

The mother of three worked hard and battled with access to finance and resources but adds, "You are able to overcome challenges by looking at it as your propeller. It pushes you to be more creative – that is what kept us running for the past 16 years." "My first venture [catering] unlocked my future opportunities. Catering funded the security business and the security funded the hospitality business." A strategy she continues and emphasises is "re-investing in the business".

On being a woman in business, Nyeleti says, "Having business acumen cuts across gender." The key aspects she lists are, "Self-belief, determination, hard work, tenacity and, of course, humility." The formidable woman aims to have a business presence in the three leading metros, Johannesburg, Cape Town and Durban, in the future. And we've seen what she has done with her previous dreams and aspirations.

"Our government has put systems in place to enable us to realise our dreams. What is important is to ask, seek information, do research and surf the net. I would say to all women of honour: dream and dream big. Do not let anyone frustrate your dream to abandonment. Dream to fruition," Nyeleti emphasises.

#### Dare to dream with Absa

Nyeleti credits Absa's business offerings as an enabler to her growth as a businesswoman.

She has a Business Account, overdraft facility and a term loan that helped her along the way.

"Our relationship with Absa started when they sponsored the ETEYA [Emerging Entrepreneur of the Year Award]." The prize money was transferred into an Absa account, which started the relationship. Nyeleti champions her decision to continue to bank with Absa and adds, "Given the personalised individual attention, having a relationship executive looking after your account – I guess that's what everyone would want too." She took her grand vision and made it a reality, something we can all be inspired to do.

**If you'd like more information on opening a business account online, call Absa on 0861-000-734.**

**RIGHT:** The deluxe, award-winning Karibu Leisure Resort and Conference Centre. **RIGHT:** Nyeleti Mushwana is the driving force behind one of Limpopo's fastest-growing hotels.



**Karibu Leisure Resort and Conference** is in a committed relationship with **Absa Business Banking**



Transactional Account



Overdraft



Term loan

Karibu Leisure Resort and Conference understands first-hand just how Absa can help a local start-up expand into a nationwide hospitality powerhouse.

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