

Hwindi

Izinto Zonke in One

**COMPANY
PROFILE
2022**

TAXI SERVICE SOLUTION

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1 EXECUTIVE SUMMARY

What is Hwindi?

Hwindi is a super app to book taxi, order food, groceries and much more.

In light of the Covid-19 pandemic and subsequent lockdown Hwindi App has upgraded into a Super App with a social mission of improving the welfare and livelihoods of our people during this time and forever after. One can order food, medicine, groceries, deliveries, get a taxi and much more from our app without even leaving their location.

Hwindi is a state-of-the-art mobile application, "app" that has been introduced on the streets of Zimbabwe. The convenience of Hwindi is on hailing a taxi and delivery service provision which is safe, reliable, fairly priced (affordable), closest to your location.

How do I get the application?

On a reliable smartphone with GPS then simply download 'HWINDI' for free from the stores and register.

How does it work?

After successful registration just login and select required service; Select "Book a Ride" for taxi service and "Delivery Service" for deliveries.

Pay-off line: Hwindi Super App – Izinto Zonke in One

We look forward to serving you.

Yours faithfully,



Patrick Manyangadze +263772304796 -Chief Hwindi
For and on behalf of Hwindi (PVT) Ltd

[Click to CHAT](#)

2. AN INTRODUCTION TO HWINDI

2.1. Company Profile

2.1.1. The Legal Entity

Hwindi was registered as a limited liability company under the Companies Act [Chapter 24:03] on the 2nd of November 2015. The table below summarizes the company's key registration particulars.

Table 2.1.: Key Particulars for Hwindi

COMPANY NAME	HWINDI (PRIVATE) LIMITED
COMPANY REGISTRATION NUMBER	7823/2015
PHYSICAL ADDRESS	30 GOLDEN STAIRS ROAD EMERALD HILL HARARE
POSTAL ADDRESS	P.O. BOX HG27 HIGHLANDS HARARE
MOBILE NUMBER	+263 775 494 634
SHAREHOLDERS	MANYANGADZE PATRICK (80% Shareholder)
	MANYANGADZE MATTHEW (10% Shareholder)
	MAWOKO TINOTENDA (10% Shareholder)
DIRECTORS	MANYANGADZE PATRICK
	MANYANGADZE MATTHEW

2.1.2. Vision Statements

2.1.2.1. Mission Statement

Moving anything from one Location to another seamlessly; Moving Zimbabwe

2.1.2.2. Vision Statement

We are a people focused e-hailing company that is constantly developing to meet the vast, everchanging needs and demands of the people within Zimbabwe's borders – and beyond.

2.1.2.3. Values

Our values are shaped by another popular Zimbabwean slang term: Staera. This is a "shonarization" of the word Style and is often used to describe something or someone that is trendy, making waves, and commands respect. In relation to our business, we have adopted STAERA as an acronym that stands for our key values, namely **Safety**, **Technology**, **Affordability**, **Efficiency**, **Reliability**, and **Accountability**.



Safety

Above all else, we treasure the safety of our clients, staff, our stakeholders, and the general public. With this in mind, we take the necessary steps regardless of cost to ensure that our vehicles meet the most stringent of safety standards and requirements, with such qualification being passed on to all members of our organization through ongoing training on appropriate safety measures, defensive driving, and the development of any and all other relevant knowledge and skills in this area. The app only takes registered service providers. This ensures safety of the users as the provider and vehicle details will be known. User safety on registered traditional cabs goes further to cover for any instances of traffic accidents, should they happen, as all registered cabs have Public Passenger Insurance cover. Tracking and panic button are at the user's disposal

Safety

Technology

Affordability

Efficiency

Reliability

Accountability



Technology

After people, our business is founded on technology, the development thereof, and getting the highest possible return therefrom. To this end, we are focused on developing technological solutions that meet the unique needs of and are accessible to the average Zimbabwean, the ultimate goal being to better their lives in one or the other.



Affordability

Technology that is accessible also needs to be affordable. Hence, while we spare no costs to ensure the safety of our people, we always endeavour to deliver a product and service at the lowest possible fee through responsible financial management and sustainable business models.



Efficiency

Also key in our pursuit for competitive pricing is our ability to provide our services in the most efficient manner possible. Through ongoing training as highlighted above, we inculcate this culture and spread this responsibility throughout the entirety of our team, making the pursuit of excellence in this regard a shared, common objective that influences everything we do. The GPS which works with the app ensures that the closest available provider is requested to pick up the potential user(s). GPS will not only link up the nearest provider to the user but will also provide the closet route to pick up and drop off the user/parcel at the intended destination.



Reliability

As a result, reliability is second nature at all levels of our organization. We are always there for our customers and stakeholders and will always give them our very best at all times. All data is backed up in super-efficient cloud services. When the fare appears on ending the trip, rating the service has to be done using the “Likert Scale” that is using the five stars which appear at the bottom of the screen. All lowly rated providers will be removed from the application as we only want highly rated and reliable drivers.



Accountability

Where we fail and fall short, we hold ourselves to account and learn from these misgivings. While each individual is accountable for their actions, as a team we take the opportunities to learn from team members’ mistakes and address them immediately. In so doing, we share the accountability in a way and lessen the likelihood of repeating the same mistakes be it in the same department, or at different levels of our organization. For all parties being; The Hwindi Team, service provider, vendor, operators and users, all trips taken using the app are stored under ‘history’ in the respective user’s accounts. Trip reconciliations and any other trip related data can be easily accessed

2.2. Services

2.2.1. Ride Hailing

At the onset, the company’s primary objective was to establish the country’s first ride hailing service, this developed to fit the unique local context. For this purpose, we developed the first ride hailing application in the country and, for a time, Hwindi was the only service in Zimbabwe, strategically positioned in key segments to meet the market’s needs. Some of our key achievements in this respect include the following:

2.2.1.1. Providers

Hwindi has signed on 287 independent drivers on to the platform as of the 14th of October 2022.

2.2.1.2. Users

Hwindi has signed on 9,146 users as of the 14th of October 2022. In addition to this, we have also signed on 9 corporate clients and partners.

2.2.1.3. Rides

As of 11AM on the 14th of October 2022, Hwindi had facilitated 30,816 ride requests in last 24 months. Of this, a total of 24,730 rides have been successfully completed, this representing 85% of all ride requests – a trend that is consistent throughout these months as shown in Chart 2.1 below. The chart also shows a steady growth in usage, with the dip January of 2021 a result of the imposition of a strict lockdown in response to rising COVID19 infections.

While this growth is further illustrated in Chart 2.2 to follow, the reader should note that the 2020 figures account for 7 months only, while data available for 2022 is for the four months January to April. The estimates presented in the chart therefore are based on the assumption we will be able to sustain the monthly average of 1,974 completed rides for the remainder of the year. This average is 5 times that recorded in the first period and 1.7 times that of last year, while also representing a 21% compounded monthly growth rate.

Chart 2.1: Growth in Usage

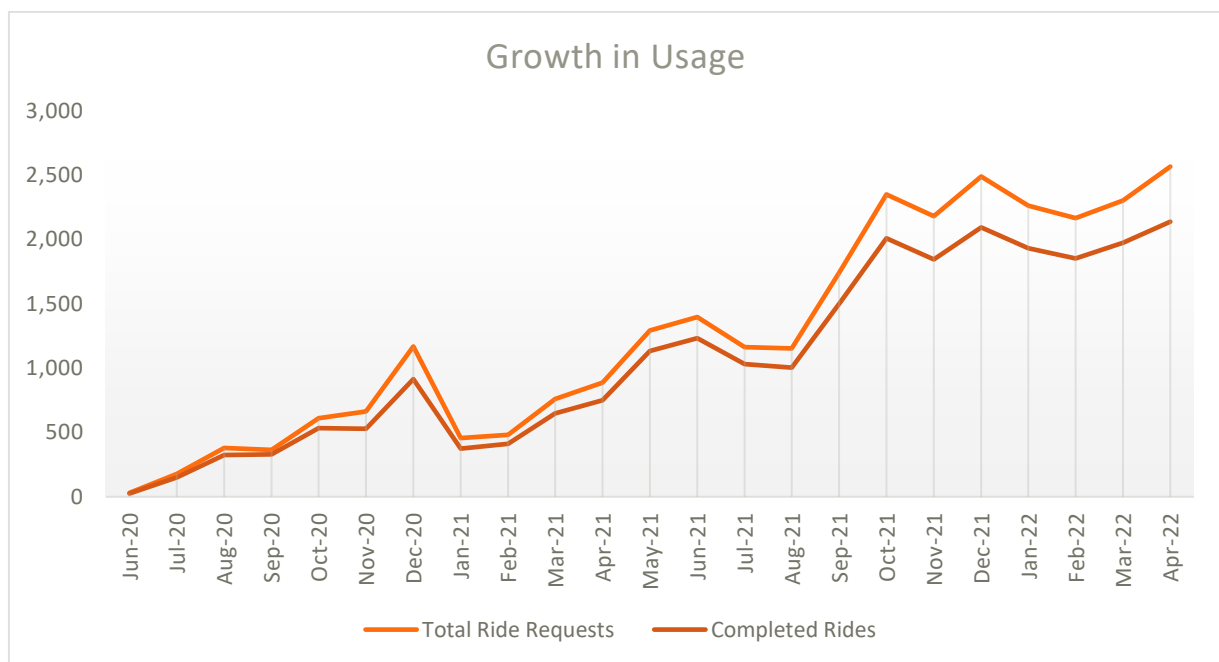


Chart 2.2: Annual Total for 2020 & 2021 and Projected Total for 2022

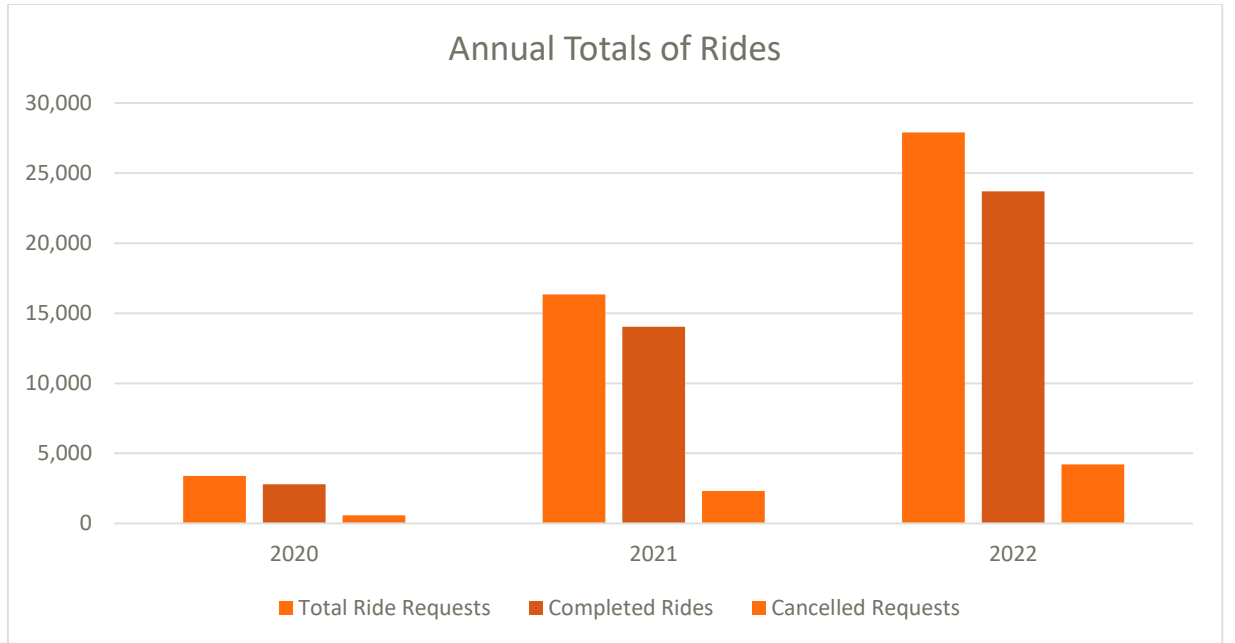
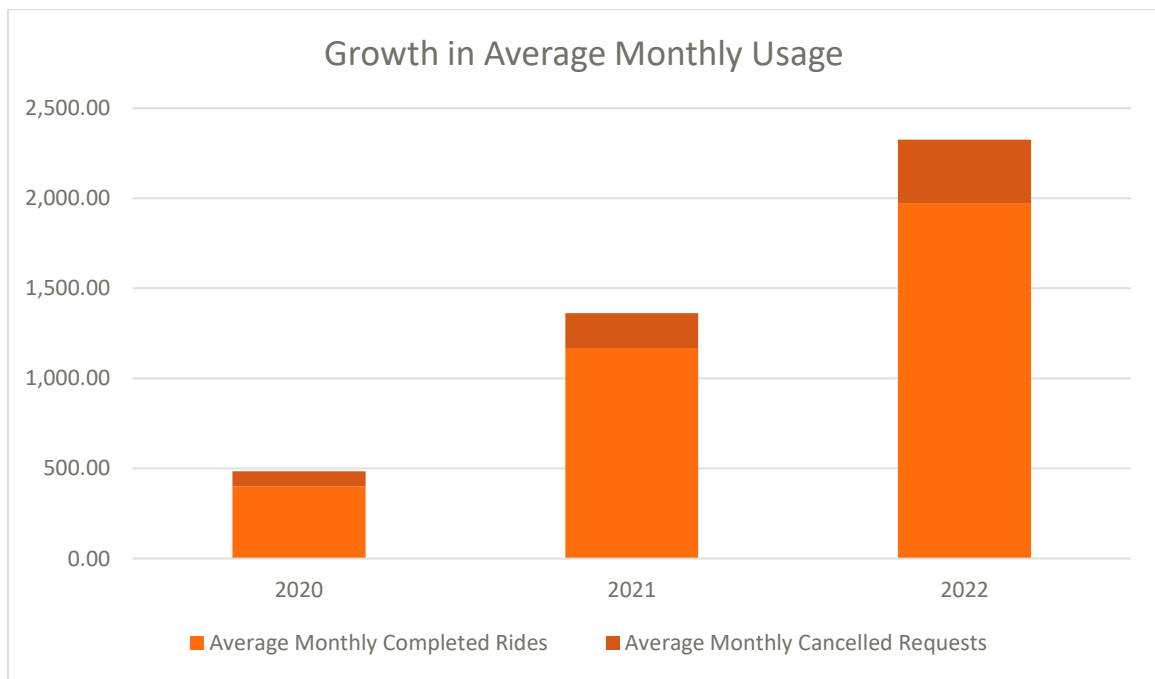


Chart 2.3.: Monthly Average Completed Rides vs Cancelled Requests



2.2.2. Services – Taxi and Delivery

The Hwindi Team has designed Hwindi App specifically for the local markets and their unique needs. As such, Hwindi App offers features and services unique to each market. Individuals will be able to hail a provider closest to their location at that given time. Using location sharing, the nearest provider will be directed to the potential user, with a fixed rate/kilometer and rate/minute charged for the trip. It is of paramount importance to use only already registered operator companies and registered individual operators on our platform.

Manual dispatch - through "Manual Dispatch" Feature, you can book rides/deliveries services for users who ordered via whatsapp, text and social platforms but only when there is real need. There will be users who may neither have a compatible smart device nor have our app installed on their device. In this case, they will reach out to us and order service which may be needed immediately or for later booking.

2.3. The People

2.3.1. Management

2.3.1.1. Mr. Patrick Manyangadze

Patrick is the Managing Director of Hwindi (PVT) Ltd referred to as Chief Hwindi, with effect from the incorporation of the firm in 2015. Patrick, an entrepreneur, with a mechanical engineering and ICT background and has spent nearly 15 years working for an ICT company. He is responsible for the application development, day-to-day running of the organization, to be more specific the policy decisions, market interaction with clients and any other business.

2.3.1.2. Mr. Mathew Manyangadze

Mathew is our director and is responsible for developing the financial systems, analysing overall trends, strategic planning and oversees all accounting and management information.

2.3.1.3. Ms. Tinotenda Chido Lorraine Mawoko

Tinotenda is a non-executive director based in South Africa and is responsible for South African statutory requirements.

2.3.2. Key Personnel

2.3.2.1. Samantha Masimba

The finance and administration departments are headed by Ms. Samantha Masimba, who is also responsible for analysing overall trends, strategic planning, and oversight of all accounts and agents.

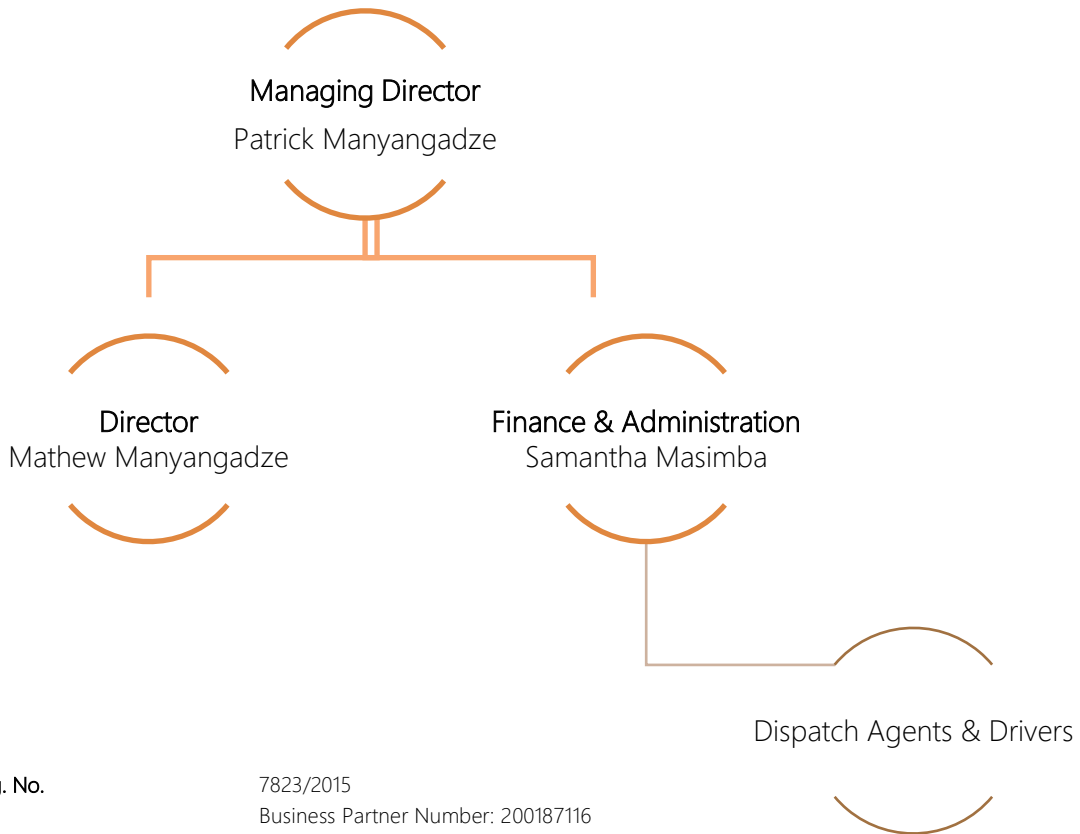
2.3.2.2. Dispatch Agents

Hwindi has a sufficiently staffed Support Centre with trained agents that ensure the services run efficiently 24 hours, 7 days a week and 365 days.

2.3.2.3. Drivers

Our drivers are the lifeblood of the organization. All are licensed, skilled professionals with years of experience working in the transportation sector and, as they represent us to the public, have received sufficient training and grooming to carry out their assignments in a manner that meets all of our customers' expectations to the fullest.

2.3.2.4. Organogram



Company Reg. No.	7823/2015
ZIMRA:	Business Partner Number: 200187116
NSSA:	SSR number: 0199149B
ZIMDEF:	BP number: 1000011078
DUN & Bradstreet's D-U-N-S® Number:	56-556-7319.
VAT Number:	Still in process

Our organization sets the framework from which the shareholders and management can be guided with respect to the strategic objectives of Hwindi (PVT) Ltd. The profile will be revisited and updated whenever necessary due to fundamental shifts in policy and or significant changes in the various driving forces that affect the organization.

Our company is 100% indigenously owned with 1,000 shares allotted and is falls under the private sector umbrella. For registration compliance of our services, we had to use our sister company Lextrad Services (PVT) Ltd as our vehicle partner and made Hwindi (PVT) Ltd remain strictly a software company. The regulations for registering with the Ministry and Zimbabwean Tourism Association (ZTA) required us to have vehicles and we acquired them through Lextrad Services.

3 ■ NAME “HWINDI”

3.1. Behind the name

Hwindi is a slang name used in Zimbabwe to describe the touts or rank marshals or conductor that have become a common feature across the country at all bus termini and in public transportation. Although most people in the country have had at least one bad experience with a “hwindi” but there are also good and funny stories to tell about a “hwindi”. Basically a “hwindi” is a person who advertises, through shouting destinations of public transportation to potential passengers (touting) then collects a commission.

Furthermore, as shown in definition of a “hwindi” on Wikipedia (see below Hwindi on Wikipedia), he’s primary responsibilities include:

- Communicating efficiently with people;
- Accepting payments from commuters;
- Tallying up payments due for the trip;
- Calling passers-by to the commuter omnibus;

Hence, it is on the back of the popularity of the term “hwindi” and the similarity between his duties and the functions of the application that we have adopted the name Hwindi for this application. We believe that with widespread brand visibility, the name by itself will rouse curiosity amongst the general public; this contributing to the number of potential users of the app.

Hwindi – Shona Wikipedia

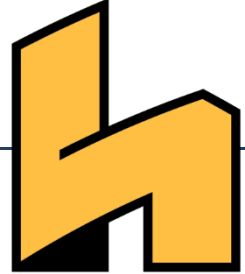
Hwindi zvinoreva munhu anoshanda muKombi kana Emergency Taxi anobata mari achiitambira kubva kuvanhu vanenge vafamba nemuchovha uyu. Basa rahwindi rinosanganisira kukokera vanhu kuti vauye vapinde mubhazi kana muchovha waari kushandira.

MaHWINDI ane S.T.A.E.R.A

3.2. The Brand

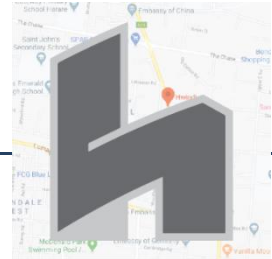
There are five different logos used by Hwindi – the company logo, user app icon and the provider app icon, these as depicted below:

HWINDI COMPANY LOGO



HWINDI ICON – USER APP

HWINDI DRIVER ICON – *STRICTLY FOR SERVICE PROVIDERS*



HWINDI STORE ICON – *STRICTLY FOR VENDORS*

HKIOSK ICON – *STRICTLY FOR HOTELS AND DISPATCHERS*



Free App Download Available On:



Hwindi Social Media Profiles;



4. FUNCTIONALITY

4.1. Registration

All users for the app will be required to download the Hwindi app from Google Store for Android based devices and Apple Store iOS-based devices and register, providing personal details or register via web:

Account Type

From the onset, the user will be required to download and register.

Personal Details

The account type will determine the personal information required of the user thereafter. User will be required to provide the following:

- Name
- Surname
- Cell Number
- Profile Picture
- Email Address & Referral Code – optional

Corporate Accounts

Companies can register their business and approved employees can register on business account and the following is required from the company;

- Signed contracts
- Certificate of Incorporation
- Tax Clearance

4.2. User Interface

The user interface (UI) is what is presented to the user in their day-to-day use of the application. The application will have two different interfaces, this dependent on the user's account type as follows:

Users - The interface for users will show the following:

- Ride and Delivery Options.

On opening the app, the user will choose one of the listed. On the "home screen" the nearest vehicle/vendor will appear depending on what service was initially chosen by the user.

- Hail

This tab will direct the user to a map indicating their current location and that of the provider/store in close proximity. A request tab will appear and the nearest provider will be summoned electronically.

- Set Pick Up Point

The user has to set up a pick-up point either by moving the pin-point cursor on the phone screen or by typing a Google map recognized address. Once the provider accepts the trip, a pop-up message on the app will appear as "Trip Accepted". On acceptance, provider details will appear on the user's UI that is vehicle make, model, and licence plate, provider's name, rating and photo. The provider will be ranked based on their average ratings from past users.

- Set destination

A destination can be typed in or it can be chosen by the pin-point cursor appearing on the map. Setting a destination is optional; the transaction can proceed without. In the case the destination has been set, more details such as fare estimates and Estimated Time Arrival (ETA) will appear.

- Provider Arrival

When the provider is within 3 kilometres away from the user, a notification will appear saying "Arriving". Upon arrival the notice will say "Arrived" and a text message will also be sent. More options will appear on the interface such as a calling or messaging the driver.

- Beginning the task

When the user gets in the cab the driver will slide "Start Trip" and a notification "Trip Started" will appear on the user interface.

- Arrival at Destination

The user cannot end the task on the app. Only the driver can end the task by sliding "End Trip". A notification will appear on the user interface to confirm "Trip Completed" and the fare will appear as well as a text message with bill.

- Rating

When the fare appears on ending the trip, rating the service has to be done using the "Likert Scale" that is using the five stars which appear at the bottom of the screen and option comment dialog box opens up. Should the user select a single star which is "Very Bad" a comment should be inserted. After the rating the app closes and the trip invoice is emailed.

4.3. Vehicle Types

We have four (4) vehicle categories available; BUDGET, STANDARD, STANDARD XL and COMFORT.

BUDGET

This is maximum 4 passenger vehicle and offering the CHEAPEST fares. It is ideal for clients that just want to get from point A to B without worrying much about the comfort. This is not available for corporate clients but ONLY to the generally public.

STANDARD

This is maximum 4 passenger vehicle, offering the fairest fares and a vehicle & driver of good standards. It is ideal for clients that want to get from point A to B in a more presentable car. This is available for both corporate clients and the generally public.

STANDARD XL

This is maximum 6 passenger vehicle and offering fairest fares and a vehicle & driver of good standards. It is ideal for clients that want to get from point A to B in a more presentable car and in large groups. This is available for both corporate clients and the generally public.

COMFORT

This is maximum 3 passenger vehicle and offering good fares. It is ideal for clients that want to get from point A to B in style and comfort. This is available for both corporate clients and the generally public.

4.4. Transactions

We do not have fixed prices as our prices are based on kilometres travelled and time for the travel. Fares may vary due to traffic, weather, routes, surge and other factors. Routes displayed are examples only and may not reflect the route on which estimates are based or final route for driver. Fares are quoted and payable in both ZWL and USD. We used a formula similar to the AA rates of calculating which has resulted in these pricings.

Non-Corporate Rides

The application will also enable the user to make payments direct to the driver as cash or via a prepaid wallet or via a payment gateways. Hwindi Wallet will be loaded by Electronic Funds Transfer, Mobile Money Transfer or Cash deposit or any other method of payment available in the region acceptable to Hwindi. As an on-going COVID-19 exercise, payments for the services rendered is encouraged to be electronic: Wallet (Units), PayPal, VISA, MasterCard, Mobile Payments, ZIPIT, etc.

Regardless of the preferred top-up option, all monies will be pooled into our bank accounts. Hence, each transaction for services rendered will be eventually digital with minimum movement of cash.

Corporate Rides

All invoices are be billed in United States Dollars (USD) but payment is made according to the selected account on registration. We have two (2) type of accounts; USD and a ZWL account.

1. USD account which is billed in USD and is payable strictly in USD via USD CASH or via Nostro.
2. ZWL account which is billed in USD but is payable in ZWL via the prevailing bank rate of the day of payment.

All parking fees in town or at the airport are added onto the bill during the trip. Minimum fare is set on \$3.00 and this is normally for trips below 2km in normal operating conditions. Cancellation fee is charged when a trip is cancelled after 10 minutes of activation but this applies for the COMFORT category only and is billed direct to the individual employee and not the company.

4 ■ Industry Analysis

4.4. COVID19 Impact on the Taxi Industry

The COVID-19 pandemic, also known as the coronavirus pandemic, is an ongoing global pandemic of coronavirus disease 2019 (COVID-19) caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The novel virus was first identified from an outbreak in Wuhan, China, in December 2019. Attempts to contain it there failed, allowing the virus to spread worldwide. The World Health Organization (WHO) declared a Public Health Emergency of International Concern on 30 January 2020 and a pandemic on 11 March 2020. As of 12 April 2022, there have been 497,960,492 confirmed cases of COVID-19 globally, including 6,181,850 deaths, making it one of the deadliest in history.

In Zimbabwe, there have been 247,010 confirmed cases and 5,462 deaths since the 3rd of January 2020. Throughout this period, government has implemented a number of measures to contain the spread of the virus, chief among them being hard lockdowns where all but nonessential services personnel were required to stay indoors for extended periods of time. "Non-essential" businesses were required to shut down, intercity travel banned, and the borders closed for a time.

This, along with travel restrictions implemented by nations the world over, decimated the local tourism industry as fewer tourists and business travellers came into the country. According to the World Tourism Organization, an estimated 639,000 people visited Zimbabwe in 2020, 1.65 million less than the 2.29 million recorded the previous year.

Thankfully, the advent of the COVID-19 vaccines which have been approved and widely distributed in various countries since December 2020 has reopened economies and travel once more. As of 5 April 2022, a total of 11,250,782,214 vaccine doses have been administered. In Zimbabwe, 10 million doses have been administered with 3.6 million fully vaccinated. Nonetheless, although all borders are officially open the country remains under level one lockdown where social distancing, mask wearing and hand sanitizing remain mandatory. In addition, in a bid to make travel into and out of Zimbabwe more convenient, fully vaccinated travellers are no longer required to present PCR tests upon arrival in or departure from the country.

4.5. Competitive Summary

4.5.1. Ride Hailing Competition

In the ride hailing market segment, VAYA was the most dominant player in the industry, completely eclipsing our service and forcing our other competitors to shut down. With the backing of the largest corporation in the country, Econet, VAYA had a seemingly unlimited marketing budget and a pre-existing client database. As a result, it quickly gained popularity until recently when they started to lose its market share.

We also have Toda which is more popular with corporate clients than individual users. It has fairly low prices hence it managed to secure a large share of the corporate but now their days are numbered.

Third on the market is TaxiF, this is an international company and have very limited and knowledge of the market on the ground.

Looking at these e-hailing companies our product is better as we have just completed are application which is a reflection of our seven years in this market. We have a much better seamless corporate function that makes life easier for the corporate world. In short, we have a system with better prices, functions and above all the best driver coverage in Harare with plans to expand out. We actually had not yet marketed to the corporates as we were still polishing our corporate function feature and now, we feel we ready after years of hard work in the background.

4.5.1.0. Metered Taxis

Unlike many other cities, metered taxis generally do not drive around the city looking for passengers and instead must be called and ordered to a destination. While taxis are required by law to [registration process], enforcement of these regulations is extremely lax while and hindered by corruption. As a result, there are a large number of taxis in the market, the greater number of which are unregistered and informal. As these do not pay licensing fees, this has in turn created a large supply of cabs operating with reduced overheads, the result of which are lower taxi fares as they compete for commuters. However, clients are moving to e-hailing as it provides greater security, accuracy, accountability, efficiency and a better coverage.

4.5.1.1. ZUPCO

The Zimbabwe United Passenger Company (ZUPCO) is a parastatal company in Zimbabwe, which operates both urban and long-distance bus routes in the country. Following the COVID19 outbreak, the government mandated that all commuters use ZUPCO buses only for travel to and from work and has been gradually growing the fleet of buses for this purpose to the 432 in operation today. However, this was still short of the market's requirements leading the company to subcontract a number of commuter omnibuses as well while those that did not operate under the parastatal were banned. Using the ZUPCO is cheapest but not ideal for clients work after normal hours.

4.5.1.2. “Mshika-Shika”

Unknown to most, Lyft was developed from Zimride, a secure ride—sharing platform that was initially developed by Logan Green in a post college holiday trip to Zimbabwe in 2006. He had observed the efficiency with which commuter omnibuses collected and dropped off people at various stops in a country that seemingly had very little resources and sought to digitise the process before replicating in the American context with Lyft.

Since then, like the taxi sector, public transport has become even more informalised with the introduction of “mshika-shika”, small, unregistered budget cars that have essentially replicated the commuter omnibus model but at a lower cost and greater convenience to the commuter. Due to their large numbers, there is practically a mshika-shika every 5-10 minutes on all major roads ready to provide transport to and from key destinations. As a result, ZUPCO and the mshika-shika are the de facto day-to-day and essential form of transport for the majority of the population. However, these are not fit for carrying clients that fall in our targeted market.

To summarise it all, HWINDI has unmatched **STAERA**.

- An acronym that stands for our key values, namely **S**afety, **T**echnology, **A**ffordability, **E**fficiency, **R**eliability, and **A**ccountability.

5. THE FORM

Company Legal Name:

VAT No: Phone No.:

Billing Address:

.....

Type of Account: USD CASH USD NOSTRO ZWL Account

Please provide details of this Corporate Administrator for the Account

First Name:

Last Name:

Email:

Mobile No.:

Designation:

Signature: Date: / /

6 ■ STATUTORY REQUIREMENTS

[The following is attached]

1. HWINDI CERTIFICATE OF INCORPORATION, CR 5 AND CR 6
2. LATEST ZIMRA TAX CLEARANCE CERTIFICATE – ITF 263
3. PROCUREMENT REGULATORY AUTHORITY OF ZIMBABWE (PRAZ) REGISTRATION
4. ZTA OPERATOR'S LICENCE
5. ZTA CERTIFICATE OF REGISTRATION AS A DESIGNATED TOURIST FACILITY
6. LEXTRAD SERVICES TOUR OPERATOR LICENCE