

BOIKETLO FM BUSINESS PLAN

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1.0 Registered Name and Corporate Structure

Boiketlo Media PTY LTD. The Company is registered as a corporation in Maseru District.

1.1 Executive Summary

The purpose of this business plan is to raise M3, 917,831.68 for the development of a radio station company while showcasing the expected financials and operations over the next three years. Boiketlo Media is Maseru based corporation that will provide, develop and distribute radio programming produced by the business to customers in its targeted market. The Company was founded by Keneuoe Ntholeng, Mohau Soro, and Concal ves Vicente Nelson.

1.2 Products and Services

As stated above, the Company will be actively engaged in the development and distribution of radio broadcasted programmes produced by the business. Once the Company “green lights” a new radio show or format, the business will aggressively produce, distribute, and market the show to the general public. At this time, the business is acquiring its radio licenses so that the business can immediately begin broadcasting once the requisite capital is in place.

1.3 The Financing

The company is seeking to raise M3, 917,831.68 from an investor or group of investor(s). On a preliminary basis, the investor will also receive a seat on the board of directors as well as a regular stream of dividends from the royalties earned on the radio show programs produced and distributed by the Company. The financing will be used for the following:

- Development of the Company’s production operations.
- Financing for the first six months of operation.
- Capital to purchase radio broadcasting and production equipment.

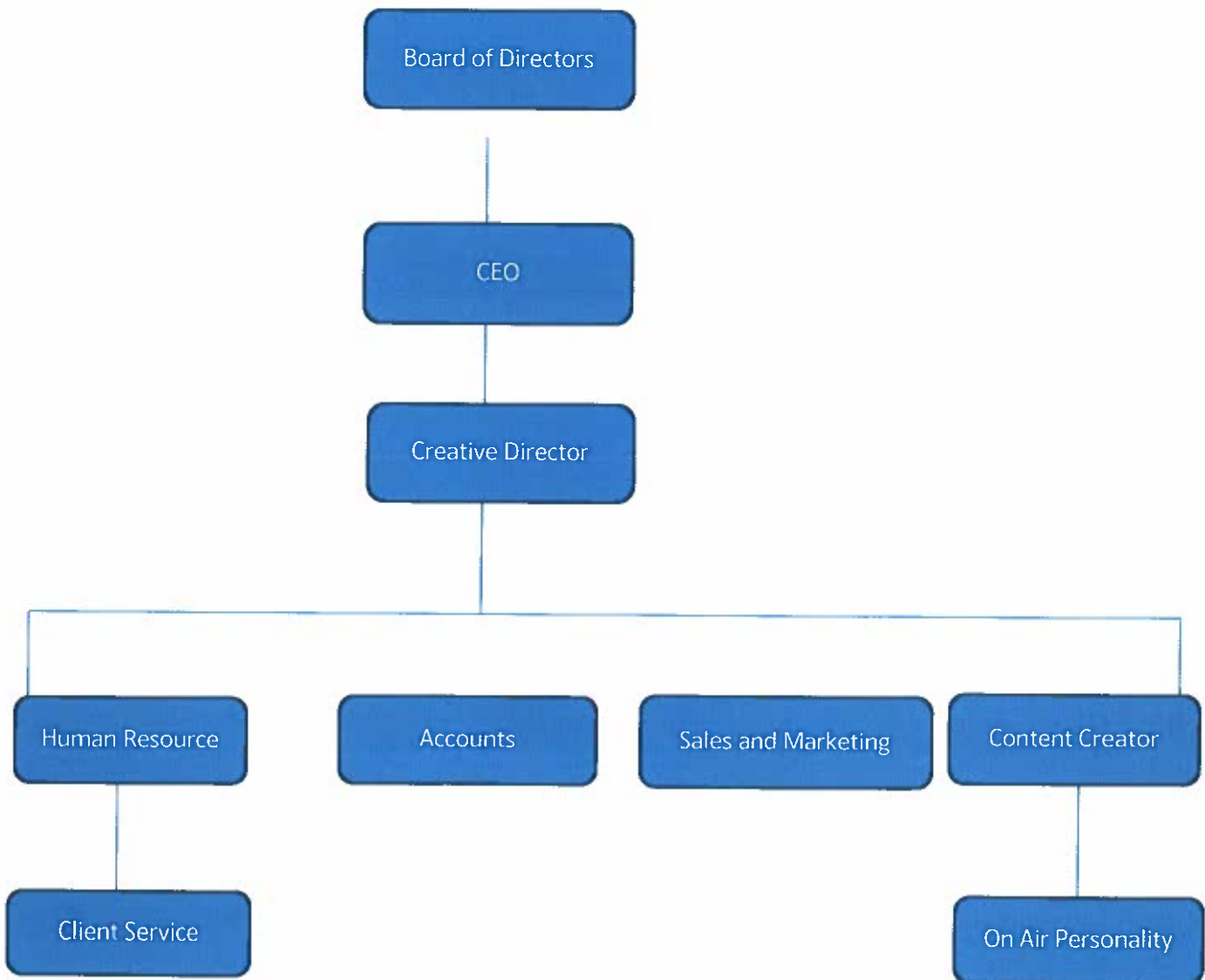
1.4 Mission Statement

To produce quality radio programmes and other media that provide the Company’s audience with education and enjoyable entertainment.

1.5 Management Team

The Company was founded by Keneuoe Ntholeng, Mohau Soro, and Goncalves Vicente Nelson. Two of them have a fast experience in the field. Through their expertise, they will be able to bring the operations of the business to profitability within its first year of operations.

2.0 Organizational Plan and Personnel Summary



2.1 Organizational personnel

Boiketlo Media is a world-class radio station that intends to start small in Maseru but hopes to grow big in order to compete favourably with leading radio stations in Lesotho. We are aware of the importance of building a solid business structure that can support the kind of business we want to own, which is why we are committed to only hiring the best hands within our area of operation.

At Boiketlo Media we will ensure that we hire people that are qualified, hardworking, creative, result-driven, customer-centric, and ready to work to help us build a prosperous business that will benefit all the stakeholders.

In view of the above, Boiketlo FM Radio has decided to hire qualified and competent hands to occupy the following positions;

- Chief Executive Officer
- Creative Director
- Human Resources and Admin Manager
- On-Air Personalities
- Sales and Marketing Manager
- Accountant
- Content Creator
- Client Service Executive

2.2 Roles and Responsibilities

Chief Executive Officer – CEO

- Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counselling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results
- Responsible for providing direction for the business
- Creating, communicating, and implementing the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
- Responsible for signing cheques and documents on behalf of the company
- Evaluates the success of the organization

Creative Director

- Serves as project manager of the organization; works directly with employees
- Responsible for designing programs, advertising concepts, and winning business proposals for the organization
- In charge of copywriting and laying out chronological advertisement plans
- Develops strategic plan by studying technological and financial opportunities; presenting assumptions; recommending objectives.
- Accomplishes subsidiary objectives by establishing plans, budgets, and results in measurements; allocating resources; reviewing progress; making mid-course corrections.
- Coordinates efforts by establishing procurement, production, marketing, field, and technical services policies and practices
- Builds company image by collaborating with customers, government, community organizations, and employees; enforcing ethical business practices.
- Maintains quality service by establishing and enforcing organization standards.

- Makes certain that operations and marketing departments perform efficiently and facilitate communications between management and employees
- Ensures that the organization work in line with international best practices.

Human Resources and Admin Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization.
- Defining job positions for recruitment and managing interviewing process
- Carrying out induction for new team members
- Responsible for training, evaluation, and assessment of employees
- Oversee the smooth running of daily office activities

Sales and Marketing Manager

- Manage external research and coordinate all the internal sources of information to retain the organization's best customers and attract new ones
- Model demographic information and analyze the volumes of transactional data generated by customers
- Identifies development opportunities; follows up on development leads and contacts
- Writing winning proposal documents, negotiating fees and rates in line with organizations' policy
- Responsible for handling business research, market surveys, and feasibility studies for clients
- Responsible for supervising implementation, advocating for the customer's needs, and communicating with clients
- Create new markets cum businesses for the organization
- Empower and motivates the sales team to meet and surpass agreed targets

Accountant/Cashier

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provides management with financial analyses, development budgets, and accounting reports; analyses financial feasibility for the most complex proposed projects
- Responsible for financial forecasting and risk analysis.
- Performs cash management, general ledger accounting, and financial reporting
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensuring compliance with taxation legislation
- Handles all financial transactions for Boiketlo FM Radio
- Serves as an internal auditor for the organization.

On-Air Personalities

- Present talk and news programs for the organization

- Work with the content creators in developing catchy talk show programs
- Interviews guests in the studio and on the field

Content Creator

- Responsible for creating content for the organization as it relates to talking and news programs and advertising
- Responsible for creating buzz words that will help attract listeners
- Liaising and working effectively with other staff members to generate sales for the organization

Client Service Executive

- Welcomes clients and potential clients by greeting them in person, online, or on the telephone; answering or directing inquiries.
- Ensures that contact with clients (e-mail, walk-In centre, SMS, or phone) provides the client with a personalized customer service experience of the highest level
- Through interaction with clients on the phone, uses every opportunity to build client's interest in the company's products and services
- Manages administrative duties assigned by the creative director in an effective and timely manner
- Consistently stays abreast of any new information on promotional campaigns etc. to ensure accurate and helpful information is supplied to clients when they make inquiries.

Number of Personal	Year 1	Year 2	Year 3
Chief Executive Officer	0	0	1
Creative Director	1	1	1
Finance Manager	1	1	1
Marketing manager	1	1	1
Content Creator	1	1	1
On-Air personalities	5	6	6
Driver	1	1	1
Total	10	11	12

3.0 Addressing the skill gap

The SWOT analysis will give us a picture of the skills gap in our workforce and the measure that needs to be taken to recap. The research has proven that if the workforce is not up to speed with the changing world of the industry, the following factors are likely to affect the company if the skills gap is not addressed

- Loss of a partnership opportunity with a companies
- Increased stress as a result of inefficiency
- Loss of professionals in specific fields

- Delay of investment plans
- Possible bankruptcy (an increased number of unemployed as a result)
- Loss of competitiveness
- Increased safety risks at the workplace
- Foregone opportunities for earning a higher salary

Therefore, our station will employ the following strategies to ensure that our employees stay tuned to the work at hand and are able to respond appropriately to the changing dynamics of the industry.

- By sending employees to training programs organized by other institutions, particularly in Media and Journalism
- On-the-job training
- We will try to find new employees that have the required skills
- We will modify work processes to suit employee's skills
- We organize professional training programs

Our training plan will be in two folds; long-term Training (1 Year) and short-term training(2 years upwards). The station strikes a balance in ensuring that our employees stay capacitated to respond to changing dynamics of the industry. On a long-term basis(one year and above), we will be sending some employees on long-term training with institutions of higher learning. The expectation will be that our employees attain a certain level of education e.g. Diplomas and Degrees.

The plan is to start implementing our training plan after three years of service. We believe that by then we would have done a skill audit to ascertain where everybody stands. After that, we would have a clear picture to draw a training plan and time it appropriately.

Short measures (less than a year) will also be employed through exchange programs with leading institutions in the industry. The company will forge relations with other institutions to accomplish this mission. We will also institute in-house training through a mentorship program where experienced employees will be tasked with mentoring new inexperienced ones. This will include reviewing our processes on how business is done in order to align with the skill and competence of our workforce.

The company will develop a retention policy for our skilled employees to safeguard the growth of our country. Upon recruitment, employees will be made aware of this condition.

4.0 Marketing Plan

Boiketlo Media intends to maintain an extensive marketing campaign that will ensure maximum visibility for the business's developed radio programming among its targeted market. Below is an overview of the marketing strategies and objectives of Boiketlo Media

4.1 Marketing Objectives

- Establish a strong presence in targeted domestic markets.
- Establish connections with entertainment advertising agencies and marketing firms.
- Build a large network of financial backers.

4.2 Marketing Strategies

Management intends on running a number of advertisements within Lesotho that feature descriptions of the Company's radio programming, radio personalities, and descriptions of the format of the Radio Station.

At the onset of operations, the Company will quickly source a number of marketing firms and advertising agencies that place advertisements for businesses on the radio waves. Boiketlo Media will develop an extensive information brochure showcasing the listening base and the demographics targeted by the business. As stated earlier, the Company intends to use a third-party advertising firm that will place radio advertisements for the Company's online and traditional broadcasts. This strategy will allow the business to operate profitably from the onset of operations as the advertising revenues will be generated immediately after the business launches. Below is a list of the people and organizations that we will specifically market our services to;

- Banks, Insurance Companies, and other related Financial Institutions
- Farmers
- Corporate Organizations
- Manufacturers and Distributors
- Real Estate Owners, Developers, and Contractors
- Research and Development Companies
- The Government (Public Sector)
- Schools (High Schools, Colleges and Universities)
- Hotels
- Celebrities, Politicians, Public Figures, and Public Speakers
- Sport Organizations
- Religious Organizations
- Political Parties
- Branding and Advertising agencies
- Entrepreneurs and Start-ups

4.3 Products and Services

4.3.1 Radio Operations

Below is a brief summary of benefits offered to the listener and the advertiser of Boiketlo Media

Listeners

- Constant stream of music content that appeals to an independent music audience.
- Regular giveaways of merchandise to listeners that register on the Radio Station website.
- Regular updates in the content and music programming offered by the business so the Company may continue to maintain a large diverse customer base.

Advertisers:

- Content that appeals to a wide demographic of worldwide listeners.
- Oversight of the listening base of the radio station through third-party advertising management.
- The ability to quickly see the results from an advertising campaign.

The business will institute several merchandise giveaways as a promotional campaign for the business's website. This should allow the business to draw more people to the website to register for email updates and notifications of new content.

4.3.2 Advertising Revenues

Among advertising revenue, the primary stream of revenue generated from advertisements will come from the Company's broadcasting station. At the onset of operations, the Company will solicit a third party advertising agency firm to source all advertisements that will be played on the Company's broadcasting station.

A secondary stream of revenue generated for the business will come from the sale of static and dynamic advertisements throughout the website and during streaming radio content. There are a number of third party advertising providers that will pay the Company directly for hosting their streaming content of advertisements. Boiketlo Media will make full use of this content in order to generate predictable streams of revenue on a monthly basis.

4.4 Economic Outlook

The business of providing radio broadcasted content with the ability to generate revenue from advertising sales is a complicated business that has many operating facets. Typically, commercial media content is immune from general changes in the economy, as the content is provided for free, and if people continue to listen to the programme, the business will consistently be able to sell advertising space. As such, much of the following market analysis is geared towards the entry plan of the business and the expansion of its customer base.

4.5 Industry Analysis

Within Lesotho, there are more than 10 radio stations that operate among several thousand markets in Lesotho. Most of them survive entirely on selling their products while some depend heavily on donations. Due to limited information, it is not possible to find the

contribution they are making to the economy of the country but we see most of them struggling to cope with the competition in such that some of them are in serious debt.

4.6 Customer Profile

As each radio program and production will target a different demographic, Boiketlo Media will conduct an extensive demographic and marketing profile before each new radio program is developed.

4.7 Competitive Analysis

4.7.1 SWOT Analysis

Boiketlo Media will engage the services of a core professional in the area of business consulting and structuring to assist our organization in building a well-structured talk and news radio station that can favourably compete in the highly competitive radio broadcasting industry in the United States.

We know that if we get things right before starting our radio station, we will not have to struggle before attracting loyal clients cum the viewer base to a level where we can easily break even.

- **Strength**

Boiketlo Media was established to take the lead in the radio broadcasting industry and we are coming into the industry with robust experience and facility that will no doubt give us an edge over our competitors. We are also not ruling out the synergy that exists in our carefully selected workforce, and our services will be measurable, result-driven, and guided by best practices in the industry.

- **Weakness:**

As a new Radio station with bias in talk shows and news broadcasting in Lesotho, it might take some time for our organization to break into the market and gain acceptance, especially from top profile clients in the already saturated and highly competitive industry; that is perhaps our major weakness. Our Radio will focus more on community projects and activities. This will give us the advantage to build listenership from the communities and that will give us an opportunity to gradually tap into the national listenership.

- **Opportunities:**

The opportunities available to radio stations are massive considering the number of listeners who would want to advertise in our station. As a standard and world-class talk and news radio station, we are ready to take advantage of any opportunity that is available in the industry.

- **Threats**

One of the major challenges that will confront our business is the trend in broadcasting technology. Aside from Television and online streaming services that are pulling the attention from potential radio listeners, the internet has made it easier for any online radio station to operate easily. With that, it might make it difficult for us to lock – down a larger percentage of listeners within our target communities. Our company will have to quickly explore online broadcasting including other social media activities to attract listenership. There is also a potential for political instability which has the potential to affect the operation of the radio. This is a pitfall that we should carefully avoid by ensuring that the radio is not caught up in political battles but only operate within the parameters set out in the LCA act and other related documents guiding the operations in the industry.

4.7.2 Synthesis

Most of the radio stations which are our competitors usually price their products very high and they do not explore avenues of resorting to the idea of cheaper products compared to not selling at all. This is one of the areas where we will be more competitive because we will sell a bit cheaper products and build a strong relationship with our clients so as to activate the retention mechanism. There are no radio stations that are much focused on youth employment through agriculture, tourism, and sports; most radio stations do not have major programmes geared towards this issue. They take them as cross-cutting issues which do not have the capacity to increase their listenership. Their focus is on current affairs especially as they relate to politics

Given the recent decline in the economy, we find it imperative to harness the power of media to promote youth participation in agriculture, sports, and tourism. We believe we can change the mindset and improve youth employment through agriculture, tourism, and sports. Since our clients will be young people and disadvantaged groups, our products will be less expensive but of better quality to attract clients. We will collaborate more with civil society and other interested parties that are focused on these areas.

Surviving in the business world as a talk and news radio station requires more than your expertise but also how to network with key people that matter; decision-makers that can decide who will get an advertising contract or a business deal.

We are quite aware that to be highly competitive in the radio broadcasting industry means that you are not only expected to deliver consistent and excellent programmes cum services, but you must be result driven and able to meet set targets.

Our competitive advantage lies in the power of our team; our workforce. We will recruit a team of creative, result-driven, and highly proficient radio broadcasting experts, a team with excellent qualifications and experience in various niche areas in radio broadcasting. Aside from the synergy that will exist in our carefully selected workforce, our services will be measurable, result-driven, and guided by best practices in the industry.

Lastly, all our employees will be well taken care of, and their welfare package will be among the best within our category. It will enable them to be more than willing to build the business with us and help deliver our set goals and achieve all our business aims and objectives.

5.0 Procedures to address complaints

The purpose of this section is to outline the most appropriate way for Boiketlo Media to respond to complaints and other comments from members of the public.

1. Boiketlo Media acknowledges the right of our listeners, members, and volunteers to comment and make complaints in writing concerning:
 1. alleged non-compliance with both the license conditions in the Act and the requirements outlined in the Codes,
 2. program content, and
 3. The general service provided to the community.
2. We will broadcast at least one on-air announcement each day that contains information about the Codes and where listeners can get a copy.
3. Boiketlo FM Radio will make every reasonable effort to resolve complaints, except where a complaint is clearly frivolous, without sufficient grounds, or not made in good faith.
4. Boiketlo Media will ensure that:
 1. complaints will be conscientiously considered, investigated if necessary, and responded to substantively as soon as possible,
 2. complaints will be responded to in writing within 5 working days of receipt and the response will include a copy of the Codes
 3. complainants will be advised in writing that they have the right to refer their complaint to Lesotho Communication Authority (LCA)
 4. The complaints shall be lodged with the office of the Creative Director
 5. The provided they have first:
 1. Formally lodged their complaint with the licensee, and
 2. Received a substantive response from the licensee and are dissatisfied with this response or did not receive a response from the licensee within 15 working days after making the complaint.

A written complaint or response can be a letter, fax or email.

5. A responsible officer of the licensee will maintain a record of complaints and responses for a period of at least two years from the date of the complaint.
6. The record of complaints and responses will be made available to Lesotho Communication Authority (LCA) on request.

5.1 Reporting and Record-Keeping

In order to make a full response to Lesotho Communication Authority (LCA) if requested, the station will include the following steps in the procedures:

A record of material relating to complaints, including logging tapes or audio copies of broadcast material, and written documentation for 90 days, include:

1. the date and time the complaint was received,
2. the name and address of the complainant,
3. the substance of the complaint, and
4. the substance and date of the licensee's response.

6.0 Expansion Plan

In districts where there is spectrum scarcity, Boiketlo Media will turn to deploy 30W low-powered transmitters known as a gap filler in highly populated areas, basically urban and peri-urban areas.

6.1 Infrastructure Plan

Boiketlo FM Radio coverage will include Maseru urban and peri-urban and parts of the rural areas. Leribe urban, peri-urban, foothills, and parts of Lesotho highlands. Another solution will be to use social media platforms such as Facebook Twitter, etc. Boiketlo FM will also be available online audio streaming to supplement where frequencies are unavailable.

The plan to deploy low-powered transmitters will be put on hold until further notice.

Coverage will be extended to Mafeteng, Mohale's Hoek, Quthing, and Thaba Tseka. In the fourth year, coverage will be extended to Mokhotlong and Qacha's Nek.

This plan is based on the assumption that LCA will be able to provide frequencies in these desired districts. In the case where is not able, we will resort to online streaming

For the first five (5) years Boiketlo FM plans to co-locate with LNBS on its existing infrastructure. The cost per site for a 1000 W transmitter is currently M5 000 per site. Maseru and Leribe will cost M10,000.00 per month and M120,000.00 per anum. In 5 years it will be M600 000.00

After 5 years, Boiketlo FM planes its own infrastructure will also do other service providers. The cost of a single 30m tower is currently M628,756.42. Two towers, Maseru and Leribe will cost M1,257,512.84

6.2 Proposed studio equipment and its recording capability

Below is the studio equipment proposed to be used. For the recording and logging purpose, Boiketlo Media shall install a 24 hours/ 7 days a week logging recorder with a capability of 90days archive.

On-Air Studio Equipment- 2 Presenters and 2 Guests

1. Studio Furniture.
2. Technical desk chair.
3. Digital Broadcast Audio Console.
4. Telephone set with GSM gateway.
5. Telephone set with wall- mount option.
6. Denon DN- 300Z MK2 CD/ SD/ USB/ Bluetooth player with AM/ FM tuner.
7. Studio Professional Monitor.
8. 4 Professional Microphones.
9. 4 Studio Headphones.
10. 4 Microphone Stands.
11. 2 Oxygen 3000 Talk box for guests.
12. 1 On- Air Studio Lamp.
13. 1 On- Air Workstation.
14. 1 Software license to manage contents from social networks.
15. 1 USB Dongle.
16. 1 24" LCD Monitor.
17. 1 USB Keyboard (QWERTY).
18. 1 Logitech USB mouse.
19. 1 Digital Audio Processor 5 Band- Stereo Encoder.

20. 24/ 7 Logging- DML Audio- 90days archive (High and low quality).
 - DML audio 24/ 7 recorder and web streaming- 90days archive @ 128kbps in MP3.
21. 16 port Gigabit switch.

Production Studio Equipment- 1 Presenter and 1 Guest

1. Studio Furniture.
 2. 2 Technical desk chairs.
 3. Oxygen 3- ST Black.
 4. Telephone set with GSM gateway.
 5. Telephone set with wall- mount option.
 6. Denon DN- 300Z MK2 CD/ SD/ USB/ Bluetooth player with AM/ FM tuner.
 7. 2 Studio Monitor.
 8. 2 Professional Microphones.
 9. 2 Studio Headphones.
 10. 2 Microphones stands.
 11. 1 On- Air Studio Lamp.
 12. On- Air Workstation.
 13. Broadcast Radio Automation Software.
 14. Audacity software for audio recording and editing.
 15. 24" LCD Monitor.
 16. Logitech USB Mouse.
 17. USB Keyboard (QWERTY).
 18. Digital Audio Processor 5 Band- Stereo Encoder
- 16 port Gigabit Switch

7.0 Financial Plan

7.1 Underlying Assumptions

The Company has based its proforma financial statements on the following:

- Boiketlo Media is expecting an annual revenue growth rate of 16% per year with effect from year 2.
- The Founder will acquire M3, 917,831.68 of equity funds to develop the business.

7.2 Sensitivity Analysis

Radio Station's revenues are moderately sensitive to changes in the general economy. Advertising revenues have a tendency to decline in the event of an economic recession, as content providers compete for small amounts of advertising in Maloti. The high gross margins achieved by the Company will allow the business to remain profitable even in the event of an economic recession.

7.3 Source of Funds

Financing	
Equity Contributions	
Management investment	3,917,831.68
Total equity financing	3, 917831.68
Banks and lenders	nil
Total debt financing	nil
Total financing	3,917831.68

7.4 General Assumptions

General Assumptions	1	2	3
Short-term interest rate	9.5%	9.5%	9.5%
Long-term interest rate	10.0%	10.0%	10.0%
Personal taxes	14.5%	14.5%	14.5%

7.5 The Statement of Cash Flow Projections - Boiketlo Radio Station (Pty) Ltd

**KINGDOM OF LESOTHO**

THE COMPANIES ACT 2011

Physical Address: Moeketsi Mthobi, Ha Tsosane Boitumelo Building,
Maseru, Lesotho

Postal Address: P. O. Box 4337, Maseru, 100, Lesotho

Officers**Officer**

Name: Mr Goncalves Vicente NELSON
Position: Director
Physical Address: Sekhaila Tlali, Cathedral Pela Kereke, Maseru, Lesotho
Postal Address: P. O. Box 4337, Maseru, 100, Lesotho
Nationality: Portugal
Date of Appointment: 11-Oct-2019

Officer

Name: Miss Keneuoe Augustina NTHOLENG
Position: Director
Physical Address: Letlatsa Matsoso, Upper Thamae Pela Ha Poone, Maseru,
Lesotho
Postal Address: P. O. Box 4480, Maseru, 100, Lesotho
Nationality: Lesotho
Date of Appointment: 11-Oct-2019

Officer

Name: Mr Mohau Jacob SORO
Position: Director
Physical Address: Sekhaila Tlali, Seapoint Pela Realeboha General Cafe,
Maseru, Lesotho
Postal Address: P. O. Box 300, Mafeteng, 900, Lesotho
Nationality: Lesotho
Date of Appointment: 11-Oct-2019

Shares & Shareholders

Total Shares: 1000

**Do you have extensive
shareholding?:** No



KINGDOM OF LESOTHO
THE COMPANIES ACT 2011

Individual Shareholder

Name: Mr Goncalves Vicente NELSON
Residential or Registered Office Address: Sekhaila Tlali, Cathedral Pela Kereke, Maseru, Lesotho
Postal Address: P. O. Box 4337, Maseru, 100, Lesotho
Appointed: 11-Oct-2019

Individual Shareholder

Name: Miss Keneuoe Augustina NTHOLENG
Residential or Registered Office Address: Letlatsa Matsoso, Upper Thamae Pela Ha Poone, Maseru, Lesotho
Postal Address: P. O. Box 4480, Maseru, 100, Lesotho
Appointed: 11-Oct-2019

Individual Shareholder

Name: Mr Mohau Jacob SORO
Residential or Registered Office Address: Sekhaila Tlali, Seapoint Pela Realeboha General Cafe, Maseru, Lesotho
Postal Address: P. O. Box 300, Mafeteng, 900, Lesotho
Appointed: 11-Oct-2019

Share Allocations

Allocation

Number of shares: 10
Name: Miss Keneuoe Augustina NTHOLENG

Allocation

Number of shares: 20
Name: Mr Mohau Jacob SORO

Allocation

Number of shares: 70
Name: Mr Goncalves Vicente NELSON



KINGDOM OF LESOTHO
THE COMPANIES ACT 2011

Company Extract

General Details

Company Number:	69130
Company Name:	BOIKETLO MEDIA PTY LTD
Company Status:	Active
Previous Statuses:	Awaiting LRA from 11-Oct-2019 to 15-Oct-2019
Incorporation Date:	11-Oct-2019
Company Type:	Private Company
Single or Multiple Shareholders:	Multiple
Does the company adopt its own articles?:	No
Share Capital:	1000
Annual Filing Month:	October
Annual Filing Day:	11
Business Activities:	5813 Publishing of newspapers, journals and periodicals 5920 Sound recording and music publishing activities 6010 Radio broadcasting 6020 Television programming and broadcasting activities

Addresses

Registered Office Address

Physical Address:	Moeketsi Mothobi, Ha Tsosane Boitumelo Building, Maseru, Lesotho
Postal Address:	P. O. Box 4337, Maseru, 100, Lesotho

Location of Company Registers

Physical Address:	Moeketsi Mothobi, Ha Tsosane Boitumelo Building, Maseru, Lesotho
Postal Address:	P. O. Box 4337, Maseru, 100, Lesotho

Main Business Address

Training Plan For Boiketlo FM

CANDIDATE	COURSE	START	FINISH	DURATION	INSTITUTION
Keneue Ntholeng	Journalism/Mass communication	August 2023	May 2026	3yrs	Local Institution
Mohau Soro	Journalism/Mass communication	August 2025	May 2028	3yrs	Local Institution
Nelson Vicente Goncalves	Journalism/Mass communication	August 2027	May 2030	3yrs	Local Institution

BOIKETLO FM PROGRAMS,

MONDAY TO FRIDAY

TIME	DURATION	NAME OF THE PROGRAM
6:00am – 9:00am	3hrs	MOLULA-QHOOA
9:00am – 12:00 Midday	3hrs	MOLLELOA
12:00-3:00pm	3hrs	LIMOMONYANE
3:00pm – 6:00pm	3hrs	REA IKETSETSA
6:00pm – 10:00pm	4hrs	MOSIKONG OA THABA
10:00pm – 12:00 Mid night	2hrs	LEHAHENG LA MOSHOESHOE

FRIDAY

10:00pm – 12:00 Mid night	2hrs	PARTY TIME/BOINYAKALATSO
12:00 Mid night -3:00am	3hrs	REA IKAHA
3:00am – 6:00am	3hrs	TLHABOLLONG

SATURDAYS

6:00am – 9:00am	3hrs	BACK TO 80s
9:00am – 12:00 Mid day	3hrs	LOCAL HIP HOP & HOUSE MUSIC
12:00 Mid day – 3:00pm	3hrs	DANCE HALL MUSIC
3:00pm – 6:00pm	3hrs	LIPAPALI
6:00pm – 9:00pm	3hrs	MORETHO
9:00pm – 12:00 Mid night	3hrs	REGGAE MUSIC
12:00 Mid night – 3:00am	3hrs	REA IKAHA
3:00am – 6:00am	3hrs	GOSPEL MUSIC

SUNDAYS

6:00am –9:00am	3hrs	MELOLI EA KHALALELO
9:00am – 12:00 Mid day	3hrs	TSEBELETSO
12:00 Mid day – 3:00pm	3hrs	JAZZ MUSIC
3:00pm – 6:00pm	3hrs	LIPAPALI
6:00pm – 9:00pm	3hrs	LOCAL GOSPEL
9:00pm – 12:00 Mid night	3hrs	LINOTO/MONYANYAKO
12:00 mid night – 3:00am	3hrs	REA IKAHA
3:00am – 6:00am	3hrs	GOSPEL MUSIC