

SMME Profile

Featuring our tenants & proudly North West enterprises



FORMAL BUSINESS FEATURE: PALISADES LODGE (PTY) LTD

Registration Number:
2015/264788/07

In celebration of **Women's Month**, it is indeed a pleasure to introduce Lineo Mashao, a beautiful independent woman, wife, and mother. In addition to the various roles she has to play, Lineo is also the dynamic owner of the Palisades Lodge.



From left to right, Lineo Mashao (owner),
Puseletso Kelaotswe, Makabelo

Palisades Lodge is a recipient of the North West COVID-19 Relief Fund

How did the relief fund assist the Palisades?

The COVID-19 SMME Relief Fund has assisted in paying our staff salaries, Municipal Bills and Security for the Guest House during the lockdown period. We are extremely grateful for this.

Lineo Mashao



The Palisades Lodge (Pty) Ltd is a formal 3 star private business and is situated in the Ditsobotla District in Lichtenburg. The business has been in operation since 2019 and consists of 5 bedrooms, secure parking and is COVID-19 compliant.

A family-orientated person, Lineo put her dreams and ambitions on hold to be a wife to husband Harry and a full-time mother to her two daughters.

This allowed her to indulge in one of her passions, traveling, and at the same time, spend quality time with her family. It is on her various travels that Lineo decided she wanted to share her various experiences in the hospitality industry with other travellers.

Satisfied that her children were at an age where they could further learn from her, Lineo took the plunge to start her own business, a home away from home for the businessperson requiring accommodation during the week, and the Palisades Lodge came to fruition.

100% Black and women-owned, the Palisades Lodge has a delightful and welcoming ambiance which is evident upon arrival. I was greeted with smiles by two of her staff members, Makabelo Machakela, who joined the Palisades as an all-rounder at the beginning of Women's Month, and Puseletso Kelaotswe, a former student who obtained her Diploma in Accommodation Service at the Mafikeng Hotel School.

Lineo, in her efforts to transfer skills to the younger generation, provided Puseletso with an opportunity to do her practical at the Guest House.

Interestingly enough, Lineo credits the survival of her business to the COVID-19 lockdown period (when guest houses and lodges were allowed to re-open) and relentless marketing tactics such as personally approaching vehicles opposite the guest house to introduce the business, sending their profile to travel agencies, and by word of mouth.

Being COVID-19 compliant and only having 5 rooms (one self-catering), Palisade Lodge quickly gained regular clients such as Eskom and Transnet. Having a business in Lichtenburg has a lot of perks says Lineo, as there are numerous large successful businesses in the area such as Lafarge and NW, who might often need accommodation for their employees.

Lineo's future plans are to expand her business by adding more rooms and a conference facility to name but a few. Building a franchise is definitely on the horizon and we wish this dynamic woman all the best for her future endeavours. Well done Lineo!

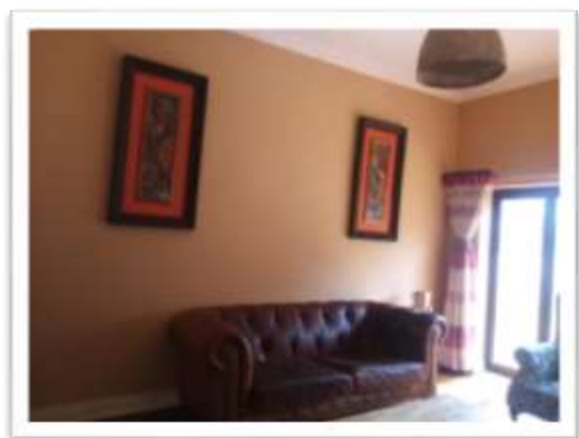
Palisade Dining Room



Palisade Kitchen



Palisade TV Lounge



Palisade Bedrooms



*Visit Palisades Guest House for an unforgettable
“home away from home” experience where excellent customer service is a
priority!*



You can visit Palisades Lodge at 24 Swart Street, Lichtenburg (centrally located on the main road leading into Lichtenburg from Mafikeng’s side), and in doing so support businesses in the Ditsobotla District.

Palisades Lodge can be contacted on 081 500 2747 or via e-mail at palisadelodge@gmail.com



For more information on this article, contact:

Karen Landsberg: Communications Officer, NWDC 018 – 381 3663

Page | 3 of 2