

# Business Profile

Company Name: THABANA LIMELE MOUNTAIN RESORT PTY LTD

Trading as: UL4 Construction

Registration Number: 2009/415

Primary Representative: Mr Ulrich Popp (DIPLOMA Mechanical Engineer FH, Frankfurt, Germany)

Business Address: Dolphin House, Maseru 100, Lesotho.

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Background:

a. Company History:

- UL4 Construction is a Building and Contracting company set up by Mr Ulrich Popp in August 2012 following a successful development and operation of a construction company in South Africa. The company has a history of building high quality developments using local trades people.

b. What we do:

- UL4 Construction have extensive experience in every aspect of luxury residential and high quality commercial property development (including banks), finance, construction, marketing, engineering, property due diligence, logistics, strategy, negotiation and sale. With our combined resources, we offer a unique, efficient and all-inclusive property development and investment service, creating homes for discerning individuals and delivering excellent returns for investors.
- The appointed licensees for the application of Marmoran resin bonded plaster finishes and paint in Lesotho.
- Specialised in concrete breaking, cutting and core drilling.
- Solid wooden flooring
- Stone cladding
- Marble tiling
- Aluminium windows and doors installation

## 2. Strategy and Vision

a. Vision statement:

- The company wishes to expand, design, build and develop properties of the highest quality using local trades people wherever possible.

b. Mission statement

- We are a reputable general contractor for residential and commercial buildings, building designs and supervision that offer building cost estimates.

### 3. Products and Services

- Products (what are they)
  - The development of luxury bespoke properties using unique building methods and local tradesmen.
  - Marmoran custom made wall coatings – UL4 Construction is the official licensed applicator of this bonded plaster compound for Lesotho.
- Services:
  - Machine Rentals, Marmoran application, luxury property development, construction, marketing, engineering, property due diligence, logistics, strategy, negotiation and sale.
- Business Competitiveness:
  - Being the sole licensed applicator of Marmoran provides the company with a unique product on the market. Add to this the services provided and development and construction experience allows the company to be highly competitive.

### 4. Ownership

- Director  
Mr Ulrich Popp

### 5. Portfolio

- A list of customers, and project details for reference
  - Hills View, Maseru – High end residential property
  - Lancers Inn Hotel, Maseru – High end commercial property
  - Office Building Phafanae (next to High Court) – Marmoran Application
  - Thetsane, Private residential property – Marmoran Application
  - SBV Security, Thetsane – High security vault structures