

ARRIE BOTHA

CO-OWNER

Arrie only joined Kiddies Aqua on a full-time basis in March 2017 when the business started to expand its wings with additional branches and franchised outlets. He holds degrees in B Com Marketing Management and B Com Marketing Management (Honours) (Univ. of Pretoria).

He worked in the corporate sector for 29x years as senior- and operational manager, which include SA Breweries (Regional Sales Manager - Lowveld), Capitec Bank (Business Manager - Mpumalanga and Gauteng), Business Partners (Portfolio Manager - Mpumalanga) and GP Retail Operations (National Manager - Media Division). He won several national achievement awards at all these top businesses.

He is currently in charge of the general management of our business which include the financials, human resources, procurement, marketing and sales management, stakeholder relations and the establishment of new franchises for the business. He also handles all our social media campaigns and is arranging and co-ordinating all the projects for the Princess Charlene of Monaco Foundation (South Africa) on behalf of Kiddies Aqua, seeing that Lizette and her team of swimming instructors are mostly doing the work inside the pool.

These projects are mainly focusing on water safety and water awareness, especially among poorer communities of South Africa. Kiddies Aqua is currently doing several projects in this regard. Our business's most critical component is our staff.

Arrie and Lizette are always trying to make sure that each staff member is highly trained and highly motivated to serve our valued clients with distinction. They try to create a pleasant working environment and a sense of belonging and worth where each staff member can express his/her exceptional talent to the fullest. Teamwork and client care form the foundation of this successful operation with each team member knowing exactly what is expected from him/her. We take pride in the fact that we maintain a very low turnover rate on staff. We always strive to make the business a workplace of preference for all our employees so that people from outside can aspire to come and work for us one day. By employing only the best talent in the industry, we ensure that our clients receive the best service and the best value-for-money offering available.