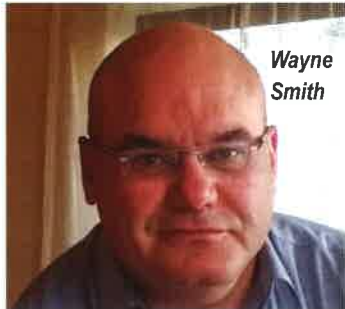


replied: "We offer the largest range of quality reliable rental equipment with a national distribution, 24/7. We are also able to offer a four hour response time to any breakdown. We can offer tailor-made packages for customers and our equipment is reliable, safe and fit for use. In a nutshell we offer world-class service."

BOBCAT RENTAL - AT YOUR SERVICE



Wayne Smith

According to general manager, Wayne Smith, Bobcat Equipment Rental SA offers customers a short-term and long-term rental solution on Skidsteers, Mini Excavators and Telescopic Handlers. Offering a rental period on such equipment from a period of one day up to 24 months, depending on the customers' requirements

Bobcat Equipment Rental SA offers the biggest fleet of skidsteers in the country including an extensive range of attachments for various applications.

The company features a national organisation with branches in Johannesburg, Limpopo, North West Province, Mpumalanga, Western Cape and now also the Eastern Cape.

"We strive to be the most professional, reliable service provider in the industry, with the latest equipment, 24/7 hour operation and a 4-6 hour response time to any breakdown," says Smith.

"We run a replacement programme for our fleet to ensure all our equipment is the latest technology in the industry, and all our technicians are constantly kept abreast in terms of training. We annually load test all our telescopic handlers to ensure our customer's safety at all times.

Our in-house safety-officer constantly evaluates our equipment.

Plant can be supplied with an operator. Bobcat Rental also provides operator training through their fully qualified trainers at any time.

The equipment can also be purchased through Bobcat



Equipment SA as well as parts and servicing through the aftermarket division. Bobcat also has an in-house finance facility.

Distribution is national through the company's branch network.

HARNESSING THE POWER OF THE BRAND

Debby Marx is group marketing manager of Goscor and has been responsible for successfully putting the sum of the Goscor group parts into a coherent and powerful brand. Chic and dynamic, Marx talked to TONY PROUDLOCK about what was a very formidable challenge that has been well met.



Debby Marx

The Goscor Group appears highly diversified. How have you and your team been able to create a more coherent group identity?

From a humble one-man-band almost 6 years ago, the Goscor Group marketing team is now fully fledged consisting of eight staff members. It's been a challenging process. The sum of the Goscor group parts is a very powerful, yet diverse brand and I believe our effort to communicate this message to our various markets has been successful. This was especially clear at the recent Bauma Africa expo where the Goscor Group exhibited inside and outside taking up the biggest stands at the show. We have burnt the midnight oil to ensure all elements relating to the Group corporate identity are in line from stationery, signage, online presence and advertising. It has been an interesting journey of trial and error but I believe we have a good recipe which has brought us to where we are today.

What have been the most successful tools in this branding exercise?

We run each business unit as a separate entity. Each unit has their own unique integrated marketing strategy, website and social media site. Although we still utilise print advertising

substantially, we have adopted strong online strategies to communicate with our target markets which have been key in building our various brands as well as increasing lead generation and revenue.

The group is set to become a major player within the Imperial Group. What are your marketing plans for this new phase in Goscor's evolution?

Communication into the Imperial group is key for us as there are many opportunities within the group. It's important for me to form partnerships with other marketing managers within the group. We also piggy back a lot off the suppliers within the group to get better rates for things such as vehicle branding and signage.