

# Lift truck company expands to Pietermaritzburg

**G**OSCOR Lift Truck Company (GLTC) has opened a branch in Pietermaritzburg as its KwaZulu-Natal business grows strongly. MD Darryl Shafto said that in alignment with the company's philosophy to give its customers the service they deserve, he decided to open a branch in Pietermaritzburg to be close to the clients in that region.

"In the final analysis it's our ability to give our customers excellent service that has made the difference in KwaZulu-Natal and throughout the country," Shafto says. "There is a direct relationship between the quality of service and proximity to customers and opening in Pietermaritzburg will raise the bar in terms of

our service to our customers in that region."

He adds that the growing footprint of Goscor Lift Truck Company throughout South Africa is certainly motivated by the company's obsession for giving service and that this policy is paying dividends.

"We are doing well and there is no doubt that being physically close to our customers is helping in this regard. We have a range of products that are respected throughout the country - and the world - and we are well aware of the old adage that even the best product is not good enough - it has to be supported by world class service," says Shafto.

The Pietermaritzburg branch will focus on

the northern KwaZulu-Natal region and the Midlands and is geared up to ensure that Goscor customers receive the quickest possible service 24/7.

The company has a wide range of customers including some of the biggest and best known retailers in the country. "Decentralising our service capability certainly helps us give our bigger customers a better service as they too are decentralised throughout the country," says Shafto. "However, our philosophy is to give all our customers - big or small - the same level of service and I have no doubt that our Pietermaritzburg branch will enable us to do this in that region."