# Goscor has record month

A fine year all-round has culminated in Goscor Rental Company (GRC) having its best month ever in November 2016 and according to GM Shaun Morton, the company's success is a result of the team delivering world class service to its customers.

GRC is a division of Goscor Lift Truck Company (GLTC), part of the Goscor Group of Companies and rents Crown, Doosan and Bendi forklifts and material handling equipment on a short-term basis to a wide range of customers. It also sells top quality, refurbished second-hand equipment.

"The entry level requirement of a business like ours is excellent product and that we have. All three of these brands are world leaders," says Morton. "But our success is a result of making the most of these brands through providing a world-class service to match their quality and we have managed to do this through an exceptional team performance," he says.

He adds that from the operators and drivers through to the technical, admin, sales, marketing and support staff and management everyone has shown an extraordinary dedication and commitment which has resulted in rapid growth and now this record month. "We are all very proud to be part of this winning team," he says.

The new equipment market has shrunk by almost 30% over the past two to three years, which means that companies are holding on to machines for longer periods and are generally looking to save money wherever they can. "This has boosted the rental and refurbished sales market considerably and has meant the more creative solutions are required," says GRC sales manager Tanya Brummer.

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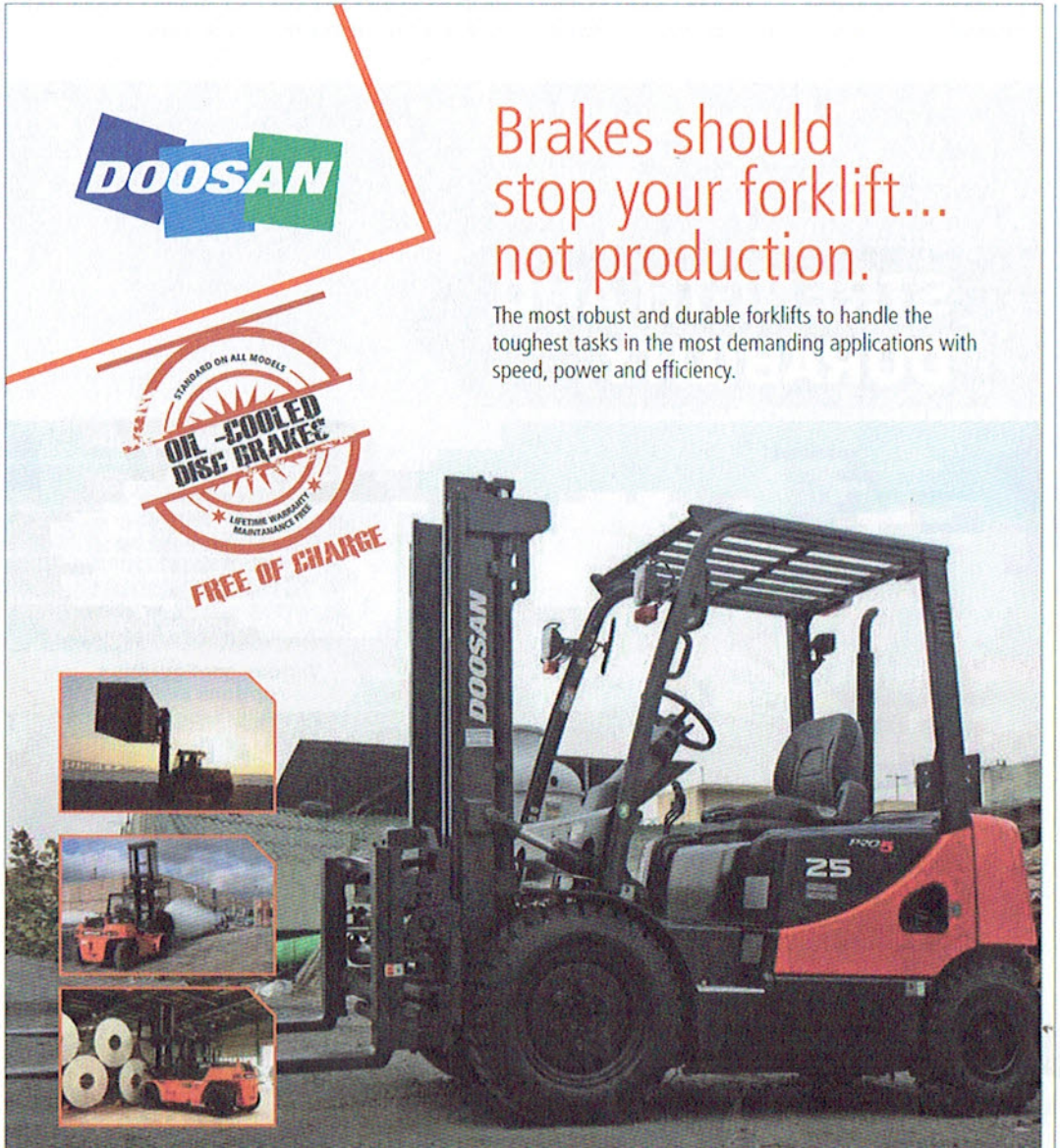
"One of the secrets to our success is the way in which we handle the equation of short-term rental versus long-term rental versus refurbished purchase versus new purchase. We take many factors into account and ultimately give the client the solution that best suits their needs," she says.

Darryl Shafto, GLTC MD, says he is delighted with the performance of the GRC team. "Through their efforts they have built a reputation for reliability and value for money and, therefore, they have a very loyal clientele," he says.

GRC which has a fleet of more than 700 machines, caters for the electric, LPG and diesel markets, provides big and small machines and has a team of qualified mechanics for each type of machine as well as highly trained operators and battery experts where required. All of its refurbished and rental machines are engine-inspected and fully load-tested.

The Goscor Group, has recently been acquired by Industrial Services Holdings (Pty) Ltd. (InServe), a new entity, which was created to give comprehensive service to the South African industrial services sector.