

Powerful prospects exploited

Anton Bothma, MD of Goscor Power Products and Goscor Rental Company, tells Edith Webster of *Civil Engineering Contractor* that the company has grand plans. He says: "We plan to continue to appoint new dealers and double our 40-strong countrywide network within the coming year. Our strength lies in our brands like Robin Subaru which has a two- to three-year warranty that is not offered by our opposition. We also have some exciting news on the compressor side: we are able to offer finance packages; independent of banks. Our customers do not have to purchase a compressor

outright as we can tailor a long-term rental arrangement with maintenance at a fixed monthly cost. Our risk is reduced by the premium quality of the product. Robin Subaru understands that we have to compete in terms of price so it has come to our assistance. We sell into the market with value placed on quality. We realise that we cannot be everything to everybody so we focus on a select customer base with a limited range of premium-quality products and essential back-up support."

Read more in the June 2010 edition of our sister publication, Plant Equipment & Hire!