Truck company named Doosan dealer of the year

In a ceremony held at the Doosan factory, in Korea, in May, forklift supplier Goscor Lift Truck Company (GLTC) received the Doosan Forklift Global Dealer of the Year 2015 award.

While GLTC has won several awards for its performance over the years from Doosan, this is the first time they have won the Global Dealer of the Year Award.

GLTC MD **Daryl Shafto** says that he is delighted at having won this award.

He says that 2015 was a very special year for GLTC, especially in the internal combustion (IC) market where it exceeded its targets both from a financial and a unit sales perspective, increasing its forklift market share by 4% in South Africa.

Shafto comments that this was the result of an exceptional effort from sales director **Patrick Barber** and his team, adding that, the company is humbled that this was recognised by its Doosan principals in Korea.

Doosan Lift Trucks executive director **Kun Hwa Lee** says GLTC deserves this award for its outstanding performance.

"We have been with Goscor since 1994 and each year there has been an improvement." He lauds Shafto and his team for their 2015 performance, stating that it was "outstanding".

Further, Lee states that GLTC's service is of high quality and it has developed excellent relationships with its customers, principals and suppliers.

"They also have an outstanding team spirit, which has obviously helped the team



EXCEEDING SALES TARGETS
Goscor Lift Truck Company named Doosan Forklift Global Dealer of the Year 2015

I changed my password to "incorrect" so whenever I forget what it is the computer will say "Your password is incorrect".



in its successes. I am very pleased to have been able to hand over this award to this fine company and I look forward to many more years of successful business with the team."

Shafto says that Doosan has always been way ahead in terms of innovative forklift technology – the 'brakes-for-life' system, introduced several years back, being an excellent example.

The 'brakes-for-life' system, which made world headlines when it was introduced and is still a very prevalent feature on Doosan forklifts, is an oil-cooled disc brake system, which, being totally enclosed, eliminates all outside contamination of any humid, abrasive or corrosive dust particles. The system significantly reduces operating costs and GLTC offers a 60-month, unlimited hours guarantee.

Shafto says that Doosan accounts for about 50% of Goscor's business and that it will play a significant role in the future growth and development of the company.

"We see the IC market as key going forward and I have no doubt that this prestigious award will motivate the team to go the extra mile in making Doosan an even more important player in the Southern African market," he concludes.

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"In the short term, the current system challenges provide the opportunity for collaboration between government and the private sector to develop and plan the approach while volumes are at a low," Lutchman says.

Compounding the maintenance challenges is the lack of skills in engineering and construction. South Africa has a shortage of experienced and capable technical leaders in both the public sector, where government projects need to be planned and committed to, and in the private sector, where projects need to be executed. Lutchman emphasises that this challenge is not unique to South Africa – these skills are not readily available within the borders of any country and there is a shortage of key engineering and construction skills worldwide.

Moreover, he points out that like most skills, these specialisations are mobile and easily exported to the US, Canada, Australia and the Middle East which remain lucrative destinations for competent and talented individuals.

He adds that having these skills in-country is the ideal long-term objective, but in reality, the private sector can plan and develop the local skills pipeline effectively only if there is a clear indication that projects will be implemented and there is a solid commitment from government to ensure they are executed. Failing this, the professionals concerned will make their own plans, says Lutchman.

To mitigate this challenge, industry players in the private sector are taking on apprentices or junior engineers and providing them with on-the-job training and development as far as is practically possible, but more can be done, he stresses.

"The best training ground is the project itself and more projects mean more training and growth for technical talent," Lutchman says.

Added to this, Lutchman notes that an engineering company that values its people will also offer support for professional registration with industry bodies – such as Consulting Engineers South Africa or the South African Institute of Civil Engineers – and provide candidate engineers with access to career guidance, counselling, mentorship and opportunities to get involved in challenging projects.

"This helps to grow young candidates' professional development, as they earn the experience required to achieve and maintain their professional registration," he concludes.

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