

Project



Date	March 2010
Type	Workshop and Maintenance Management
Client	Global Mining Services (Guinea) / Lodi partnership
Requirement	Vehicle Workshop and Lodi Centre
Location	Guinea

Description

Global Mining Services (GMS) realised the potential for selling quality vehicle Maintenance, Repair and Fleet Management Services but did not have the technical, systems or management capability to provide these services profitably and to a high standard.

In 2008, GMS expressed an interest in working with Lodi to develop their existing workshop facility to provide high quality maintenance services targeted at Government and Mining fleets in Conakry on a profitable basis.

Key Factors

Lodi carried out a number of visits to Guinea (Conakry) prior to completing a cooperation agreement with GMS. It was critical to gain an understanding of a politically complex and unstable market in order to make a sound judgement. The objective of these visits included;

- Identification of the target market sector and client group
- An assessment of the market potential for workshop and fleet management services
- To understand the skills requirement
- Meeting potential clients to understand problems and priorities
- An assessment of the liquidity of GMS and programme viability

Lodi is committed to providing consistently high standard of service through the application of Lodi Operating Standards, training and process management. The Company had to satisfy themselves that this was achievable in Guinea and working with GMS.

Result

The GMS workshop and Lodi Centre opened for business in April 2009 with:

- a staff of 12 including 3 expatriate managers and supervisors
- a refurbished and re-equipped workshop
- process management in accordance with the Lodi QA manual
- an IT based workshop and inventory management system
- a technician training programme.

The GMS Lodi Centre has operated profitably since June 2009 despite a series of political disturbances and evacuations. Customer Satisfaction has generally been high with a number of customers on contract.

Benefit to organisation

- Increased profitability
- Increased market penetration
- Wider range of product sales opportunities
- Improved customer awareness and related vehicle and parts sales