

# Paramount looks to grow its business

By Pritesh Ruthun

According to the National Association of Automobile Manufacturers of South Africa (Naamsa) statistics for June 2013, heavy commercial vehicle retailers in South Africa enjoyed a healthy month of sales as 497 new trucks found new homes in depots around the country last month.

If one had to look at statistics for the same month last year, retailers sold a total 461 units by comparison, which serves as a good indication that the heavy commercial vehicle industry is maintaining steady growth as more and more transportation and logistics operators look to grow their respective businesses.

Similarly, trailer and tanker sales are also on the increase, as a truck without a trailer won't make much sense if you plan on hauling freight around the country or into darkest Africa.

According to Paramount Trailers, which is situated in Alberton, the trailer business is booming, especially in recent years as more and more freight is being moved across South Africa on the road instead of by rail.

To this end, the relatively small family-run business has been forced to expand, in order to cater to the growing marketplace and to accommodate business growth throughout the rest of sub-Saharan Africa, as business owners from neighbouring countries look to source their equipment from reputable South African manufacturers, importers and distributors.

The company is in the process of setting up an all-new headquarters, also based in Johannesburg, which will allow it to streamline its manufacturing processes as well as breathe new-life into its operations, which have been highly successful to date.

"Our main business comes from the manufacturing of a diverse range of trailers for the heavy commercial vehicle market, and this means that we needed to expand our operations in order to remain on top of growing demands from the marketplace," said Paulo Ribeiro, Paramount's Financial Director.

While the company isn't looking to take on the major players in South Africa's trailer manufacturing game, the company is looking to hone its operations under one roof, in one yard and with a revitalised new assortment of manufacturing equipment.

"We're busy with the final stages of development of our new premises, which not only allow us to grow our capacity for production, but also allows us to run a more lean organisation that will be able to turn orders around in a more efficient manner than ever before," Ribeiro said.

As the company will be growing it will also be looking to invest in more staff, as well as information technology solutions to assist in honing its supply chain management and relationships with its customers.

"No matter how big or small a business is one thing that remains critical to its success to working with a team that's passionate and dedicated to service excellence and product quality.

"Our trailers have grown in popularity with many transporters around South Africa, and in the past decade we've managed to



Paulo Ribeiro, Paramount's Financial Director, Fernando Marques (Chairman) and Warren Marques, MD of Paramount Trailers.



attain many lucrative deals with large fleet operations, however in an effort to grow the business we are investing heavily in its future," Ribeiro added.

While the company understands that uncertainty around strikes in the mining, transportation and civil sector will affect its output, it remains confident that the time for expansion has arrived and that it's more than ready to service SA's booming logistics sector.