



Ghana's No.1 Indigenous Automobile Company

COMPANY PROFILE

RONOR MOTORS GH. LTD



SPINTEX ROAD - ACCRA
OPPOSITE BAATSONA TOTAL SERVICE STATION



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GENERAL BUSINESS ACTIVITIES

Ronor Motors Gh. Ltd is a car dealership selling directly to the Ghanaian people. Our business model is based on the sales of vehicles to as many people and businesses as possible in the country. Based on the decision of the Board of Directors to expand the business, we will be establishing unique outlets at strategic locations, starting off in Accra and gradually rolling them out nationwide. Ronor Motors Gh. Ltd. imports our new vehicles directly from manufacturers' appointed distributors to supply the institutions and people we sell to.

COMPANY STRATEGY

Purpose:

To be a leader in the automobile industry by providing bespoke services, sincere relationships and maximum profitability.

Vision:

To be Ghana's automobile company of choice.

Mission Statement:

To build long term relationships with our customers and clients by providing exceptional customer services and pursuing business through innovative and dedicated customer-oriented products and services.

CORE VALUES

- ▶ We believe in treating our customers with respect and honesty.
- ▶ We grow through creativity, invention and innovation.
- ▶ We integrate honesty, integrity and business ethics into all aspects of our business functions.



GOALS

- ▶ Gradual expansion in the field of automobile sales by developing a strong base of key customers, both institutional and private.
- ▶ Increase the assets and investments of the company to support the development of services.
- ▶
- ▶ To build good reputation in the field of automobile marketing and delivery management and become the key player in the industry.

DEPARTMENTS

Ronor Motors Gh. Ltd. Ltd. consists of two distinct divisions that work together in harmony to offer customers and clients a unique vehicle buying experience.

These are:

- ▶ Ronor Motors Forecourt
- ▶ Ronor Motors Direct Sales



RONOR MOTORS GH LTD. - DIRECT SALES

A vast amount of the business Ronor Motors Gh Ltd. does is to directly supply vehicles to businesses and institutions, both private and public. Our direct sales clients and customers include Parliamentarians, Council of State members, MDAs, large and small companies, and directly sell to workers of various companies and institutions through hire purchase.

RONOR MOTORS GH LTD. - FORECOURT

A large part of our customers consists of people who just want good quality vehicles at realistic prices to buy from a trusted, friendly, and reliable car dealer. We are there to meet these needs. Our forecourt operates with qualified and highly knowledgeable salespeople who do not only know about cars but can offer expert advice on all the vehicles we sell.

AFTER SALES SERVICE

Ronor Motors Gh Ltd. has appointed authorized service shops at various locations across the country to bring after sales services much closer to our valued customers. This is aimed at providing quality service to guarantee the best condition of your vehicle at all times.

Our aim is not only to offer better repair quality, but also, better performance in appearance, facilities, equipment and handling our esteemed customers in a way to earn their trust.





MANAGEMENT TEAM

The Management Team of Ronor Motors are:



Atta Frimpong
Addo

Chief Executive Officer



James Tachie
Menson

Managing Director



Edna
Frempomaa
Tieku

Public Relations
Manager



Faith Boakye
Apraku

Administrative
Manager



Anna
Arthur-Dake

Finance Manager

CHIEF EXECUTIVE OFFICER

Atta Frimpong Addo is an entrepreneur with vast experience in the automobile sales industry. He is bold and enthusiastic, focused and very motivated. He has a passion for detail and is a good team builder. He makes things happen. He is the Founder and Chief Executive Officer of Ronor Motors Gh. Ltd.

MANAGING DIRECTOR

James Tachie-Menson is a Marketing and Business Development professional with experience in journalism, telecommunications and IT industries. He is able to work on his own initiative and as part of a team with proven leadership skills involving managing, developing and motivating teams to achieve their objectives. He is very literate, articulate and an excellent communicator with first-class analytical, design and problem-solving skills, always looking for new and innovative ways of doing things.

PUBLIC RELATIONS MANAGER

Edna Frempomaa Tieku is very efficient in coordinating corporate company procedures which is vital in her role as the PR Manager at Ronor Motors Gh. Ltd. She is the hub of the company and everything revolves around her.

ADMINISTRATIVE MANAGER

Faith A. O. Boakye Apraku is a highly organized and detail-oriented person with extensive experience in project management which is key in her role as Administrative Manager. She is a very passionate communicator and prudent team member.

FINANCE MANAGER

Anna Arthur-Dake has vast experience in finance having risen through the ranks with distinction. She has rich knowledge in Organizational and Financial laws with good customer-relationship skills.



NOTABLE ACHIEVEMENTS



2017

- ▶ Imported and supplied 42 brand new vehicles consisting of: 2017 Toyota Land Cruisers, Prados, Fortuners, Hilux, Rav4s and Corollas as well as 2017 Lexus LX570 to 23 out of the 26 members of the Council of State of Ghana. This amounted to the tune of \$2,100,000 (two million one hundred thousand dollars).
- ▶ Imported and supplied 36 vehicles brand new vehicles including Toyota Land Cruisers, Fortuners, Hilux as well Mitsubishi Pajeros to 19 Members of Parliament to the tune of \$1,672,000 (one million six hundred and seventy-two thousand dollars).
- ▶ Imported 32 used cars from Canada in one shipment for sale to our customers who specifically asked for used vehicles.
- ▶ Supplied 100 Toyota Hilux Pick-ups to National Security for Operation Calm Life, a joint army/police operation.



NOTABLE ACHIEVEMENTS



2018

- ▶ Imported and supplied 11 brand new vehicles of varying types to the Office Of The President (General Administration).
- ▶ Imported and supplied the Ministry for Special Development Initiatives with 11 brand new Station Wagons and Cross-Country vehicles.
- ▶ Imported and supplied the Ministry for Business Development with 5 vehicles.
- ▶ Imported and supplied the Office Of The President with 8 vehicles of Various types.



NOTABLE ACHIEVEMENTS



2019

- ▶ Imported and supplied the Ghana National Gas Company with 9 vehicles
- ▶ Imported and Supplied 28 vehicles to the Office Of The President
- ▶ Imported and Supplied 33 vehicles to the Ministry of Roads and Highways
- ▶ Imported and Supplied the Ministry of Transport with 2 vehicles



NOTABLE ACHIEVEMENTS



2020

- ▶ Imported and Supplied 30 Toyota Hiace 2020 GL Grandia Tourer's to the Ghana Private Road Transport Union (GPRTU)
- ▶ Imported and Supplied the Ministry of Education with 22 Toyota Land Cruiser Prado vehicles
- ▶ Imported and supplied the Parliamentary Service of Ghana with 5 vehicles of various types
- ▶ Imported and Supplied 112 Toyota Hilux Pickups to the Ghana Cocoa Board.
- ▶ Imported and Supplied the Ministry of Local Government and Rural Development with 50 pieces of 60-Seater Eicher Buses.
- ▶ Imported and supplied 210 Toyota Hilux Pickups to the Ministry of Education.
- ▶ Imported and supplied the Electricity Company of Ghana with 130 assorted vehicles
- ▶ Imported and supplied 21 assorted vehicles to the Office Of The President



NOTABLE ACHIEVEMENTS



2021

- ▶ Imported and supplied 14 assorted vehicles and 13 Toyota GXR Land Cruisers to the Parliamentary Service of Ghana
- ▶ Imported and supplied Ghana Revenue Authority with 180 vehicles of various types
- ▶ Imported and supplied 100 Isuzu D-Max Pickups to the Ministry of Education
- ▶ Imported and supplied 12 Toyota Camry Saloon Cars to the Parliamentary Service of Ghana
- ▶ Imported and supplied the Ministry of Energy with 7 vehicles
- ▶ Imported and supplied 49 assorted vehicles to the National Health Insurance Authority
- ▶ Imported and supplied 35 assorted vehicles to the Ministry of Local Government, Decentralisation and Rural Development
- ▶ Imported and supplied 13 vehicles of varying types to the Office Of The President
- ▶ Imported and supplied Temale Technical University with 6 vehicles



NOTABLE ACHIEVEMENTS

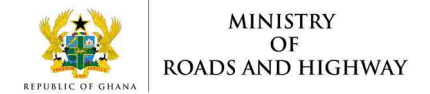


2022

- ▶ Imported and supplied 76 assorted vehicles to the Judicial Service of Ghana
- ▶ Imported and supplied 6 vehicles to Ho Technical University
- ▶ Imported and supplied 17 Toyota Prado VX to the Ministry of Health
- ▶ Imported and supplied the Ghana Statistical Service with 7 Toyota Hilux A/T Pickups
- ▶ Imported and supplied the Ghana Tourism Authority with 5 Toyota Hilux A/T Pickups



OUR CLIENTS





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