

BRISCOE

R. T. BRISCOE (NIGERIA) PLC. (RC. 1482)



OUR CORPORATE VISION

Our vision is to be market leaders in our various business sectors, delivering excellent customer service and optimum returns to stakeholders

MISSION STATEMENT

Guided by our proud heritage and relentless pursuit of our vision, we will build shareholder's value through quality product, superior customer service, innovation, commitment and operational excellence by a well motivated and performance driven workforce

R.T. BRISCOE (NIGERIA) PLC

18, Fatai Atere Way, Matori, Oshodi. P.O.Box 2104, Lagos.
Tel: (01) 2703477, 2703478, 2790756. Fax: (01) 2793216.

BRISCOE

BACKGROUND

R.T. Briscoe (Nigeria) PLC (“Briscoe”) was incorporated in Nigeria on 9th March, 1957, as a Private Limited Liability Company and became a wholly owned subsidiary of the East Asiatic Company Ltd A/S (“EAC”) of Copenhagen- Denmark in 1961. The Company became a public Company in 1973 and the shares were listed for quotation on the Nigerian Stock Exchange in 1974. In August 2002, EAC divested its shareholding in Briscoe to Nigerian investors.

The Company started its business activities in Nigeria with the importation of building materials and some English trucks under an agency arrangement brokered by its parent Company. Since 1957, when Briscoe was incorporated, the Company has witnessed tremendous growth and has diversified its area of operations to include the sales and service of motor vehicles and technical equipment.

Briscoe has since 1957 under the trade name “Briscoe Motors” been a dealer of Toyota vehicles in Nigeria.

Briscoe became a dealer of Volvo cars in 1970 through a concessionaire Agreement dated June 18th and July 9th 1970. Between 1970 and August 1992, Briscoe served as the exclusive dealer for Volvo vehicles in Nigeria with sales and service outlets in various parts of the country until the Agreement was mutually terminated by both parties.

In 2005, Briscoe expanded its product portfolio and was appointed a dealer of the Ford Motor Company for the marketing, sales and service of the Ford range of vehicles. The Ford dealership was conducted under the trade name - Briscoe-Ford before mutual termination in 2016.

Presently, *Briscoe Motors* is engaged in the marketing, sales and servicing of Toyota motor vehicles under the trade name *BriscoeToyota* as one of the 8 authorised dealers of Toyota Nigeria Limited.

Briscoe Material Handling Equipment, a division of the Company, distribute and services materials handling equipment and warehouse equipment while Briscoe Elgi(Elgi Compressors) handles the servicing and sales of Elgi industrial compressors, mining and drilling equipment.

BriscoeGenerator a division of the company handles the sales and servicing of JCB Generators and other brands

Briscoe Properties is involved in facilities management, property development, project management and estate management services.

Briscoe has its head office at Matori, Lagos and branch offices at Ikeja, Victoria Island, Lekki, Asaba, Kano, Port Harcourt and Abuja. The Toyota dealership and other brands are operated from these facilities, each of which comprise offices, parts and workshop service facilities. .

Briscoe has over the years improved upon its vehicle sales volumes and motor business turnover. In recent times, despite severe threats from grey imports and stiff competition from other dealers total unit vehicle sales increased significantly.

BUSINESS ACTIVITIES



Our **BriscoeToyota** markets a wide range of Toyota commercial and passenger vehicles. The commercial vehicles are by far the most important product segment of the vehicles sold to industry, construction companies, government and the oil industry. The saloon cars are sold in smaller numbers to the industry and banks.



BRISCOEToyota workshops are equipped with state-of-the-art electronic and computerised equipment to ensure that the company offers the highest possible quality of after-sales service. Our workshops are among the best in the country. We regularly undertake the Facilities Improvement Activities (FIA) programme in order to maintain international standards in these workshops.

The workshops are divided into eight major sections to guarantee efficiency and smooth operations for customer satisfaction. We also place emphasis on regular appraisal and training of our staff in order to get them to work at optimum level.

The company's spare parts department holds a large computerised inventory of genuine Toyota spare parts and accessories ordered directly from the manufacturers.





Briscoe Material Handling Equipment, handles the sales and services of Toyota forklifts and other material handling equipment and like pallets truck, reach trucks, stackers etc. It partners with international brands – Toyota Material handling Co., BT Material Handling Co. & Raymond Co. to provide these world class products. BriscoeMHE also offers fleet management, racking and leasing services .Our Aftersales Staff are dedicated to maintaining and servicing the considerable number of Material handling equipment in the country and with continuous training, both locally and overseas, ensures a high level of competence.



Caws Technical handles the sales and services of industrial, mining and construction equipment. It partners with international brands such as – Elgi Compressors to provide these world class products. It also offers original parts and other aftermarket services to support the product line. The main operating office is located at the Briscoe head office at Matori, Lagos from where rapid delivery of spare parts to all customers is ensured from a computerized inventory





BRISCOE PROPERTIES LTD

Briscoe Properties renders facilities management, property development, project management and real estate services. BPL presently manages a number of residential and commercial properties across Lagos.

Property Development & Project Management



Facility & Property Management: Through the provision of technical management, Briscoe Properties addresses the key aspects of life cycle maintenance of buildings and their systems. This activity increases tenant satisfaction and ultimately results in high tenant retention while maintaining the long term value of our client’s properties.



Briscoe Properties provides professional services to clients with a definitive strategy for the management of construction in order to achieve the completion of the project on time, to the specifications defined by the project brief and within the budget. Briscoe Properties identifies potentially property development opportunities and after appraisal, takes the project(s) forward to implementation.



Briscoe Generators

Briscoe Generators handles the sales and servicing of JCB Generators nationwide. JCB Generator employs an intelli-power - the most advanced solution for power outages and sound-proof technology - in designing power unit. It offers reliable power solutions for residential, commercial or industrial demands.



Launched in 2014, Briscoe Garages is a quick auto service and maintenance offering to cater to the motoring needs of the public in different clusters. Currently, the operations are being carried out at University of Lagos and Ladoke Akintola University (LAUTECH), Ogbomosho, Oyo State. Plans are underway for expansion into other location.

INTRINSIC STRENGTHS

The core strengths of R.T. Briscoe (Nig) Plc include:

✓ **Branch Network**

In addition to its head office at Matori, R.T. Briscoe has six strategically located branch offices throughout Nigeria. This branch network has enabled the Company to capture substantial market share for the products, which it distributes. Accordingly, R.T. Briscoe is strategically positioned for the effective marketing of its products and services throughout Nigeria.

✓ **Established Brand Name**

Briscoe is a well-established name in Nigeria and the products sold and the services provided by the Company are judged to be of a high quality. Significantly goodwill is associated with the name “Briscoe”

✓ **Established Customer Base**

Briscoe already has an established customer base, spread throughout the country. This customer base includes federal, state and local governments and well-known companies operating in strategic sectors of the economy. Long-lasting and personalised customer relationships are a major feature of Briscoe’s operations and these have continued to boost its operating performance.

✓ **Financial Support**

Briscoe has a very robust Balance Sheet. It enjoys financial support from selected banks in Nigeria, which is based on the confidence that they have in the Company’s historical performance and future prospects.

✓ **Management Team**

The management team in Briscoe is made up of seasoned professionals who are determined to succeed, and have a wealth of experience in the Nigerian automotive, industrial equipment and real estate market.

✓ **Information Technology**

The Company’s operations are fully computerised with an online enterprise resource planning framework that serves the Matori head office and the branches.

✓ **Facilities**

The Company operates from well-organised and well-maintained premises at Matori and nationwide, including modern, well-equipped and efficiently run workshops. Briscoe is the most respected within the Toyota dealer and industrial equipment network providing after sales service with the back-up of a comprehensive inventory of spare parts.

AWARDS AND RATINGS

The Company is a beneficiary of several awards for corporate governance and excellent quality in its sales and service functions. Our workshop at Matori is the first Toyota certified workshop in Nigeria and the fourth in Africa.



In recognition of its commitment and adherence to corporate governance principles, our Company is a fourteen-time winner of the prestigious President's Merit Award of the Nigerian Stock Exchange which it has won consecutively since 2002. It was the winner of the most recent edition.



The Company has also received a number of certificates of merit for organising and maintaining the best-stocked stand at trade fairs within Nigeria in which it participated.

LOCATION & BRANCH NETWORK

Head Office

18, Fatai Atere Way,
Matori, Oshodi, Lagos

Postal Address

P.O. Box 2104, Lagos

Telephone Lines:

01- 2771258, 01-2793216 and 08093936657

Fax: 012793216

E-mail Addresses:

Briscoemail@rtbriscoe.com,
customerservice@rtbriscoe.com

Web site:

www.rtbriscoe.com

BRANCHES

Matori Branch

18 Fatai Atere Way
Matori, Oshodi, Lagos

Abuja Branch

Plot 410, Cadastral Zone
Opposite Oando filling Station,
Airport Junction,
Jabi, Abuja.

Victoria Island Branch

Plot 1440, Sanusi Fafunwa Street
Victoria Island
Lagos.

Asaba Branch

Summit Road by Amphila Road
Junction Asaba
Delta State

Lekki Branch

Plot 94, Plot 2, Providence Street
Off Admiralty Way, Lekki Phase 1
Lekki, Lagos.

Port Harcourt Branch

314, Port Harcourt/ Aba Expressway
Rumukwurushi,
Port Harcourt Rivers State

Kano Branch

1, Independence Road, Bompai, Kano
Kano State

Briscoe Garages

University of Lagos Works Department
UNILAG Akoka Lagos

LAUTECH, Ogbomosho
Oyo State

CORPORATE DATA

Name of Company:	R.T. Briscoe (Nigeria) PLC
Incorporation Number:	1482
Date of Incorporation:	March 9th, 1957
Nature of Business:	Sales and Service of Motor Vehicles (Toyota), Industrial Equipment (including Forklifts, Industrial Compressors, Mining and Drilling Equipment and JCB Generators) Facility Management/Real Estate Development.
Registered Address:	18, Fatai Atere Way, Matori, Oshodi, Lagos State
Authorised/Fully Paid Capital:	₦ 3.25 Billion/ ₦ 588.17 Million
Major Shareholders:	Classic Motors Limited – 8.26% Mikeade Investments Limited – 21.62% Others – 70.12%
Subsidiary:	Briscoe Properties Limited
Stock Exchange Classification:	Service
Date/Class of Listing:	15th March, 1974/First Tier
Stock Exchange Awards:	1974, 1975, 1976, 1978, 1995, 1997, 1998, 2002-2007
Financial Year-End:	31st December
Directors:	Sir. Sunday N. Nwosu (Acting Chairman) Mr. Bukola Oluseyi Onajide (Managing Director) Mrs. Adeola Adenike Ade Ojo Mr. Akintola Olusola Ajayi Dr. Adewale Olawoyin (SAN) Alh. Ali S. Madugu (mni) Mrs Folashade Ogunde Mrs Aderemi Akinsete-Chidi (Alternate to Mrs Ade Ojo)
Company Secretary:	Olukayode Adeoluwa & CO
Auditors:	KPMG (Chartered Accountants)
Registrars:	Meristem Registrars Limited
Management:	Mr. Bukola O. Onajide Managing Director Mr. Segun Adebayo General Manager, Finance Mr. Femi Eguaihide General Manager, Briscoe Motors Mr. Kunle Ajifola Managing Director, Briscoe Properties Limited Mr. Tunde Babalola Deputy Head, Briscoe Motors Mr. Dapo Ilugbo Regional Business Manager, North Mr. Chukwu Chukwu Regional Business Manager, South East Ms Vivian Chigboh Head, Customer Service Mr. Michael Olabode Legal Adviser Mrs. Titi Sodipo Head, Material Handling Mrs. Ifeoma Chikezie-Uwazie Head, Human Capital Development