

REAL AUTO SPARES LTD

DIRECT IMPORTERS OF SPARE PARTS, LUBRICANTS,
TYRES & BATTERIES.

DEALERS IN JAPANESE AUTO SPARES PARTS

P.O BOX 11178-00400, NAIROBI, KENYA

Branches: Mlolongo, Kirinyanaga Road.

TEL: 0707 901188. EMAI: info@realautopart.com; spares@realautopart.com

PIN: P 051311385 W

COMPANY PROFILE

BACKGROUND OVERVIEW

Real Auto spares ltd is a private limited company founded in the year 2004 as spare parts dealer mainly engaging in the sale of ISUZU GENUINE PARTS, AFTER MARKET, HINO and MITSUBISHI spare parts, and up to date, we have grown having four (4) affiliate companies making the **REAL GROUP OF COMPANIES** as stated below,

- **REAL AUTO PARTS LTD – 80 KIRINYAGA ROAD NAIROBI**
- **REAL AUTO SPARES LTD – KIBHARE CENTRE SYOKIMAU (MLOLONGO)**
- **SHREEJI MOTORS LTD – 80 KIRINYANGA ROAD NAIROBI**
- **AFRICANA SUPPLIERS CO - KIRINYANGA ROAD NAIROBI**

REAL AUTO SPARES LTD WAS APPOINTED GM 2S DISTRIBUTORS IN THE YEAR 2015

By the year 2016 we have been duly appointed parts distributors for **FUSO** (Simba colt motors) and **HINO** (Toyota Kenya).

Our traditional business model is based on the accomplishment of product diversity and strong reputable customer base in the industry. The revenues of our company are expected to be nearly \$400,000 per month depending on the variables that are factored in with investments in the lubricant, spare parts tyres and battery industry.

Company started to diversify its business of parts to growth in lubricants, tyres and batteries, as with reputation in market it was a dream comes true in catching up in other field to build on success.

In the year 2018 November 30th we emerged among the **Kenya top 100 mid-sized companies'** winners and ranked on position 67 which has made the entire family of REAL AUTO SPARES LTD feel honoured, respected and recognised for the tireless efforts applied in our daily undertakings.



MITSUBISHI FUSO
GENUINE PARTS



HINO TRUCKS

Kixx



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COMPANY STARATEGY

- **PURPOSE**- To be a leader in the **LUBRICANT, SPARE PARTS, TYRES, AND BATTERY** Industry by providing enhanced services, relationship and profitability.
- **VISION** – To provide quality services that exceeds the expectations of our customers.
- **MISSION STATEMENT** – Build long term relationships with our customers and provide exceptional customer services by pursuing business through innovation and advanced technology.
- **CORE VALUES**
 - We believe in treating our customers with respect and faith
 - We grow through creativity, invention and innovation
 - We integrate honesty, integrity and business ethics into all aspects of our business functioning
- **GOALS**
 - Regional expansions in the industry and ensure a strong value adding clientele base.
 - Increase assets and investment of the company to support the development and provision of service delivery.
 - To build good reputation in our field of operation so as we become key players in the various industries we have dedicated ourselves in.

SCOPE OF WORK

The company conducts sales and marketing of spare parts, Lubricants, tyres and Automotive Batteries, it also undertakes in offering basic training on lubricants so as to equip our customers with the necessary knowledge in lubes to avoid misuse and wrong applications which may save huge and unexpected loss to companies.



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FINANCIAL CONSIDERATIONS

The company expects to reach desired profits and does not anticipate serious cash flow problems. We believe that the average profitability will be sufficient. Most of the company's liabilities come from management investment.

PRODUCTS DIVERSITY

We have various products that describe how strong and focused with our goals which includes;

Spare parts

Mainly for ISUZU, MITSUBISHI and HINO our main focus in parts is to ensure we supply genuine parts in the following field;

- Engine parts
- Service parts
- Gear box parts
- Differential parts
- Body parts

Lubricants

Mainly dealing with several leading brands in Europe, Asia, Middle East and Africa that's,

- KIXX – (GS CALTEX) ORIGINATED FROM KOREA—started in year 2014
- SHIELD LUBRICANTS ORIGINATED FROM INDIA—started in year 2015

Our current lubricants product range meets OEM specifications and includes;

- *Diesel & Petrol Engine Oils*
- *Gear Oils & Transmission Fluids*
- *Greases - graphite, Bearing, Extreme pressure, High temp, Multipurpose etc.*
- *Automotive Specialty products such as Coolants, Brake Fluids etc.*
- *Industrial specialty products.*
- *Industrial gear oils and hydraulics.*
- *Compressor oils, Metal working fluids, Transformer oil & Calibration oil.*



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- *Marine oils.*
- *Synthetic range of products.*

Batteries

We partnered with EAST MAN AUTO (INDIA) IN YEAR 2015, launch of ADDO PLATINUM BRAND BATTERIES.

ADDO batteries have proven to be a superior quality in the market. The brand manufacturer uses latest technology to ensure consumers not only achieve value in their money but safe guard them from using substandard quality. By this the brand has proven its capability to provide service beyond our customers' expectations.

Tyres

STARTED IN THE YEAR 2014

We are the sole distributors of **KETER** Tyres in Kenya, the brand is originated from China and it has proven beyond reasonable doubts on the Kenyan roads by exceeding its value for Money, that's maximising profits on investors who have invested in purchasing and using the brand in their fleets.

STRENGTH

Our strength lies in our secrecy of providing quality service in a reasonable price which creates a strong bond between us and our customers.

We import all our products hence quality is never compromised since it's genuinely supplied to our customers with its original quality as it was from the manufacturer.

We import our products from well recognised brands worldwide which includes; Japan, Korea, Thailand, Taiwan, China, Russia, Turkey, Ukraine, India, Middle East.

As currently we are one of the leading importers of spare parts from Japan as we deal with almost all O.E.M brands and appointed resellers by Japan Indenting House and manufacturer. (Products **MAHLE, EXEDY, DAIDO, NPR, TP, RIK, NEW ERA, TSK, MASADA, HKT, SEIKEN, FUJI, MRK, GMB, ETC** Every Year our growth in after market is increasing as sales of lubricants and other products are making company achieve more and more.

Currently as group we serve approx. /nearly 700 companies indirectly/directly, where the growth is uprising every month due to quality products and additional lines on lubricants, batteries and tyres.



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MAN POWER.

We have well established chain of employees who are about 30 personnel in all our four branches among these, five (5) lubricants expertise (previously worked for FUCHS and REXOIL Lubricants) who are fully in operation running the Lubricant division so as we strategize and establish ourselves and reclaim our market share within the east African region.

CUSTOMER BASE

We can testify that we serve several reputable companies/firms in Kenya who are very much confident and contented with our unmatched service delivery to customers which makes our customer data grow on monthly basis. This has also been boosted by our honesty, transparency and partnering with strong business partners.

Among the clients we serve varies from transport industry, psv operators, agricultural, steel manufacturing, Mining, construction, automotive garages, lubricants distributors and resellers. To name a few,

- ✓ Multiple heuliers e.a ltd
- ✓ Yalfa cargo ltd
- ✓ South seoux farms ltd
- ✓ 2M Autotech (Double M)
- ✓ Eldoret express ltd
- ✓ Tuskeys supermarkets ltd
- ✓ Naivas ltd
- ✓ Associated motors
- ✓ Thika motor dealers
- ✓ Isuzu east Africa ltd
- ✓ Ryce east Africa ltd
- ✓ Scania kenya ltd
- ✓ Auto express ltd
- ✓ Kingsway tyres ltd
- ✓ Asachi ltd
- ✓ Atlantis lubes ltd
- ✓ Iteq solutions ltd - thika
- ✓ Wells fargo ltd
- ✓ Sotik tea company ltd - Sotik
- ✓ Sun harvesting ltd
- ✓ Seyani brothers ltd
- ✓ Twiga construction co. ltd
- ✓ Parbat seyani construction ltd
- ✓ Epcu builders ltd
- ✓ Epcu quarry ltd
- ✓ Arristocrats concrete co ltd
- ✓ Packaging industries ltd
- ✓ Yashpoles ltd
- ✓ Radhesyaam transporters ltd
- ✓ Kenya builders ltd
- ✓ Insteel ltd
- ✓ Nails and steel products ltd
- ✓ Nairobi plastics ltd
- ✓ Kentainers ltd (ramco group)



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