



# MERCANTILE CAR RENTALS LIMITED

## Company and business profile

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### 1. Who we are

Year of Incorporation - 2011

Our Promise:

- ✓ A safe, Fast & Comfortable transport solution
- ✓ A professional and Friendly service
- ✓ We are there when you need us.

Our Services

- ✓ Airport transfers
- ✓ Cab service
- ✓ Upcountry travels
- ✓ Town running



Mercantile Car Rentals is a local supplier of transport solutions mainly the car rental service. Our service offerings have been designed to ensure client flexibility, comfort and convenience. We are part of the General Machinery group transportation line of business which includes other companies like Victoria Motors (Mitsubishi and Renault Trucks distributors), Merca Limited (Renault Passenger car distributors), Sus-tech (Fleet management), and Specialized Motors(Spare parts and accessories distributors).

We provide more than just traditional car rental service. We are a true local transportation solution for personal and corporate business needs.

If your business is not transport services, we are here to ensure that your transport needs are met so that you can focus on what you do best. We promise to do the same in meeting your needs.

Our repeat clients, referrals and growing customer base are testament to Customer Satisfaction. We continue to find ways to ensure that we exceed our client expectations.

#### OUR VISION

To develop into the largest home grown vehicle rentals company in Africa with high professionalism and return on investment

#### OUR MISSION

To become number one choice vehicle rentals company in Uganda through provision of efficient, affordable and sustainable transport solutions.

#### OUR CORE VALUES

- 1) Integrity -High level of integrity achieved through transparency and accountability in all our business dealings.
- 2) Customer satisfaction- Exceeding our customers’ expectations is our priority through highly trained staff and properly maintained vehicles.
- 3) Value for the money- We aim at offering a superior service to our clients at no extra fee.
- 4) Respect - We treat our customers and staff with respect.



## 2. Our business

Our custom rental programs are designed to meet company's needs. We offer short to medium to long-term car rentals, Airport transfers, Driver hire, Cab rental for town running, Upcountry vehicle rental, group car rentals and car rental programs for special events like meetings. The benefits of our service to you include:

- **Service at your whim**

Our rental offer aims to save you time and money. Our customized rental programs are designed specifically to meet your company's needs.

We will provide cars whenever, wherever and for whatever period you need the rentals.

- **Online tracking System**

Our vehicles are fitted with E-Drive fleet management system to help monitor vehicle location and handling in real time. Reports are also generated for accountability.

- **Driver Hire**

Hire a driver at your convenience through our 24hour communication system. Travel with no worries, we send you a driver where ever you are.

- **Safe Travel**

Our vehicles are comprehensively insured, and are installed with fire extinguishers, first aid box, reflectors. The use of seat belts is mandatory.

Vehicle tools including wheel spanner, jerk and tyre rod are always inspected before vehicle checkout.

- **A sizeable fleet**

We have a wide selection of latest model that ensures you have access to the vehicles you need, including specialty vehicles such as SUVs, Saloon cars, pickup trucks and vans.

- **Clientele**

Our client includes NGOs, Government Organizations, Corporate organizations and Individuals

- **Customer rate plan:**

We offer straightforward, all inclusive rate plans that make renting easy for our customers.

For every rental – whether it's for a day, a week, a month or more. Our rates are customized to client transportation needs.

- **Longer-Term Rentals**

For customers looking to rent a car, van or truck for a month or more, we offer long-term car rental program. Longer term rentals offer the flexibility to use vehicles say for short term experts or consultants and return them to us when not required.

- **24/7 Customer service**

We are available to provide customer service at all times, including road side assistance, should your vehicle breakdown.



### 3. Meet the Fleet

**Our Promise**  
Whatever you need, whenever you need it

Whether it is a short term need for town running or luxury to heavy duty transport needs, talk to us.

We have a variety of rental cars to choose from, which include

- ✓ **Economy, full-size or luxury sedans.** Whether for fuel-efficiency, space, or comfort and style we have the right perfect rental car.
- ✓ **SUVs,** which offer plenty of flexibility with seating capacity, luxury, power and luggage room. Wherever your business needs take you, we have the ideal SUV for your needs.
- ✓ **Pickups:** to transport bulky items or project stuff. Our pickups have the space, power, and durability ideal for any project or trip whether upcountry or within the city.

We have a fleet of more than 60 vehicles to meet our growing client car rentals needs. We maintain a fleet of new vehicles which ensures availability and great user experience.

#### SUV



Full of technology, luxury and versatility, the Pajero class is comfortable both on the road and off. It also projects a good company image for your executives.

#### Pick-up trucks



An icon of high-strength dependability, our pickup L200 offers fuel-efficiency and versatility and is the ultimate hard working pickup truck.

#### Saloon vehicles



The Renault Duster or Fluence combines comfort, style and efficient power for cruising around town or your next adventure. The cars are comfortable over any kind of road.



## 4. Our clients

Some of the clients for whom we have provided car rentals on an ongoing basis include



We are the vehicle rental provider to a number of corporate clients. This has resulted in a utilization performance in excess of 85% (target is 70 - 80%). This utilization has supported our business growth and is testament of a value for money and great customer service experience for our clients.

## 5. MCR in the community

MCR, as part of the General Machinery group acts responsibly and gives back to the community in which we do business. As a group, our corporate social responsibility is delivered through the Palle Moeller foundation, whose objectives are:

- a) To advance education to the public in all subjects of learning including agriculture, medicine, crafts, business and the liberal arts throughout the world.
- b) To relieve poverty throughout the world.
- c) To provide housing and accommodation to those persons throughout the world who by virtue of their circumstances are in need of such facilities.
- d) To promote public health through the provision of health care to those persons throughout the world who by virtue of their circumstances are in need of such facilities.
- e) To relieve persons throughout the world who are suffering hardship as a result of drought, earthquake, flood or other natural disaster or who by reason of their social and economic conditions are in need of assistance.

The foundation operates fully in Uganda and provides services to those in need especially the elderly, people with disabilities and children.



*Vehicle Hire Service \*\*\* Life in Motion*

## 6. MANAGEMENT TEAM

Our management team comprises of experienced professionals in the industry and whose focus is on a great customer experience.

Our management team includes;

General Manager - Lavigerie Nkurunungi

Administrator - Olga Nassiwa

Fleet Supervisor - Amon Ssemanda

We are supported by a team of over 40 drivers and support team.

## 7. OUR CONTACTS:

We are always ready to help, feel free to contact us and we will be glad if we can be of service to you. For reservations, help or customer service, our contact information is:

Address: 10 Old Port Bell Road  
PO Box 620  
Kampala, Uganda  
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