

Port moresby electric vehicle market

It was also the time to start considering our further digitalised services and strategy. We have redeveloped our website, and promoted SNS [Simple Notification Service] to communicate with customers online; we also have develop software for internal operational procedures. It is a continuous process.

We have set internal guidelines for all staff and have also tried to apply the same to the public. Some of our extensive guidelines include restrictions of movement between head office and a dealership and between dealerships, and restriction of movement across any province borders in our business except for the transportation of goods.

We also have implemented the Ela Motors Sickness Protocol: stay home, call your direct manager or the Ela Motors Hot Line and go to a doctor and follow their instruction when you have flu-like symptoms.

Okutsu: Last year presented a very tough economic situation in PNG with COVID-19 cases, low global demand for mineral resources and no new mineral resources development projects in the country. However, thanks to strong government initiatives to control COVID-19 and support local communities, the automotive market in 2020 was almost the same level as the previous year.

There is some good progress of the several natural resources development projects. If we have a look at the vehicle demand at the time of the PNG LNG project about 10 years ago, it has grown to more than double from the previous time. I would like to expect such level of impact from the current major mineral resources development projects when they are in EPC and start operations.

It is more important to us, however, to prepare and assess how to offer our services to customers. Our goal is not to realise one-off sales but to have lifetime happy customers, as many as possible.

The current dealership sites in Lae (Lae Milford Haven Dealership), Port Moresby Head Office & Badili, Mt Hagen, Port Moresby Waigani, Kavieng and Buka are also under study to be redeveloped. I hope we will make our final decision on these projects this year.

Okutsu: It is said that the automobile industry is experiencing a once-in-a-century transformation, which is exemplified by the acronym 'CASE' - Connected, Autonomous/Automated, Shared and Electric.

CASE will significantly change automobile technology and function as well as business foundations of both production, sales and after service. Customers' expectations are also growing and they expect new technology and services.



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PNG is important as one of the major emerging countries of the South Pacific, and new technology or services sometimes are popularised in emerging countries much quicker than in developed countries because they are a solution to current issues - it's a leapfrogging phenomenon. Once it happens, further development of technology and services will be accelerated.

As the authorised importer and dealer of Toyota, Hino and Yamaha, we also need to develop our capacity and capability, and to expand our value chains in order to maximise usage of new technology and services.

Contact us for free full report

Web: <https://sumthingtasty.co.za/contact-us/>

Email: energystorage2000@gmail.com

WhatsApp: 8613816583346

