



**commerce
& industry**

We bring to the Mauritian resident a bouquet of international and home-grown brands

Our commerce & industry business segment regroups a number of activities including car dealership (Axess), eyewear manufacturing (Plastinax), fibre glass swimming pools production and supply of related accessories (Nabridas), supply of building materials (Grewals) and construction services (Cogir). Furthermore, we are associates of FRCI, IT solutions specialist, Superdist, hardware wholesaler and JMD, dealer in aluminium profiles.

The performance of the outgoing three year plan has been below expectations with some sectors in which we operate, namely the construction and hospitality industries, going through a prolonged contraction. Additionally, the performance of Axess has been below our expectations as a result of fierce competition in the automotive sector.

In this respect, we have put together a string of measures to redress the situation with a focus on operational efficiency, manpower quality and customer centricity. These have already started to bear fruits as losses were reduced from Rs 54m in 2016 to Rs 21m this year.

An improvement in the fiscal framework for the importation of vehicles led to a 22% growth in the market for new vehicles during the year. Axess benefitted from this expansion and registered an 11% increase in its sales volume. We are now in the process of strengthening this growth: Axess is investing in a brand new Jaguar and Land Rover showroom in Bagatelle with a view to further develop this brand on the island.

Nabridas aims to consolidate its leadership of the local fibre glass swimming pools and accessories market. Product innovation remains key to attracting new customers and to retaining old ones. Plastinax now aims to strengthen its



position in the United States and also increase its sales on the European market. It signed contracts with additional customers in these two target regions this year.

With the construction market showing signs of picking up, the focus of Cogir, Grewals and JMD will mainly be on instilling a better sales and service culture to increase revenues whilst maintaining efforts to improve operational efficiency. Our associates operating in the IT industry, namely Superdist and FRCI remained key contributors to our performance.

During the past three years, we have laid much emphasis on improving the efficiency of our operations. The adoption of the principles of lean enterprise by our teams is the backbone of our strategy. The initiative is already paying off.

Axess' after sales services generated a profit after posting losses for several years, as a result of relentless efforts to restructure operations and to improve efficiency. These efforts gained national recognition this year when the National Productivity and Competitiveness Council selected Axess from within a number of Mauritian companies to be transformed into a model for Africa with the help of Japanese experts.

Plastinax aims to remain at the forefront of technological advances. It patented the self-developed "triple injection method" for the American market.

Outlook

Our focus for the three-year period ending 2020 will be on bringing each of our operations to perform to their full potential and to yield returns commensurate with the resources we have invested in them. Our renewed focus on efficiency and customer experience should enable us to grow our share of the markets in which we operate.

Rs 3 bn
turnover
(2016: Rs 3 bn)

Rs 21 m
loss after tax
(2016: Rs 54 m)