



Kevin Gesseau ... keen to maintain a limited client base. Photo: Mark Jackson-Moss.

## Go Freight moves into project niche

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BY Joy Orlek

A year since its launch, truck broker Go Freight has remapped its course, reducing its FMCG (fast moving consumer goods) business and focusing more on longer-distance transport of engineering-related cargo into Africa.

"The longer the distance, the more specialised the cargo, the better the revenue," managing director Kevin Gesseau told FTW. The company currently moves big volumes into Angola – much of it project-related – which is where Gesseau's expertise lies.

Abnormal loads, rigging and project freight is where he cut his teeth in the industry 20 years ago. "That's where we are right now. We are very involved with two major international forwarders in the Tenke Fungurume mining project in the DRC and with the Kayalekera uranium project in northern Malawi. A project in Zambia is on the short-term planning boards.

The company also offers a road transport option to Angola, a fairly under-served region, says Gesseau.

His objective is to support growth through technology and retain a lean staff complement, which is why the company has invested heavily in a highly sophisticated server.

It has just launched an interactive website catering for clients and transporters.

"By the end of the year customers will be able to retrieve PODs (proof of delivery), manifests and invoices. We already file all

PODs digitally," he said.

"We are also using more and more BEE partners and encouraging them to buy their own trucks." According to Gesseau two owner-driver operators – one in Zambia and one in Malawi – have bought their own trucks and depend solely on Go Freight for business.

And while project cargo in Africa is the focus for now, Gesseau is keen to take his expertise elsewhere – South America being one of the possibilities.

"We have also become involved with a Spanish company that bought a mine in Piet Retief and are now submitting a proposal to do bulk transport from mine to rail siding."

Currently Go Freight has five big customers and Gesseau is keen to maintain a limited client base. "We're looking at a maximum of 10 major customers – at the moment we have five, of which three comprise 90% of our turnover."

For the future, market demands will dictate, says Gesseau. "We haven't identified specific market sectors but will grow our business in response to the needs of the market."

And with project cargo on an upward trajectory, he's confident that Go Freight is headed in the right direction.

Gesseau continues to service some of his customer base built up at trucking company Ikamiji Freight, which he sold after setting it up 12 years ago and growing it into a major player, particularly on the Mozambique route. He also consults for a major logistics company.