



## MARKET

Luxury intercity road transport business commenced in Nigeria in the early 1970s, after the Civil War. Prior to that time, people who wished to travel between Nigerian towns were at the mercy of transporters who mostly offered uncomfortable, unreliable and poorly maintained minibuses.

The first generation of "luxury bus" owners offered safe and clean coaches and their services were immediately embraced by grateful travelers. The success of these first generation inspired more entrepreneurs to enter what has now turned out to be a very lucrative business. The pioneer of the "second generation" of luxury bus owners is ABC Transport, which was set up in 1993. ABC offers faster, more comfortable, air-conditioned coaches with on-board toilets and another very essential feature – scheduled departures.

ABC's services are mainly targeted at the B & C Socio-income group and it is the leading intercity coach operator in Nigeria, commanding about 60% of the market share. The company's major advantage then and now lies in its strictly scheduled departures, as well as its safety, punctuality and courteous customer service.

ABC's aggressive growth and expansion into haulage of goods and warehousing as well into hotel business has been very rewarding for the company. As a result, the company made N1.4 billion turnover as at first quarter ending March 31, 2011.

## ACHIEVEMENTS

In its 18 year history, ABC Transport has established itself as the undisputed market leader in the inter-city passenger transport business. The brand, in its category has been able to build a trusted and highly distinctive image. Thus the company has distinguished itself with several awards to its credit. Some of the awards the company has won include:

- African Travel Magazine West African Transporter of the Year 2010 Award
- Security Watch Africa Best Security-Conscious Land Transport Award 2010
- Mercedes Benz ANNAMCO Most Improved Luxury Bus Customer Award 2005
- Travellers' Award for Best Land Transporter of the Year 2005
- Federal Road Safety Commission Road Safety Award 2004
- Travellers' Magazine Land Transporter of the Year 2003
- Institute of Transport Administration of Nigeria Best Road (Passenger) Transport Company of the Year Award 2002
- Travelers' Magazine Best Interstate Land Transporter Award 2001
- Mercedes Benz ANNAMCO Best Organized MB 0 400 Luxury Bus Operator of the Year 2000 Award

Right from the beginning, ABC took pride in deploying the most luxurious coaches of the day and it was the first intercity bus company to introduce on-board toilet facilities, entertainment and refreshment on its coaches.

## HISTORY

Associated Bus Company Plc, operators of ABC Transport commenced operations in road passenger transport on February 13, 1993 in Owerri. The company at that time had an authorized share capital of just N1 million. From that fairly modest beginning, the company has grown into a public company with over 18,000 shareholders and a paid up share capital of N800 million, having been listed on the NSE in December 2006.

The company aims to be at the top end of modern road transportation service in Nigeria. The company's services are targeted towards discerning road travelers who want safe, comfortable and affordable transportation.



The company has played a fundamental role in the growth of the travel and tourism industry by encouraging road travel within the Nigerian heartland and the West African sub-region.

ABC Transport started operations with just 6 minibuses in 1993. These days, however, the company boasts the biggest and most modern fleet of passenger coaches, minibuses, trucks and trailers in Nigeria with over 100 coaches, 90 shuttle buses, 35 trucks and 15 trailers in its fleet. The company now employs over 1,214 skilled and semi-skilled personnel.

Over the years, the company identified some opportunities related to its core business and set up subsidiary companies to take advantage of these opportunities. These include; City Transit Inn, a 42-room hotel located next door to ABC Abuja terminal, ABC Express Cargo and ABC [Ghana] Limited.

## PRODUCT

A testament to the strength of the ABC brand is the fact that, since its launch in 1993, it has totally reinvigorated the inter-city passenger coach market. The company is constantly improving and refining its services in order to stay one step ahead of customers' expectations.

From a couple of small bus stations when they began business, the company now has presence in over 30 locations, with major terminals in Abuja, Lagos, Port Harcourt, Onitsha and Owerri as well as 7 smaller terminals and 10 transit terminals around Nigeria. There are International terminals in Accra, Ghana, Cotonou, Benin Republic and Lome, Togo.

As the pioneer of modern intercity passenger transportation in Nigeria, ABC continues to innovate, identifying niche areas in the market and designing services to cater for these needs. Some of their specialized passenger services are; the Executive Express Service, an air-conditioned coach service which provides lunch and on-board entertainment; Coach West Africa covering the West African sub-region; Sprinter Service, the long distance mini-bus service and Shuttle Service, the short distance passenger service.

ABC always seeks new ways to improve its services and in 2010, the company launched its SMS Booking service. The SMS Booking service complemented the successful E-ticketing system.

The company's expertise is not limited to passenger services as they have developed a range of long-distance parcel cargo and haulage services for individual and corporate clients. For example,







ABC Cargo Express is a NIPOST-licensed parcel / cargo outfit offering prompt and reliable services from major ABC terminals.

ABC Hauls provides nationwide overland haulage solutions to individual and corporate clients. In recent years, this area of the company's business has become a major success story for the ABC brand, counting many of the biggest manufacturing companies in Nigeria among its clientele. The division maintains a fleet of over 170 trucks and trailers to service the haulage needs of clients like UNICEM, Nestle Water, and Beta Glass and more recently Lafarge-WAPCO.

The success of ABC as a transport business is mainly as a result of their tradition and culture of keeping their fleet in top condition and the company has invested in 3 fully equipped maintenance workshops. Every ABC vehicle is tracked electronically to enable the company regulate and monitor speed and location at all times. ABC works tirelessly to maintain their enviable safety record by running an annually ABC Transport accident-free campaign and productivity enhancement workshops for all driver and attendants. The workshops began a few years ago and have become a tradition.

#### RECENT DEVELOPMENTS

ABC is always seeking new and innovative ways to give added value, convenience and comfort to their numerous customers.

In 2010, ABC Transport acquired additional brand new state-of-the-art Marco Polo coaches for its domestic operations. With the new Generation 7 (G7) buses, passengers could now enjoy improved seat size, with improved head and neck comfort, leg and feet as well as arm support. ABC Transport is the first luxury coach operator in Nigeria to operate the G7 coaches.

In March 2011, the company scored another exciting landmark with its selection as official haulage transporter for Lafarge-WAPCO. To service the WAPCO account, ABC Transport has invested N2.7 billion in the acquisition of 150 new MB trailers and the construction of a well-equipped maintenance depot in Papalanto, Ogun State.

In April 2011, ABC began the expansion of its shuttle service operation with the addition of 20 brand new Toyota mini-buses. The shuttle service, which now carries over 35,000 passengers every day, was first introduced in 2007.

ABC Transport has a fully established Driver Training Academy, which has long been accredited by the Federal Road Safety Commission (FRSC) and the Industrial Training Fund (ITF), it has continued to grow in the quality of its candidates and its curricula, in the volume of corporate interests in its programmes and requests for its graduates, and in the uniformity of safety-consciousness and professionalism it induces into the road transport system. The company has an actualized computerized vehicle tracking system. This system is co-ordinated from our Hub with full GPS tracking facilities. It monitors locations, speed and stop-overs, and is complimented by a GSM call-back system to the drivers. This has remained the first of its kind in road transport operations in Nigeria.

#### PROMOTION

As a caring and responsible business, ABC regularly promotes human, social and community development by making charitable donations to organizations such as; The Nigeria Police Force, Federal Road Safety Commission, The Kanu Heart Foundation, the Owerri Sports club and many others. The company also rewards its loyal customers through its annual Travel & Win Promo.

The company advertises both in traditional media, as well as via online and social media like Vconnects, Nairaland, Google and Facebook.

#### BRAND VALUES

ABC's main purpose is to keep Nigerians moving and in the process, keep them safe and comfortable. Over the years, the discipline, quality and reliability consistently displayed by the company has won the hearts of business and leisure travelers in Nigeria.

The company's brand values of safety, openness, professionalism, innovation and integrity are evident in the quality of its offerings and in the service delivery innovations which the company has introduced over the years.

ABC's Reindeer logo is one of the most recognized brand icons in the transport business and it is a perfect symbol of the ABC brand; strong, fast and elegant.



#### THINGS YOU DIDN'T KNOW ABOUT ABC TRANSPORT

- ABC Transport runs a 42 room budget hotel, City Transit Inn, in Utako, Abuja.
- ABC Transport is the first and only road transport operator quoted on the Nigerian Stock Exchange.
- ABC has over 30 terminals and outlets across Nigeria, in Ghana, Togo and Benin Republic.
- On ABC's Ghana service, at least three coaches leave Lagos daily for Accra and from Accra to Lagos.
- ABC is finalizing plans to begin daily Lagos – Abidjan (Cote d'Ivoire) services.