



COMPANY PROFILE

Mike Car Dealers

1. Company Overview

Company Name: Mike Car Dealers

Business Type: Automotive Dealership (Buying & Selling of Local and Imported Vehicles)

Location: Mogoditshane, Opposite Yarona Lodge, Gaborone, Botswana

Contacts:

(+267) 3930302 / 73505814 / 74353863

info@mikecardealers.co.bw

Operating Hours: Monday – Saturday | 8:00 AM – 6:00 PM

Mike Car Dealers is a 100% citizen-owned vehicle dealership established to make car ownership in Botswana **affordable, accessible, and reliable**. We specialize in the **buying and selling of both local and imported vehicles**, catering to a wide range of customers — from first-time car buyers to business owners looking for durable work vehicles.

Our business model is built on **trust, flexibility, and customer satisfaction**, offering flexible **installment payment plans**, fair trade-in options, and competitive pricing on all vehicles. With a strong focus on quality, all unregistered vehicles come with a **6-month warranty on the engine and gearbox** for customer assurance.

2. Vision, Mission, and Values

Vision

To become Botswana's most trusted and customer-centered car dealership, recognized for our commitment to **quality vehicles, transparent service, and**

innovative payment solutions that empower citizens to own reliable cars with ease.

Mission

To provide customers with **high-quality local and imported vehicles** backed by reliable warranties, excellent customer service, and flexible financing options — ensuring every client drives away satisfied and confident.

Core Values

- **Integrity:** Conducting all transactions with honesty and transparency.
 - **Customer Satisfaction:** Placing clients' needs and experiences at the heart of our operations.
 - **Quality Assurance:** Providing thoroughly inspected vehicles to ensure safety and performance.
 - **Accountability:** Standing by our promises and maintaining professional service standards.
 - **Innovation:** Continuously improving our processes and services to meet evolving market needs.
 - **Excellence:** Striving to exceed customer expectations at every level of interaction.
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3. Our Services

Mike Car Dealers offers a range of automotive solutions designed to meet diverse customer needs:

3.1 Vehicle Sales (Local & Imported)

We sell a variety of **local and imported vehicles** including hatchbacks, sedans, SUVs, bakkies, and commercial vans. Our vehicles are carefully selected and inspected to ensure customers receive the best quality and value for money.

3.2 Installment Payment Plans

We make car ownership easier through flexible installment arrangements:

- **15-month repayment period** for small cars
 - **24-month repayment period** for bakkies
- Each plan is supported by clear agreements and structured payments, ensuring transparency and affordability.

3.3 Vehicle Purchases and Trade-Ins

Customers can sell their cars directly to us at competitive market prices or trade them in for a newer model. This service gives clients a convenient way to upgrade without the hassle of private selling.

3.4 Warranty and After-Sales Support

All **unregistered motor vehicles** come with a **6-month warranty on the engine and gearbox**, giving customers confidence in their purchase. We also provide post-sale support and guidance for insurance and maintenance where needed.

3.5 Vehicle Financing Support

Our team assists clients in understanding payment options and documentation required for financing. We help both employed and self-employed buyers navigate the purchase process with ease.

4. Requirements for Installment Purchases

To qualify for our installment payment plan, customers must provide the following documents:

1. Certified copy of National ID
2. Driver's License
3. Proof of Income
 - If Employed: Employer confirmation letter
 - If Self-Employed: Police affidavit declaring monthly income
4. Proof of Residence (Utility bill or Police affidavit)
5. Next of Kin ID Copy
6. 3-Month Bank Statement

These requirements ensure transparency and accountability between both parties.

5. Our Vehicle Categories

We stock a wide selection of vehicle types, including:

- **Small Cars / Hatchbacks:** Toyota Vitz, Honda Fit, VW Polo Vivo, Mazda Demio, etc.

- **Sedans / Family Cars:** Toyota Corolla, Honda Civic, Nissan Almera, VW Jetta, etc.
- **SUVs & 4x4s:** Toyota Fortuner, Nissan X-Trail, Mitsubishi Pajero, etc.
- **Bakkies / Pickups:** Toyota Hilux, Ford Ranger, Isuzu D-Max, etc.
- **Luxury Vehicles:** Mercedes-Benz, BMW, Lexus, Range Rover, etc.
- **Commercial Vehicles:** Toyota Hiace, Ford Transit, Nissan Caravan, etc.

Each vehicle is inspected for quality, performance, and compliance with Botswana's road and safety standards.

6. Terms and Conditions Overview

1. All vehicles are sold **as they are ("voetstoots")** unless stated otherwise.
 2. **6-month warranty** on engine and gearbox for unregistered vehicles.
 3. **Commitment fee/deposit is non-refundable.**
 4. Failure to pay installments for 3 months leads to **vehicle repossession**.
 5. Ownership is transferred **only after full payment** is completed.
 6. The **buyer is responsible for insuring** the vehicle.
 7. Vehicle registration documents are handed over **within two weeks after full payment**.
 8. **No refunds** are issued after a finalized transaction.
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7. Competitive Advantages

- Flexible and transparent payment terms
 - Wide range of quality vehicles (local & imported)
 - Warranty coverage for customer confidence
 - Competitive cash prices and trade-in options
 - Professional customer support and quick processing
 - Convenient location in Mogoditshane with easy access
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8. Target Market

Our customers include:

- First-time car buyers
- Middle-income earners seeking affordable vehicles
- Small business owners needing reliable bakkies and vans

- Government and private employees under fixed income
 - Entrepreneurs purchasing vehicles for commercial use
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9. Commitment to Quality

Mike Car Dealers prioritizes vehicle safety, performance, and legal compliance. Every imported vehicle undergoes **inspection and quality verification** before sale. We maintain a transparent process, giving customers full vehicle details and service history where available.

10. Future Plans

To enhance service delivery and expand our brand presence, Mike Car Dealers aims to:

- Launch an **online vehicle catalog and e-commerce platform** for easy browsing and booking.
 - Establish partnerships with **local financial institutions** for improved installment options.
 - Introduce a **vehicle service and inspection center** to support after-sales maintenance.
 - Expand to other major towns across Botswana.
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11. Conclusion

Mike Car Dealers stands as a symbol of trust, quality, and affordability in Botswana's automotive industry. Our commitment is to help every customer find the right vehicle through fair pricing, transparent agreements, and dependable service.

Whether you're buying, selling, or financing a car — **Mike Car Dealers** ensures a smooth, professional experience from start to finish.

Drive with confidence. Drive with Mike Car Dealers.