

# TRANSPORTATION

IN THE WHEELS IN MOTION

## La Rosa del Monte inaugurates new office in Santo Domingo

BY KANISABEL GONZALEZ

Local moving and storage company La Rosa del Monte Express, recently opened a 10,000-square-foot storage building and office in Santo Domingo, Dominican Republic (D.R.), Ricardo Martinez Roche, general manager in Puerto Rico, told CARIBBEAN BUSINESS.

Martinez Roche said the new office finally establishes the company's formal presence in the D.R., after years of doing business there through subcontracted agents.

"In the past year, we've noticed an increase in the D.R.'s economic activity and therefore, an increase in moving requests—domestic and commercial—to the island, so we decided to open the facilities," said Martinez Roche, who is supervising and giving support to the operations at the new office.

Traditionally, the company moved 10 to 15 containers to the

D.R. per year. Last year, that number increased to 50. La Rosa del Monte invested \$600,000 in the new building, hired 15 employees, and acquired a 10-truck fleet.

Martinez Roche also explained that La Rosa del Monte's president, Hiram Rodriguez, sees Santo Domingo as another step in an international, three-year expansion plan, which includes Central and South America. The company transports approximately 1,000 containers per year from Puerto Rico to different destinations in the U.S., D.R., Mexico, Venezuela, Colombia, and Peru, among others.

"We offer our clients the confidence that our truck picks up the cargo at their house or business and another will deliver everything to



*Hiram Rodriguez (far right) and his wife Isabel performed the traditional ribboncutting during inauguration of the company's new Santo Domingo facility. Manuel Alvarez, general manager of the Santo Domingo office, accompanied them.*

the new location. We intend to do the same in those places where we still don't have a formal presence," he said.

As part of the expansion and improvement plan, the company plans to open a new office in Texas and is enhancing its telecommunications network. Also, it is strengthening consulting and planning services to provide customers with a complete relocation plan, which includes packaging of belongings, transportation, unpacking, and the setting up at the new location.

"We give information to the customers regarding real estate brokers,

schools, daycare centers, job-searching companies, and installation of water and electricity utilities, so they won't feel lost at their new location," he said. The company has printed a series of informative booklets to offer all kinds of information, from handling pets and driving regulations to housing and education.

"This consulting process is particularly important in commercial or industrial moving, when a company requests the relocation of its business, as well as its executives

and families.

During the next months, the company location in Puerto Rico, which generated \$6.5 million in gross sales during year 2000, will be working on moving requests of the Southern Command personnel. For several years, the U.S. Department of Defense has been one of the company's most important government customers. La Rosa del Monte is a member of prestigious movers and storage companies organizations, such as the National Moving and Storage Association and the Pan American International Movers Association. ■