



Fueling Opportunities

After three years of successfully supplying, installing and maintaining the majority of Petron Corporations re-imagining requirements, Albert Smith, Philippines are proud to have had our contract extended, for a further two years.

Like most accounts held by members of the Albert Smith Group, our customers are considered 'partners' and our view is that we are in for the long term. Petron Corporation is no exception.

Winning, servicing and maintaining major customers for extended periods in today's competitive markets is not easy. So how has a company that started only a little over three and a half years ago credit itself with servicing one of the major corporations in the Philippines for three of those years? "Luck", perhaps a little. To better understand how this was achieved it is probably best to have a quick look at the history.

Albert Smith was invited to participate in the pre-bid for Petron in early 1999. This entailed having prototype signage built and approved by Petrons' senior management to qualify for further participation. The task had to be achieved within 3 months. Back then our factory consisted of four walls, a roof and an exceptionally small floor space. Not exactly conducive to a major re-image programme. Local management were, however, determined to make the most of this opportunity.



Enter Albert Smith Australia and its design team, Signspec. By leveraging on the Groups vast experience in similar projects, and utilising its resources, we were able to have our prototypes designed, built and delivered, ready for set up, within days of the viewing cut off date. The prototypes were a success and we were subsequently invited to participate in the bid. A joint effort was undertaken by the Philippines and Australia to successfully meet the client requirements.

In July of 1999 we were informed that we had successfully been selected as the major supplier chosen to carry out Petrons re-image program. Again, we called on the groups international resources in finalising the working drawings and by having two experienced personnel come to the Philippines to assist local management with the training of staff and the initial implementation of the programme.

The early investment in people, equipment and planning paid off. Success was realised via the support offered by Australia and the ability of our skilled Filipino staff to readily adapt to the task at hand.

But it hasn't stopped there. We have been consistently value engineering the products supplied throughout the life of the programme and will continue to do so. This has allowed us to pass on valuable savings to our customer without effecting the quality or warranties. At the same time it has helped us to create and maintain our competitive advantage via innovation and design. This also gives us an opportunity to offer further benefits in our ongoing installation and maintenance programmes and greater value overall.

Often winning the job is the easy part. Sustaining competitive advantage and satisfying the ever-changing needs of the customer is always the challenge. With the Filipino team gaining more experience and confidence and the support of our international network, we are confident we can continue to satisfy and better understand the needs of our 'partner' Petron. Thereby gaining an opportunity to build relationships and service other 'partners' in the Philippines, in the same reliable way.

Peter Treloar, General Manager
Albert Smith Philippines 