

Best Supplier of Power Generation Spare Parts and Solar Power Products 2023 - Yorkshire

As a trusted power generator and spare parts supplier, AKA Global Power UK Ltd (AKA Global Power) has a vision to attain business excellence and provide exceptional aftermarket services. We speak to the firm's Director, Kamran Abbasi about how the company strives to achieve these objectives as it celebrates a win in the prestigious Northern Enterprise Awards 2023.

With an office in Bradford, AKA Global Power UK Ltd is primarily engaged in the business of supplying power and energy solutions related to generators, solar, and other sources of power generation, with the core business operations centering around the export of generators and their spare parts to African and Asian countries.

Founded on determination, hard work, and trust, the firm prides itself on offering quality and genuine products to satisfy the demands of its customers, and deals with all major types of generators and their genuine parts, acting as a one-stop shop to customers and delivering a high level of competency, which is reflected in the company's overall professionalism.

AKA Global Power has been a member of the West and North Yorkshire Chamber of Commerce for the last three years and become a proud member of the chamber. Also been a member of "The Institute of Export & International Trade"



Total customer satisfaction is of the utmost importance for AKA Global Power and the firm is dedicated to the constant improvement of its services, with its core values steeped in being one of the UK's most trusted suppliers of generators and parts for all major power generation brands of diesel and gas generators.



To this end, customer queries are responded to rapidly, assistance is provided to customers to obtain all necessary information, spare parts are shipped quickly and efficiently, and, at the end of each day, only one thing matters customer retention, ensuring 100% satisfaction by exceeding expectations every time.

The ownership, management, and control of the company is led by an experienced and technical professional, Director, Kamran Abbasi, who is a firm believer in the need for prioritizing customers over everything else. "As a company, we are continually working hard to improve all areas of our business to offer excellent service without compromise," he explains. "Our approach is based on the '3Cs' concept: Commitment, Competitive, Champion, and our philosophy follows the ethos of responsibility, mutual respect, and profitability."

Having a strong and influential internal culture is crucial to the company's success and sustainability as it shapes the way employees interact with each other, approach their work, and contribute to the overall goals of the organization. There are some fundamental elements that AKA Global Power focuses on for a positive and productive environment, including mission and values; open communication; collaboration and teamwork; continuous learning; ethical behaviour; and strong customer focus.

Kamran continues to explain that certain trends have been emerging recently that have affected business operations, namely the growing importance of e-commerce and online platforms in the spare parts industry. Therefore, AKA Global Power is looking to implement an online platform for its customers to enable them to get quicker quotes to reduce their machine downtime and increase profitability.

Obviously, the Covid pandemic affected many businesses around the world, including AKA Global Power, and the lasting effects are still being felt by many today, including high increases in logistics and shipping costs, as well as the forex uncertainty and increased rates, meaning it was harder to offer competitive prices to valued customers. But despite this, the company has recovered and indeed flourishes.

"There is no business without challenges," Kamran states, elaborating on how the last few years have seen many obstacles emerging. "During the Covid period, we faced a huge drop in sales however, with our dedication towards our goal we have been patient, and between 2021 and 2022, we grew the business drastically and were able to achieve good sales."

Recently, in recognition of the firm's hard work and dedication, AKA Global Power gained notable success in the Northern Enterprise Awards and was named Best Supplier of Power Generation Spare Parts and Solar Power Products 2023 — Yorkshire for its outstanding efforts.

Looking to the future, Kamran lets us in on some long-term plans for the company.

"We plan to invest in developing sales dealers and footprints across the UK and overseas in the next couple of years to grow the business," he enthuses. "However, to improve business we have the plan to make more strategic investments in line with the company's goals, which can contribute to long-term success and overall business, like employee training and development, marketing and branding, supply chain optimization, customer service and support, e-commerce, and digital transformation."

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