

Company Announcement Press Release

October 2024



POWER GENERATION SPARE PARTS SUPPLIER OF THE YEAR 2024



AKA Global Power is a premier provider of comprehensive power and energy solutions, encompassing generators, spare parts and various other power generation sources. The company's core operations revolve around the export of generators and their spare parts to African and Asian markets. The firm offers an extensive array of generators and genuine parts, establishing itself as a one-stop destination while demonstrating exceptional proficiency and professionalism.

Our company plays a crucial role in bringing foreign exchange into the country, which in turn provides multiple economic benefits. We have experienced impressive year-on-year revenue growth over the past few years. This consistent upward trajectory in revenue is a testament to our successful market strategies and the high demand for our services.

The success of our company business hinges on its ability to effectively generate value for both the company and its customers.

- Maintains a sustainable edge over competitors
- Achieves high levels of customer satisfaction and loyalty
- Focuses on understanding and meeting customer needs



The company ensures that customer queries are promptly addressed, provides comprehensive assistance to customers in obtaining necessary information, and guarantees swift and efficient shipment of spare parts. At the heart of its operations lies a singular focus, customer retention and satisfaction, achieved by consistently exceeding expectations.

Under the leadership of Director Kamran Abbasi, an experienced and technical professional, the company prioritizes customer-centricity above all. "We are constantly striving to improve all facets of our business to deliver unparalleled service," Kamran explains. "Our approach is anchored in the '3Cs' concept: Commitment, Competitiveness, and Championing excellence. Our philosophy is guided by the principles of responsibility, mutual respect, and profitability."

At AKA Global Power, customer satisfaction is the highest priority. The company is dedicated to the continuous enhancement of its services, embodying the core values that have established it as one of the UK's most trusted suppliers of generators and spare parts for leading diesel and gas power generation brands.

Director Kamran notes the emergence of trends that have recently impacted business operations, particularly the increasing significance of e-commerce and online platforms in the spare parts industry. In response, AKA Global Power plans to implement an online platform to provide customers with quicker quotes, thereby reducing machine downtime and enhancing profitability.

AKA Global Power faced several challenges that had a profound impact on its operations. The enduring effects include significant increases in logistics and shipping costs, forex volatility, and higher rates, which made maintaining competitive pricing a challenge. Nevertheless, the company has not only recovered but is now progressing

"There is no business without challenges," says Kamran, reflecting on the hurdles of recent years. Market fluctuations led to a significant drop in sales. However, through our steadfast commitment to our objectives and strategic resilience, we persevered. Between 2021 and 2022, we achieved notable growth and robust sales."

AKA Global Power achieved significant recognitions at Innovation & Excellence Awards 2024 & Northern Enterprise Award 2023.

Prestigious Awards as below:

- . Power Generation Spare Parts Supplier of the Year 2024
- . Best Supplier of Power Generation Spare Parts and Solar Power Products 2023



Receiving this award for two consecutive years is a demonstration to our unwavering commitment to quality, services, and customer satisfaction. It reflects the hard work and dedication of our entire team, who strive to deliver the products and services to our clients in the power generation industry.

We pledge to maintain our high standards and explore new ways to enhance our products and services. Our goal is to remain your preferred supplier and partner in the power generation sector. As we celebrate this achievement, we are more motivated than ever to enhance our offerings and support your power generation needs. We will continue to innovate and improve, ensuring that we remain your trusted partner. As we celebrate this milestone, we remain focused on the future.

Looking towards the future, Director Kamran outlines the company's long-term plans. "Our goal is to expand our sales network and establish a broader footprint both in the UK and overseas in the coming years," he shares. "To enhance our business, we intend to make strategic investments that align with our company's objectives. These investments will focus on marketing and branding, supply chain optimization, customer service & support, and embracing e-commerce and digital transformation. These steps will be crucial for our sustained success and overall business growth."

We extend our deepest gratitude to our customers and partners for their continued trust and support. Your feedback and collaboration have been invaluable in driving our success and helping us achieve this remarkable milestone. We extend our heartfelt thanks to our customers and partners. Your continued trust and support inspire us to strive for excellence every day.

