

OUR STRATEGIC POSITIONING

A and A's strategic positioning is centred on sustainable value-creation aligned with a financial target-system dedicated to profitable growth for our suppliers through our purchasing and selling capability, and costs savings for our customers based on their procurement standings and our import capability. We strengthen our position as a value-added partner by being adjacent with the market recognising demands and its changes, which enables us to fulfil the provision gap.

In response to emerging opportunities stimulated by technological advancement, close and transparent communication have continually enabled us to suggest and integrate solutions avail by our esteemed suppliers to meet the demand for optimised and efficient industrial workflow processes for customers. As a result of our determination to keep on top of developments in the industry, we have today become an extremely flexible organisation ideally positioned within the supply chain to meet the need for specialised technical support services as well as volume distribution of market-leading offerings.

Our business approach pivots on an engaging strategic positioning centred on sustainability.

Endeavouring this principle of long-term sustainability means we work to minimise costs and risks for our customers by helping to narrow and match their procuring decisions by managing complex technical issues such as product compatibility and functionality concerns, and in turn they can amplify their focus on their core business and resources. And thus,

We are positioned as a well-appointed alliance equipped with wide sourcing capability and vast distribution network supported by global OEMS and local trading partners over 21 years of partnership to grow and develop the future of business with you.

OUR COMPETITIVE EDGE BECOMES OUR CUSTOMERS' ADVANTAGE

“ It's no longer about who is better; it is about what is sustainable; a continual growing *relationship*. ”

OUR BUSINESS APPROACH