

EXECUTIVE SUMMARY

Access Engineering PLC (AEP) is a young company that has achieved great heights since its incorporation in 2001. Out of the many areas of business, the construction material segment which includes quarry, crusher, asphalt and concrete production has contributed close to Rs. 2.2 Bn. in revenue in the recently completed financial year. Out of this revenue over 50% comes from Asphalt sales to external customers, i.e. customers outside the Access Group. This study aims at learning and describing the factors that drove the Access Engineering Asphalt Production Unit (APU) to achieve increase in its sales to external customers (that is customers outside AEP) thereby making strong contributions to the top line of the company and to describe the success story of the strategic business unit (Asphalt) via a timeline relating to the key milestones that it achieved from 2012 to 2017-time period.

The success story of Access Engineering PLC's asphalt business has many pillars namely, creating strong supplier relationships, controlling cost and quality in the end to end processes, embedding continuous improvement culture, developing technical expertise of the workforce as internal driving forces and the favorable government policies towards infrastructure development especially road construction in the country.

The Access asphalt business arm has deployed a barter sales system pertaining to its supplier relationships to strengthen its sales engines engaging both suppliers of bitumen and asphalt buyers strategically in maximizing the customer bases and top line. Due to Access' strong bargaining power in the industry it is able to cut down on the raw material costs which gives the company an upper hand, financially. And through the end to end cost and quality control mechanisms Access is successful in delivering a quality output while driving down the overall expenditure and most importantly it has embedded the continuous improvement culture within the organization making its problem-solving procedure more robust, tracking deviations on time. Also the skillful workforce with years of experience since the startup of the asphalt plants adds value to the production and operations of the business overall.

Largely, it's evident that the mentioned success factors have contributed to the external sales revenue of the asphalt business arm of Access Engineering PLC.