



SNAPSHOT

Ghanaian SME *Genuine 3 Logistics* Outshines its competition

Ghanaian SMEs position themselves more competitively in Ghana's emerging oil/gas sector, with USAID assistance



Photo: Staff of *Genuine 3 Logistics* applying international best practices in EHS transport and freight forwarding operations

Genuine 3 Logistics is a true example of an SME taking advantage of opportunities afforded by USAID. The business has transformed from struggling to win and sustain small local contracts, to competing with international companies to win multi-year supply contracts.

Revenue gains of nearly 400% and an employment increase of 100% have become reality.

Telling Our Story

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As a popular Akan proverb goes, “He who climbs a good tree deserves to be assisted.” Such is the journey and experience of local enterprise *Genuine 3 Logistics*, a fleet management, logistics and freight forwarding company in Takoradi, Ghana.

Commercial Manager Stephen Akpaglo describes the company's history through 2013 as turbulent, rife with customer complaints of non-compliance to Environmental, Health and Safety (EHS) standards, a key factor in sustaining effective supplier relationships with oil/gas operators. Mr. Akpaglo said his company was rated as not meeting “referral worthy” status amongst primary international buyers in the marketplace. *Genuine 3* struggled to find and win work; the fate and future of the company and the employment of its 7 staff was in jeopardy.

A pivotal moment for the company and its future was realized when Mr. Akpaglo committed to participation in two USAID SCD offered trainings addressing foundation level EHS policies, and follow-on OHSAS 18001:2007 Implementation and Internal Auditor trainings. Following the training, Mr. Akpaglo executed a company-wide EHS internal policy, and built the capacity of employees on EHS compliance related areas. The company developed and continues to implement an internal checklist to assist drivers in complying with international best practices on every job to meet clients' needs.

When he dedicated himself to learning about EHS policies and their implementation through the SCD program, Mr. Akpaglo could never have envisioned the impact this would have had on his overall operations. With EHS compliance matters in check, *Genuine 3* now regularly competes for, and successfully wins, tenders associated with the oil and gas sector. Recent achievements include a three-year contract with Halliburton for oil field services, as well as preferred vendor status for equipment provision with FMC Technologies.

“SCD gave us encouragement to become what we are as a company today. Personally, as a manager, participation with these and other SCD trainings has altered not just EHS policy, but also sharpened my overall negotiation, communication and pricing skills.”

Indeed, since participation with the project, *Genuine 3* has increased revenues by 400%, and doubled employment within the company.