



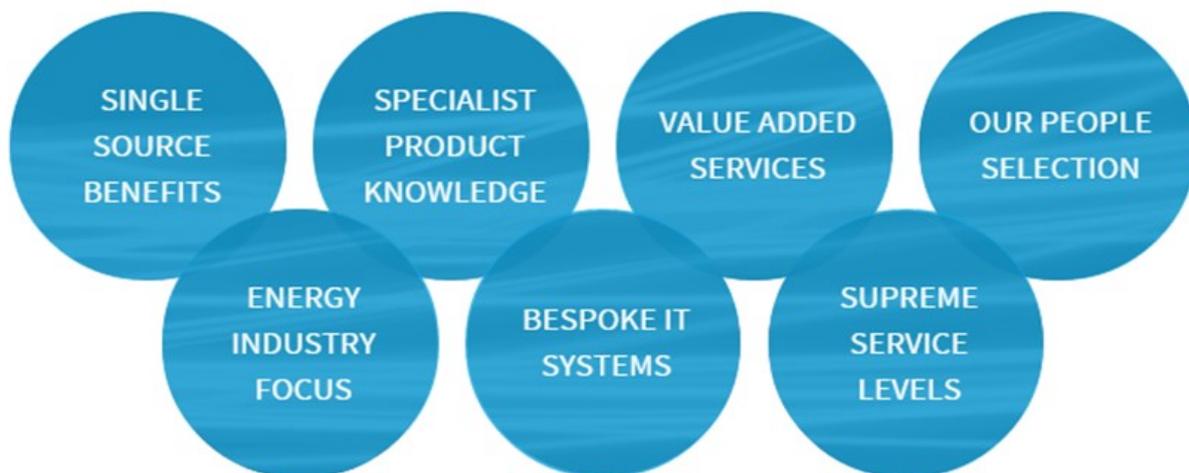
## CENTRE OF EXCELLENCE BY DESIGN

The GFI business model was designed specifically with our clients' needs in mind. Every aspect has been carefully selected to maximise the benefits received by our valued customers. We realise that we can only be successful if we develop close, trusting relationships with all our business associates, providing Win/Win business scenarios. Our business model facilitates this, and allows us to help our clients reduce their total costs of acquisition, and so improve efficiency and profitability.

By definition, the “**Total Cost of Acquisition**” (TCA) is a managerial accounting concept that includes all the costs associated with buying goods, services, or assets. Generally, it is the net price, plus all other costs needed to purchase the item and get it to the point of use.

In order to reduce total acquisition costs, it is necessary to consider and analyse not just the basic product cost (first quotation cost), but also the entire order process costs.

### The GFI Business Model:



The global centre of excellence for the supply of electrical & mechanical equipment, spares & materials



## Specialist Product Knowledge

Our [specialist product knowledge](#) stems from the quality and experience of the staff we employ, plus the vast experience gained since our inception in 1995.

We supplement this with relevant in house training for our staff, often fully supported and enhanced by key suppliers to ensure latest content.

### Our product specialisms include, but are not limited to:

- International Specification items
- Cables
- Valves and Actuators
- Pumps
- Hazardous Area Products—ATEX
- Hard to Find Items
- Equipment Spares



## Value Added Services

We have developed a comprehensive range of [value added services](#) to enhance and expand the benefits received by our clients, and facilitate mutually beneficial, fully integrated, and long term partnership business relationships. These value added services exist to provide assistance to our clients right through the supply process from the identification of a need or application, through to delivery point, and in some cases installation.

### Our value added services include:

- Product Research
- Engineer Support
- Procurement Services
- Expediting
- Inspection
- Shipping & Logistics
- Transit Insurance
- Financial Flexibility
- Project Support

## Energy Industry Focus

The location of our Headquarters near Aberdeen, Scotland, the Oil Capital of Europe, means we are at the epicentre for technical development and supplier focus within the Energy sectors. Our staff knowledge and experience and company service principles, have been forged in the challenging and demanding business environment essential for success in the industries.

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## Single Source Benefits:

The business community has long recognised the economic advantages of consolidating spend to reduce vendor numbers. Working with GFI, with our global coverage, and multi-discipline capabilities (electrical and mechanical) guarantees clients improved efficiency and profitability in this respect. In addition, we offer an effective extension to our client operations, to supplement their finite in-house resources, and allow them to focus on areas of maximum benefit. According to the Pareto Principle, there is an 80/20 ratio: High volume purchases (80%) are usually the low value (20%) of the total money spent in purchases. Accordingly, low volume purchases (20%) equal high value (80%) of expenditures. By using a Purchasing Company for 80% of the orders (accounting for 20% of expenditures), companies save time and money. It is the same as sub-contracting for production, accounting, logistics or other services.

Small value or urgent orders are a crippling problem in today`s fast paced business environment. We will save your operation from sizable losses during equipment breakdown, special projects, or shut down situations, by finding and delivering the parts and supplies you need in the shortest possible time frames. Our Online Order Tracking allows you to monitor the status of your multiple orders from purchase order placement to delivery.

## Single Source Savings: Examples

- Engineers time to gather information from prospective manufacturers and select the best option for the application. Communication costs for the engineer to interface with manufacturers or other suppliers.
- Purchasing staff time to place the purchase order with the chosen supplier, and associated communication costs. Purchasing staff time used to expedite the purchase order, and associated communication costs.
- Payment costs. When buying from multiple vendors, buyers may be forced to make advance payments. Regardless of this, with a multiple vendor strategy, individual bank charges will be incurred for each order.
- Currency risk costs. When sourcing from overseas vendors, buyers can be open to the risk of currency fluctuations for long periods of time if suppliers do not quote in their preferred currency.
- Logistics staff time. When dealing directly with multiple overseas vendors, end users have to organise and co-ordinate international shipments, and incur the associated communication costs. .
- International shipping costs. When using multiple vendors, each purchase order will incur individual shipping costs. When shipping, the greater the weight shipped, the lower the cost per kilo.
- Transit insurance costs. When using multiple vendors, buyers pay individual insurance costs on a per order basis. This costs time and money.
- Import costs. When placing multiple orders with multiple vendors, buyers incur individual import costs for each purchase order.
- Accounts payable staff time. The more vendors you use, the more time it takes to process and instigate payments.



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## Our People Selection

From conception, GFI selected and employed [key core product specialists](#) from both electrical and mechanical fields, with many years of experience working with, and supplying the technical products required by the O.G.P. industry. This strategy gave us the technical expertise to interface with both the engineering and procurement staff employed by our clients, and was designed to establish us as an effective extension to our clients Company Operations, giving direct access to the Global supply base.

Additionally, to ensure the vibrancy of our company, when we employ less experienced staff members, we select only Graduate standard individuals, whom we mould and develop with training initiatives designed to create exceptional sales engineers who share our company philosophy, goals and ethics.



## Bespoke IT Systems

Our fully integrated IT systems were designed and built specifically for our international business model. This allows us to ensure efficiency and control in our business, even when faced with the challenges posed by multi-currency trading and the vast array of international export documentation requirements.

Our newly launched real time online [Order Tracking System](#) allows our clients to access their latest Open Order information and Goods In Transit status. This information, available 24/7, can be vital when in urgent or shut down situations.

## Supreme Service levels

The GFI management led service ethos dictates that we take client requirements personally as well as seriously, and realise that our success is linked directly to that of our clients. The right service attitude is therefore integral to our staff selection process, along with qualifications and relevant experience.

GFI's Philosophy, is to supply individual drive and energy to "[make things happen](#)" rather than waiting in the hope that they do. This Philosophy helps us reply to client enquiries quickly and professionally, and is essential to meet the demands of the Oil, Gas and Petrochemical industries.

*GFI Enterprises: "A unique mix of specialist product knowledge, single source benefits and supreme service levels"*