



A&S (HK) LOGISTICS LIMITED

# Against All Odds, Full Speed Ahead

Amidst fighting growing operating expense, an intensely competitive labor market and cut-throat competition, ALEX LAW is steering his A&S (HK) LOGISTICS LIMITED full speed ahead.

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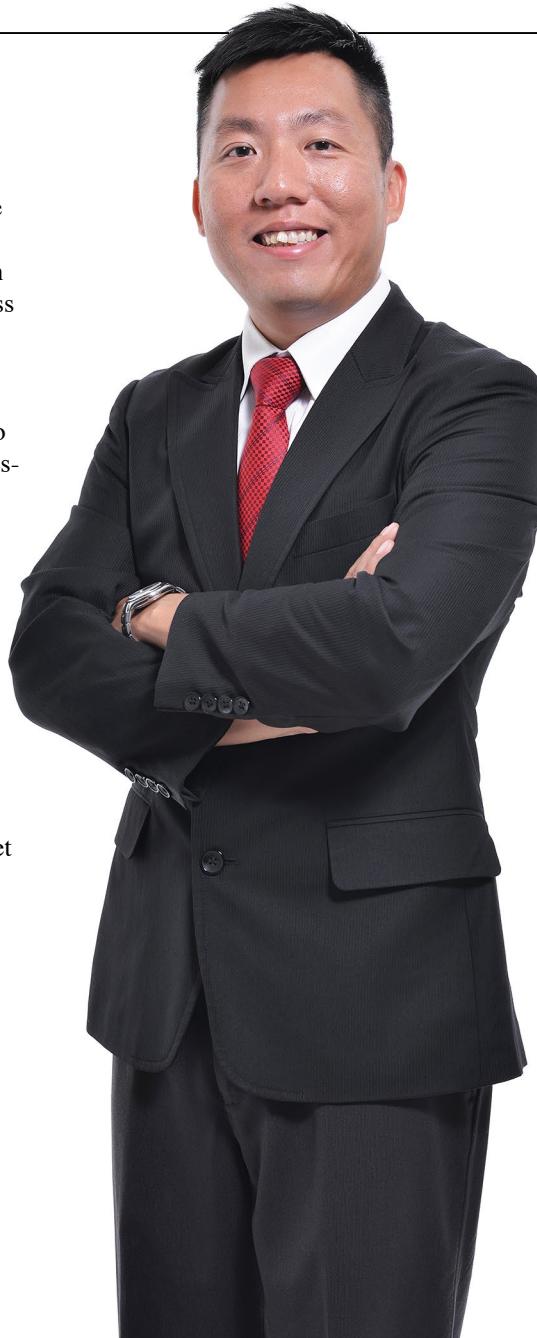
&S (HK) Logistics Limited established in 2002 and has since grown to acquire an enviable market share spoilt for choice.

It merged with a local transportation company in 2006, expanded the business nature from local pickup and delivery to one of the leading integrated logistics providers in Hong Kong providing cross-border trucking services, air cargo logistics services and warehouse & logistics services. It has grown from a SME to partnership with international supply chain companies, airlines and cargo terminal is no small feat given the competitive state of the industry and the economics at play. So, how did Law differentiate his company?

## Built to Serve

"We have a TAPA certified warehouse and provide high security to our customer's goods. We own our own fleet of trucks and our vehicle maintenance centre which does help keep costs and overhead lower. We are able to handle peak season and ad-hoc services with relative ease thanks to our facilities and we have a team experts on hand to provide customized and cost-effective handling solutions that our customers often require," says Law.

All the company's trucks are equipped with GPS and come



with full insurance coverage.

## One-Stop-Shop

A&S provides a full range of products and services designed to help our customers to maximize their business potential, says Law. "Our local network of offices and warehouses is connected by our fleet of 80 trucks with GPS system, links over 1,000 employees and cutting edge IT system which allows us to work efficiently and transparently."

The whole idea is to offer the customer a total logistics solution platform that saves them time and money. So in a way, we add value to our customer's business as well. We maximize our customer's output by minimizing our down-time. We are able to offer seamless solutions that reflect well on the performance of our customers."

**Alex Law:** "We think like one big family and this makes us go above and beyond the call of duty to serve our customers."



## Out-of-the-Box

Increasing operating expenses and the competitive labor market are the



main obstacles facing the logistics industry. A&S stays close with market trends to tailor-made customized solutions as well as staff retention package.

To cope with business expansion, we plan to further enhance our IT system to streamline the operation process and people management.

Law emphasized that employees are the valuable assets of the company; he encourages his management team to be more interactive with frontline staff to understand their concerns and opinions. We need to ‘think out of the box’ to have new ideas for improvements.

Law also goes on-site to get to know the actual working situation and formulate the best solution (such as purchase additional equipment or optimize the process flow) to improve the work flow.

## Need for Balance

Alex encourages “Balance Work Life”, as he values the effort of his team and often organizes staff caring activities to show his appreciation as well as

an opportunity to get to know his team members better in order to provide a bet-

of the main ingredients of our success. We think like one big family and this

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ter chance of developing the career path of his members in the future.

“I believe that the difference between a leader and a boss is that a leader is able to encourage his employees to work out of their willingness for the company’s success and a boss is someone that is only able to make his employee work so far as not to get fired. This is perhaps one

makes us go above and beyond the call of duty to serve our customers,” concludes Law. ■

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