

THE SECRET OF SUCCESS

Permasteelisa is a worldwide leader in the engineering, manufacturing and installation of architectural envelopes, internal partitions and furniture systems. Permasteelisa's Procurement Manager, Pradeep Rupandudi, spoke with **AUSTRALIA'S BEST** as to why communication with suppliers is essential.



The Permasteelisa Group is internationally renowned for its capability to devise innovative design systems and architectonic shells. The dynamic company is constantly searching for new and customised technological solutions to expand their impressive portfolio of work.

Permasteelisa operates in four continents through more than 60 companies located in 27 countries and 20 directly and indirectly owned plants. This global presence enables the Group to take full advantage of business opportunities and compensate for the cyclical trends in individual markets, allowing it to maximise efficiency in the management of resources and investment in new technology.

Throughout Permasteelisa's history, the company have designed, produced and installed in excess of seven million m² of architectural envelopes, encompassing more than 1,000 buildings worldwide.

The architectural works built by Permasteelisa, ranging from the Sydney Opera House to Channel 4's

In addition to regular contact with suppliers, track record, reliability, on-time delivery and the quality of the product/service are important factors that Permasteelisa consider when assessing and sourcing suppliers.

In an industry where product reliability is essential, Permasteelisa have narrowed their supply base down to include only two or three suppliers for each product, which allows for the company to always have products available and ready for business.

Due to the amount of materials used by Permasteelisa and the broad range of projects the company has developed, reliable suppliers and efficient management practices are of utmost importance to the company.

Whilst most of Permasteelisa's purchasing is done through electronic transactions, it is still vital to the production process to have a strong and dependable relationship with suppliers. "It is important to never forget the human aspect within business. The relationship that is developed with suppliers over time is what I believe to be the success

"IT IS IMPORTANT TO NEVER FORGET THE HUMAN ASPECT WITHIN BUSINESS."

Pradeep Rupandudi

headquarters in London, showcase the company's ability to deliver outstanding results on high-profile projects. None of which, according to Pradeep, could be done without a strong communication ethic within every aspect of the business.

"Communication to a large extent is the key to the whole operation," explains Pradeep. This is imperative for Permasteelisa when dealing with external influences where management have limited control on the outcome.

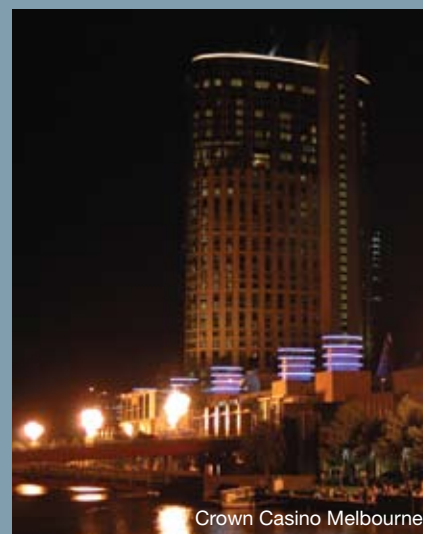
"When there is a new product on the market in our area of activity, they let us know," says Pradeep. "Our suppliers always keep in touch about price changes, even when they are going down, which is rare. I don't need to make a price check, because I know my suppliers. I have confidence that what I'm looking at will be the best product at the best price."

to supply chain management," says Pradeep.

When communication lines are kept open and flexible, both the business and suppliers can work together to get the best result for both companies.

When asked if he found his relationship with suppliers to be mutually beneficial, Pradeep was clear in his response. "Suppliers are the foundation to the whole production process," he stated simply, as without suppliers, Permasteelisa's production would be halted, as there can be no construction undertaken without supplied materials.

The result of a successful relationship between suppliers and Permasteelisa has contributed extensively to Permasteelisa's longevity and firm reputation in the industry. 🌟



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