

Case Study on:



European
Business
Awards™
Sponsored by
HSBC
The world's local bank

Ruban
D'Honneur
2011

Ruban D'Honneur Recipient

European Business Awards 2011

The Import/ Export Award
Ankol

European
Business
Awards™

Ankol

Using Innovation to Improve Service and Efficiency

Words from the Judges

“A company built on foundations of quality, reliability and expert service.”



Ankol is a well-deserved recipient of the Ruban D'Honneur for the Import/Export award at the European Business Awards 2011. The accolade has been given in recognition of its increasing number of international partnerships as well as its growing domestic activity.

Ankol was founded with the aim of becoming a market leader in supplying aircraft equipment, aviation spare parts and repair services for the Polish Ministry of Defence (MoD), subsequently the company has extended its horizons and now works with 34 countries worldwide including NATO countries and the US Department of Defence to name but a few.

The company was set up by Czeslaw Kolisz who had a long and distinguished career working at WSK (Polish Aviation Works), first as an aviation engineer and finally as head of aviation services. He established Ankol with his wife, Anna, a Human Resources professional and both are still very much involved in the business today, along with their son Eryk.

It was the Koliszs' determination and dedication that enabled the company to overcome many of the political and economic difficulties experienced in Poland during the 1990s. Their unwavering belief in the business has driven it to expand, diversify and become a market leader.

Ankol's successful international operations have secured the business a place as one of the world's leading suppliers of aircraft equipment and parts. The company has a current export index of over 60%, with further growth projected. Apart from its aviation services, the company's domestic activity includes work within the automotive sector, including running a KIA car showroom and a Bosch Car Service & Vehicle Check Station.

The business has an annual turnover of over €12.8 million with growth exceeding 100% forecast for 2011.

Operating in a competitive market, innovation is crucial for Ankol's success and enables the business to stand out from its



rivals. The company operates a fully-functional website that allows organisations to contact Ankol direct with an RFQ, which can then be tested and validated immediately. This not only reduces the response time, it also cuts down any room for error in the transfer of detailed information.

Over the past three years, Ankol has invested approximately 22% of its annual net profits in developing areas such as IT, personnel training and infrastructure.

The business has invested heavily in the development of its own bespoke 'Database of Aviation Products' and has over 100,000 records currently listed. This database is one of a kind and provides Ankol with a unique advantage over its competitors. The brainchild of Czeslaw Kolisz, the database has been built in-house and stores details on products, market prices, repair information and overhaul services. The database allows Ankol to respond efficiently and accurately to any RFQs received from new and prospective customers.

“We believe that our company objectives and the objectives of our customers are inseparable and as such, we focus on providing a quality service in everything we do. Our unique database gives us the ability to respond promptly to existing customer needs and any new opportunities that present themselves.” Czeslaw Kolisz, President and CEO, Ankol

Ankol has a highly qualified and skilled workforce, with each of the 67 employees supporting the company's ethos of quality and standards. The company offers many different training opportunities for staff both internally and using external organisations. The staff turnover rate is very low, with only one or two employees leaving each year.

“We have worked tirelessly to build up a strong and recognisable brand. Ankol stands for reliability and credibility as a professional business partner and as a fair and supportive employer; it is these attributes that help us attract new customers, new staff and to expand into new markets.” Mr Eryk Kolisz, Commercial Director, Ankol

“Following success in its specialist aviation services both in Poland and latterly on an international scale, Ankol is now experiencing growth in the domestic automotive sector as an authorised KIA dealer and providing technical services for Bosch Car Service. Seeing customer satisfaction as a key factor for sustaining success, Ankol continues to focus on quality and the highest standards of reliability in every part of its operation.”

Phil Forrest, Chairman of Judges, European Business Awards 2011

Looking to the Future...

Ankol has a 'Five-year Strategy' which it verifies on an annual basis. Further development of the company's database including support for the Cyrillic alphabet is of paramount importance, as is the creation of other information systems.

The company aims to introduce software to manage its purchasing, product control, product storage, sales and logistics processes. These kind of investments will enable the company to submit all offers securely over the Internet in order to further reduce response time and streamline supply chain management.

Ankol is concentrating on export and is looking to increase its existing 60% export rate. In addition, the company will continue to take part in as many domestic tenders as possible in order to grow its overall domestic sales figures.

Realising it can only be as good as the parts it supplies; Ankol plans to increase the number of reputable suppliers it deals with. By expanding its supplier base to increasingly include Western manufacturers, Ankol maintains its competitive advantage and will be able to fulfil larger, more complex orders.



The company is also focused on shifting its relationship with its Eastern neighbours, in particular the Russian and Ukrainian aviation industries. Previous to now, Ankol has imported products from these two countries, but it is now aiming to turn them into recipients of its products. The future is looking very positive, with advanced talks already taking place with the largest aircraft/helicopter manufacturers in these countries.

“Ankol is a modern company, open to innovation as a means of extending our business connections and broadening our markets. We are constantly looking to enhance the Ankol brand and ensure it is a name that stands out as a leader in many years and generations to come.” Mrs Anna Kolisz, Vice-President and Managing Director, Ankol.

Ankol is open to opportunities to extend its cooperation with aviation manufacturers in Europe and the US. At this present time, the company is signing the necessary representative and authorisation agreements which will allow it to extend the range of products and services it provides, while at the same time giving it significant competitive advantage.





"Being recognised by international experts at the European Business Awards is a great honour and is testament to the success of Ankol. As a business we strive for perfection so we can be a stable and credible partner for our clients as well as our employees and this award shows that we are a leader in our sector."

About Ankol

Ankol was founded in 1991 by Czesław and Anna Kolisz. It is a supplier of aircraft equipment, aviation spare parts, consumable materials and repair & overhaul services for both civil and military aviation in the Republic of Poland and internationally. Ankol is family owned and run, with the couple's son Eryk, who is currently working as Commercial Director, eventually planning to take over the business from his parents.

Ankol has been recognised by the Polish Government for its export success. In 2010, at the Congress of Outstanding Polish Exporters, Ankol was awarded with the Grand Prix Statuette. On the same day, the Polish Exporters Association awarded Ankol the 'Outstanding Exporter 2010' medal.

Ankol uses an Integrated Management System to keep the company running efficiently and in accordance with international criteria (ISO 9001, AS 9120, AQAP 2120). By using this system, Ankol not only manages its relationships with customers and suppliers but also with its employees. The company also operates a Total Quality Management Model.

All correspondence with its suppliers and customers is always prepared in the customers' native language to prevent any miscommunication. Ankol put customer service at the heart of all areas of its activity and strongly supports the concepts of Quality, Service and Transparency.

In order to raise awareness of the company, Ankol undertakes significant marketing activity including participating in International Air Shows and events, high-profile advertising and charitable fundraising and sponsorship programmes.

As part of its corporate responsibility programme, Ankol is actively involved in the work of "Be on Time to Help Children" foundation, which provides financial help to children with life threatening illnesses.

About the European Business Awards

Since 2007, the European Business Awards programme has been shining a light on the most pioneering businesses on the continent by promoting excellence, best practice and innovation in the European business community. The awards programme recognises excellence in all disciplines of business including individual business functions. Last year entrants ranged from fish farming organisations to renewable energy firms. Together they had a combined turnover greater than €766 billion Euros (6% of EU GDP) and employed over three and a half million people between them.

Businesses from each of the 28 European territories are invited to enter the Awards. The competition for finalist places is fierce with many of the Europe's most established brands being represented.

The judging panel is comprised of experts in their fields who each bring experience, business acumen and understanding to the board. The overall winners in each of the categories will be announced at the Awards ceremony in Barcelona on 22nd November 2011.



Czesław Kolisz,
President and CEO, Ankol

ANKOL Ltd.
Chorzaków 244
39-331
POLAND
Tel: +48175840100
E-mail: ankol@ankol.com.pl
www.ankol.com.pl

www.businessawardseurope.com

