

# SHARING TRADE SECRETS

## Markham Company Electrifies Jamaica

*Experience and market savvy helped a publicly traded company, Andaurex Capital Resources Inc. of Markham, Ont. win a \$2.7 million electrical engineering contract with the Jamaica Public Service Company Ltd.*

The Andaurex contract, through its wholly-owned subsidiary Markham Electric International, calls for the design, supply, construction and commissioning of a 69/24 kV substation at Up Park Camp in Jamaica.

A 100 per cent export-oriented company, Andaurex is not new to market conditions in the developing world, and to Jamaica in particular.

Based on its two previous contracts in Jamaica — in 1988 and 1992 — Andaurex was well-positioned to get wind of this latest Inter-American Development Bank (IDB) project.

This is where client satisfaction becomes so important.

### Bidding process

Having earned such a stamp of approval in Jamaica, Andaurex was approached to bid on the Up Park Camp project.

While the first two contracts were for design and supply only, this time it was for a turnkey project.

Even before the bidding process started, the first hurdle to overcome was the prequalification — demonstrating financial soundness and technical capabilities, and putting forward a solid package to qualify for the final bidding.

The package was to list the names of all intended subsuppliers who had to meet with Jamaican

approval. The company also had to guarantee the pricing for 150 days and post a bid bond.

Putting together such a list — some 20 chosen by Andaurex, mostly from Canada but also from the U.S.A., France, Portugal and Brazil — was no small feat.

The bidding started in earnest with a request for quotation announced in May 1994.

According to Markham Project Manager Mark Unsworth, "It takes about six to eight weeks to put a good bid together, finalizing subsupplier list and prices."

### And the winner is...

After bidding closed in January 1995, it took nearly five months for a winner to emerge.

Andaurex beat out five competitors not only based on pricing and quality, but also reputation and reliability.

"Pricing won the day but also the right mix of subsuppliers," says a happy Unsworth, who also acknowledges the help received from the Canadian Export Development Corporation in guaranteeing the performance bond on the contract.

With the competition coming from world-renowned companies such as Be & Be Ingg. (Italy), Eface (Portugal), Pauwels (Belgium), ABB (Sweden) and TKV (Venezuela), Andaurex certainly has something to crow about.

Even while waiting for the results, which can be unnerving as in any competition, according to Unsworth there were certain positive signs showing that the company was seriously being considered.

"For one," says Unsworth, "there was a lot of correspondence back and forth requesting further details on specifications and the

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