

# AL HASSAN SWITCHGEAR LEADS THE MARKET

Over the years, Al Hassan Switchgear (AHSG) has enjoyed a strong brand recall in the market as it has supplied more than 200\$ million worth low voltage and medium voltage switchboards to all major segments of the Omani market including oil and gas, power, water, infrastructure, real estate, health and tourism.

“Our well qualified sales and marketing team continues to implement a number of strategic marketing initiatives throughout the year including participation in exhibitions, conducting technical seminars and training programmes for consultants, contractors and end users. These efforts have ensured a top of mind recall for Al Hassan as far as switchgear usage and application is considered”, says Mani Khadem, General Manager, Al Hassan Switchgear.



During 2014, AHSG wants to maintain its leadership position in Oman and also strengthen its footprint in the region. AHSG invests considerably in its

employees through organisational training initiatives. Its aim is to increase the ratio of Omanisation to 50 per cent by 2015.

Al Hassan Switchgear, the manufacturing arm of the Al Hassan Group of Companies, scored a spectacular double in the 2011 Observer Best Brands Survey, winning the No.1 slot in switchgear category and No. 14 in the overall listing of 180 greatest brands in Oman. In the switchgear industry, Al



Hassan Switchgear has won top honours, taking an unassailable lead ahead of its nearest competition.

Extensive depth in manufacturing at both at Ghala and Buraimi factories, instead of simple label technique has yielded excellent results in the long term and it has been vindicated by the numerous prestigious awards won by Al Hassan Switchgear including His Majesty's

Cup in 2000 and His Majesty's Shield in 2006. Going forward AHSG plans to sustain the momentum through various initiatives aimed at achieving customer value and organisational efficiencies.