



# HEAVY DUTY

**MR BULERN**  
ACEMARCT PTE LTD



**SERVE WITH COMMITMENT.**



Founded in 2012, Acemarct is a trading company that specialises in supplying heavy construction, marine and petrochemicals equipment, with clients in several countries such as Dubai, Indonesia, Malaysia, Pakistan and India.

Like any firm, Acemarct Pte Ltd has encountered manpower and financial issues. Mr Bulern, its Business Development Director said, "The market is competitive and for a new company to enter the industry, it is difficult to win the trust of the clients."

In order to overcome the challenges, Acemarct focused on customer service, providing solid advice and solutions to their clients via its products. When combined with Acemarct's high regard for creating credibility and delivering high quality of work, the company has been welcomed into large scale projects, boosting the business. Testament of this trust is Acemarct's involvement with major oil & gas contractors in Malaysia, who are very strict in terms of quality control.

Gradually, referrals from many clients started to stream in, increasing the company's clientele. With the team at Acemarct working hard for results, the company soon solidified their footing in the world of construction. To date, the company's rise to prominence remains as one of Mr Bulern's proudest achievements in his 15 years in the industry.

As founder of Acemarct, Bulern has a deep understanding of the market, and how to meet its needs. His strategies are different from his competitors', and have led to Acemarct's growth and financial strength. These strategies rely on a clear direction and strong leadership, which Mr Bulern has provided from day one.

When asked how Acemarct distinguishes itself from its competitors, Mr Bulern shared that the company is 'highly competent and independent, despite being a small company'. Besides providing construction equipment of excellent quality, the company also emphasises on building strong rapport with its clients through their consistently reliable services, setting them apart from other companies.

Acemarct has a solid and continuously proven track record across its numerous high profile contracts. Timeliness and maintaining quality are Acemarct's core strengths to attracting referrals and keeping customers happy and satisfied.

As proof of Acemarct's undisputed position among established industry players, the company had managed to secure an estimated 2 million dollars in deals almost one year ahead in 2017 with multi-million dollar prospects in the horizon.

Talking about the traits of successful entrepreneurs, Mr Bulern believes that having the skills to take problems head-on and being firm in decisions would propel one to succeed in business.

Acemarct has no intention to relinquish their market position and is already mapping out its plans for the next five years - striving for continuous growth. According to Mr Bulern, Acemarct's business plan for the next few years will be focused on growing internationally, which they believe is vital in order to stay ahead of the competition.

Specifically, Acemarct is looking to expand in Sri Lanka, Maldives and Cambodia, as demand continues to grow in the region. However, Mr Bulern believes there is still much to explore for Acemarct in Singapore. The country contains untapped opportunities and potential, and Acemarct seeks to improve its offerings.

With a proven track record as well as loyal employees and firm leadership who all ascribe to the "Serve With Commitment" philosophy, Acemarct is set for gleaming accomplishments.

