

XRC helps revitalize small communities



Accredited Meralco Contractors power SME's success

Self-made entrepreneur Alexander Cruz's rise to success is an inspiring story for aspiring Filipino entrepreneurs.

Cruz, who once sold salt to make ends meet, now oversees XRC Resources Inc. (XRC), a commercial leasing company that caters to small-scale superstores. His clients are responsible for transforming sleepy towns into bustling communities.

His first small-scale commercial building in Angono, Rizal was built in 2007. "At that time, *mayroong kaunting agam-agam na baka maapektuhan 'yung mga taga-palengke. Ang nangyari pa nga, imbes na humina, gumanda ang public market sa harap kasi nagkaroon ng competition. Nag-co-coexist sila. At higit sa lahat, naka-generate kami ng trabaho sa local community,*" he said.



Early planning with their AMC helps XRC deliver business targets.

The success of his flagship Angono store became the blueprint for succeeding XRC establishments in the province of Rizal and in other growing communities around the country. XRC's current portfolio of clients includes the likes of Save More, Robinson's Supermarkets, and Eunilane.

In keeping up with the demands of a fast-growing and highly competitive industry, Cruz revealed one of XRC's secrets: a reliable partnership with an Accredited Meralco Contractor (AMC).

Meralco launched the AMC Program in 2012 to help speed-up the energization process for customers. Interested contractors and electrical

engineers are trained and tested by Meralco to make sure they adhere to safety standards.

AMC training programs are designed based on specific customer needs--residential, commercial or industrial. For XRC, an AMC helps ensure that property development projects are rolled out on time and in accordance to the specifications of top supermarket brands.

Quality seal

Dealing with contractors is one of the first steps that small to medium enterprises (SMEs) normally have to go through when starting or expanding a business.

"We train our AMCs to make sure that they are aligned with our business practices and safety standards. This will also allow them to effectively meet the customers' business targets." Rain Reyes, Meralco's Vice President and Head for SME Business Group said.

From design phase to construction, up to post project consultation, AMCs help ensure that projects are finished on time avoiding costly reworks.

He added, "AMCs also alert us of upcoming projects so we, at Meralco, can promptly prepare our facilities. It's really crucial to coordinate early with an AMC because it can save a lot of time and resources for the customer."

For his part, Cruz noted, "*Iba talaga 'pag may gumagabay sa'yo sa early planning stages ng negosyo. Malaking bagay yung assistance ng Meralco through AMC dahil trained sila at alam nila ang standards ng Meralco, wala nang reworks. Magastos ang delays kaya importante sa amin na may AMC kaming maaasahan.*"

On one occasion, Cruz shared one of his biggest clients moved the opening date of a project earlier than planned due to feng shui beliefs. "*Buti na lang very cooperative ang AMC namin at na-beat namin ang deadline. So far, kahit pabago-bago ang schedules ng kliyente, nabi-beat namin lahat kasi gamay na ng AMC namin ang gagawin.*"

"Essentially, our role, together with AMCs, is to take care of power so SMEs can focus on growing their businesses," Reyes added.

Inspired success

XRC is one of Meralco's five outstanding SMEs in the recently concluded 2013 Meralco Luminaries Awards—a customer recognition program which recognizes the utility's most outstanding clients and partners from the public and private sectors.

Cruz's thriving partnership with the utility, and the early life lessons he learned from his humble beginnings, has inspired Cruz to give back to the communities that have sustained his business.

"*Minsan, naiisip ko na enough na 'yung mga naitayo ko. Pero na-i-inspire ako kapag naiisip ko na 'yung business ko, nakakatulong sa community. Kahit papaano, na-a-uplift ang buhay ng mga tao, Nakakatuwang isipin na dati isa akong Meralco scholar. Ngayon ka-partner ko na ang Meralco sa negosyo. he said. "In a way, para akong Meralco, may negosyo pero nakakatulong lalo na sa mga SMEs na tulad namin.*"

...“na-i-inspire ako kapag naiisip ko na ‘yung business ko, nakakatulong sa community..”

- Alexander Cruz
Founder and President of
XRC Resources, Inc.

Topnotch service for SMEs

The AMC logo is a quality seal from Meralco.

To find out how AMCs can help you grow your business, call the Meralco customer service hotline at 1622-3SME (1622-3763), send an e-mail to sme@meralco.com.ph, or visit amc.meralco.com.ph.



XRC's clients include some of the top retail brands in the country today.