

**2019
2020**

SHOWCASING ENTERPRISES IN SINGAPORE



**EXCELLENT
ENTERPRISES
FOR TOMORROW**

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Acentrix Pte Ltd

MR GORDON GOH & MS LINDA LIANG

Enterprise Standard

Started in April 2014 by Mr Gordon Goh and Ms Linda Liang, Acentrix Pte Ltd prides itself as a one-stop IT solution for corporate consumers. Apart from offering IT solutions and services to a plethora of corporate clients, the company also dabbles in the resale of IT products and serves as a troubleshoot centre for their clients.

An Interesting Start

Mr Goh shared that the business partnership with Ms Liang was an uncanny one. Prior to becoming their own bosses, Mr Goh was working as a senior IT manager in an offshore construction company. At that time, Ms Liang was his supplier liaison, and the two developed a good rapport. In each other's times of need, they were both there to help the other party, which even fortified their professional relationship. This was the deciding factor that caused the inception of Acentrix Pte Ltd.

The Power of Determination

Mr Goh attributes the success of Acentrix Pte Ltd to the pioneer team's strong determination. He recounts the early beginning of Acentrix whereby the team would stay into the wee hours daily to meet project deadlines. Even though they were required to clock in so many hours of overtime, each employee was still determined and diligent to do their best for the company. Tying in with the team's strong determination is the company's philosophy: To complete all projects regardless of the cost. This mantra is shared amongst all team members, making it the propelling reason for the ever-growing success of Acentrix Pte Ltd.

A Common Challenge

As the company grew, just relying on its pioneer team is not enough. As dedicated as each team member may be, there are more projects to be finished and deadlines to be met, which meant the need for new staff. This was a major obstacle that stood in the way of Mr Goh and Ms Liang, who griped that they faced major difficulty over retaining new employees. The sole reason was because of the unsuitability of the work, a common challenge that is faced across SMEs in every sector.

Pride and Glory

Even though their work may be dotted with obstacles, the duo still enjoys the perks of running their own business. Mr Goh quipped that although being the boss meant greater responsibility for the projects assigned, the sense of achievement when the project comes to fulfilment is very much greater, which one cannot feel when one does not run his or her own business.

A Greater Leap Into The Unknown

Being an IT firm, Mr Goh shared that the most important factor to stay abreast amongst competition was to be in the know and have good business acumen. That means taking big leaps into new technological advancements and diversifying their portfolio correctly. In the near future, the duo hopes to expand into the government sector, undertaking bigger and more challenging jobs that would bring Acentrix Pte Ltd to greater glory.



AKS Tech Pte Ltd

MR LOW WEE SUAN

We Will Strive To Help More Companies To Be More Productive

AKS Tech Pte Ltd is currently helmed by Mr Low Wee Suan. The company, which started in August 2015, prides itself as a one-stop IT solution centre for its clients. In the early stages, the company had a focus on the production of digital kiosks but has since diversified its product range to include interactive signages, marketing kiosks and even self-payment kiosks.

An Undying Passion

Mr Low shared that IT has always been a part of his life. Even though he studied marine engineering in the past, his passion for IT overwhelmed his educational experience in engineering. He chose to work as a sales executive in the IT industry for 4 years. Mr Low shared with us that this burning passion started from young, and his constant hunger and curiosity for the latest technological advancements made him take the first step in entering this industry. The decision to make the leap from employee to employer occurred when he realised that there was slow progress in the technological advancements in Singapore.

A Mountain of Obstacles

Although making the decision to start his own company may be the best one yet, he still faced a lot of obstacles steering the business. Starting the company alone meant that he had to do everything himself. He had no financial backers then, and whatever profit the company made was to be spent prudently; the rest was to be kept as a reserve for rainy days. Thankfully, Mr Low managed to have a steady number of pioneer customers; many of which were his clients when he was working as a sales executive. He shared that he built good relationships with his clients, many of which were supportive when he decided to start his own venture. As for bigger projects, he was still required to outsource work as it was beyond his ability to handle that much work.

A Big Break

In 2016, just one year after the company's inception, things started to get better and Mr Low managed to engage his own team of IT developers in Singapore and India. As to whether he believes he got lucky and managed to get a steady stream of supportive customers, Mr Low shared that he does not believe in luck when doing business; everything is based on hard work and perseverance, two star qualities he says are essential in running any business.

A Supporter of the SMEs

Mr Low makes it a point to only work with SMEs because he knows the difficulty of starting a business from scratch. Being a boss of an SME himself, he knows the obstacles they have to deal with and he wants to be able to support them all the way. In fact, his greatest pride and joy he receives in running a business is when he sees his customers' businesses grow.



Allied Tech (S) Pte. Ltd.

ANGELINE TAN, 49

Speed to success

Established on 8 Jan 2018, Allied Tech (S) Pte. Ltd., a part of Allied Technologies Holdings Pte. Ltd. Group, specialises in manufacturing metal stamped parts. With over 30 staff, the company has worked with clients such as Konica Minolta, Canon, Fuji Xerox, Toshiba, HP and its contract manufacturers naming Calcomp, Flextronics, Jabil, just to name a few. It aims to be one of the biggest metal stampers encompassing total solutions in various industries throughout Southeast Asia.

Adding value through customisation

Building trust is key to retaining customers. To achieve that, the company adds value to its offerings by being involved with the client right from the early technical drawing stage. On top of understanding clients' needs and guiding them from the inception, the company also invests in their technology competencies to stay ahead of the curve and become more effective partners. To innovate, the company recently invested in a Laser Cutting Machines and Turret Punch Machines to speed up processes in their factory plant by three times.

The company stays motivated to provide customised and good quality products and services through its clients' feedback. Letters of commendation from customers are particularly encouraging to everyone on the team, and helps to instill a sense of pride in all employees.

Overcoming cross border challenges

To maintain its competitive edge in the industry better, the company shifted their office from Woodlands to Jurong East, and re-located its factory plant to Iskandar at Johor Bahru. By strategically placing both venues of operation near each other, communication and support amongst employees from both countries is made easier.

The company also has to adapt to the different cultures as well as rules and regulations in both Singapore and Malaysia. Legal and compliance, for instance, is an example of one such issue, and what works in one country may not be applicable in the other. In cases where the price of metal as a commodity changes, there is also a need to communicate the news with the relevant customers. If not well managed, the company can easily run into the red. This means that keeping the price and business relationships in check across borders is crucial.

Another key problem faced lies in human resources. As the company provides highly specialised services, attracting and retaining the right talent in both countries is no easy feat.

Tapping on opportunities

Leveraging on the strong knowledge and capabilities of more than 2,000 staff in Allied Technologies Holdings Pte. Ltd. Group, the company hopes to branch out into new markets in the automotive and medical field to provide a total precision engineering solution.



ALTERNATIVE SELECTION PTE. LTD.

SEBASTIAN CHIA, WENDY FOO & WILLIE FOO

If you are a fan of organic and gluten-free produce, chances are you might be getting your produce from Alternative Selection Pte Ltd. Started out by Sebastian Chia and Wendy Foo with the help of Wendy's brother, Willie Foo, founded Alternative Selection. The 3 years old business is paving the way for organic and sustainable food.

The journey began when Sebastian and Wendy first discovered their son, Ryan was intolerant to dairy, gluten, nuts, soy eggs, yeast and certain types of fruits and vegetables. The couple began travelling to Australia to source and purchase products, which has one of the globe's finest ranges of gluten-free producers and organic farmers plus strict standards for certification. They soon realized that importing these products directly would ease the strain of travelling so frequently- the idea that marked the beginnings of Ryan's Grocery.

Ryan's Grocery, an organic butchery and gluten-free grocery was launched in August 2015. Setting up the brick-and-mortar store took a lot more effort. The husband- and wife team faced a steep learning curve as neither had any experience working in the food and beverage industry. Willie Foo who owned a few restaurants and had knowledge of F&B business, helped with the negotiation for product and outlet licenses, and the company's business structuring and development. The retail store in Binjai Park is a one-stop shop for anyone looking for allergen- and preservative-free food, and includes a selection of organic, hormone and antibiotic-free meat sourced from farms in Australia. The couple aims to create an outlet to support the local community of adults and children with food intolerances and dietary challenges.

Quality Assurance

Meat products imported are from accredited establishments and farms in approved countries which comply with AVA's biosecurity requirements. Suppliers' products have undergone stringent checks and lab test in order to get their products accredited and hold certifications from recognized organizations such as the Australian Certified Organic.

Expansion from Retailers to Wholesale Suppliers

The couple also launched Alternative Selection- a wholesaler and retailer of alternative gourmet products in 2016. The increase in demand for quality food source among Singaporeans meant growth for the company. During the Food & Hotel Asia show in 2016, they received a surge in requests from hotel chains and restaurants to supply organic produce, prompting them to get a Singapore supplier's license and set up a factory in Jurong. The company currently supplies organic, free range meat and gluten-free produce to acclaimed companies such as Marina Bay Sands Singapore and NTUC FairPrice.

The demand for organic, allergen-free and preservative-free products continues to grow globally as consumers increasingly seek nothing but the best for themselves and for their families. Willie has indicated expansion plans into Vietnam using the franchise format.

Giving Back to Society

For the past 3 years, they have been striving to create a positive impact on the communities around them, they have worked with Association for Persons with Special Needs and St Andrew's Autism Centre to enrich the lives of students and adult clients. It goes beyond simply promoting autism awareness to encouraging friends and collaborators to become partners in movement towards acceptance and appreciation, they have also helped to improve the lives of all impacted by autism through fundraising activities.



Amare La Casa (Wardrobe Specialists) Pte. Ltd.

MS KAREN MOK

Pay One Time, Use Lifetime; Save Space, More Storage/ Can Dismantle and Relocate

A company that values its motto highly, Amare La Casa Pte Ltd supplies customised modular system wardrobes. Helmed by Ms Karen Mok, the company started in 2008 with a mission to provide unique wardrobes that can be dismantled and relocated while using lesser space and providing more storage.

An Undying Passion

With over 20 years of experience in the retail industry, Ms Mok realised that her passion lied in designing wardrobes for clients. By luck, she chanced upon a unique product through one of her then wardrobe suppliers and decided to make it the unique selling point of Amare La Casa, which translates into 'love' and 'home' in Italian. Her goal was to provide high quality wardrobes that can be used for a lifetime; even when clients shift homes. This is possible due to the wardrobe's unique dismantle and relocate feature, which allows it to be easily moved to a different home.

Stricter Quality Control

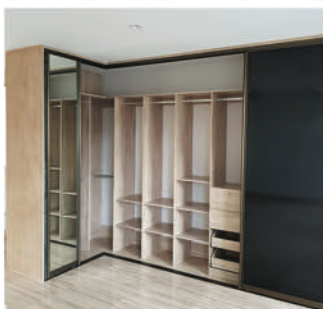
Ever since its inception, the company has seen a steady growth with its diverse and ever-growing client base. With its growth, Ms Mok decided to implement a one-stop solution for her clients. Instead of just offering wardrobes, the services provided at Amare La Casa extends to consultation of the best and ideal fixtures based on the client's budget, followed by a customised wardrobe design that will meet the client's requirements. To ensure the wardrobes are produced up to standard, Ms Mok shared that the wardrobes are all manufactured in-house, which gives a tighter control over quality.

The Importance of Well-Being

Over the years, the company has grown to a team of over 20 strong; of which nearly half are situated in the business' manufacturing plant in Mandai. The exponential growth in business meant that the production team needs to work harder to meet the demand, something which Ms Mok is exceptionally concerned about. She shared that the team is discouraged from working excessively long hours as it would lead to burn-out and excessive fatigue. Being a motherly figure to all her employees, Ms Mok mentioned that she encourages her staff to strive for balance between their personal well-being and meeting the production demands. This is done so by setting realistic targets, with gradual improvements to ensure that the company stays in stiff competition. To Ms Mok, a successful day's work is based on a zero-accident count at the production plant.

An Everyday Enjoyment

Ms Mok shared that she enjoys what she does tremendously. As a boss, she can steer the direction of the company. The sense of accomplishment she receives when her clients enjoy using her customised wardrobe designs serve as her motivation to do her best at work. With the poignant growth in the Singapore market, Ms Mok has plans to expand her company abroad, with different offices in the nearing South-East Asian countries first. However, she shared that manufacturing will still remain in Singapore as it gives a quality assurance, even though it would lead to a higher cost price.



Arts 2 Design Studio Pte Ltd

MR ANTHONY TAN

Together We Build Trust and Respect

Started in 2011 by Mr Anthony Tan, Arts 2 Design Studio Pte Ltd only converted into a Private Limited in 2016. The boutique interior design company dabbles in design consultancy services, project management and renovation work for both residential and commercial buildings.

A Guiding Principle

His personal mantra, 'Art is a Passion' has been his guiding principle in both his personal life and building this business. It was also the main reason that he decided to venture out on his own, having worked with interior design firms for one and a half years prior to his current venture.

However, although he has a penchant for the arts and interior designing, he was mainly involved in the sales aspect in his previous interior design firm. Back there, he was unable to apply his design skills, as he was mainly instructed to manage contractors and customer relations. He was then approached by his previous clients to lead interior design projects, and it was then an epiphany came; prompting him to start his own interior design business. That way, he could actively pursue his passion for interior designing without any qualms.

When the company first started, it mainly dealt with industrial and commercial design projects. It has since moved towards residential designing work, with about 70% of his projects deriving from such.

Providing A Personalised Experience

Mr Tan shared that the business' success is mainly attributed to providing a curated 'design package' to every customer. He believes that every client has different needs, wants and budgets, and a one-size-fits-all approach would not do well. Hence, he makes the extra effort to analyse the client's budget, have face-to-face consultations with the client in order to provide them with tailored design packages.

On top of that, Mr Tan provides value-added services to his customers. Some examples include a cloud storage system, where invoices, designs and work progress can be tracked and viewed by clients, providing instantaneous communication in real-time between both parties.

Never Giving Up

Mr Tan shared that he has his own fair share of difficulties. One of the biggest one includes having to provide high-cost design work with a low budget. Some customers may not have enough budget to fulfil their lavish requests; which requires Mr Tan to provide them with innovative and alternative solutions that both fits their budget and is to their liking. He shared that being quick to come up with alternative solutions is only possible with experience - through handling different client projects with different budgets.

A Holistic Working Environment

Although faced with tribulations, doing what he loves still gives Mr Tan a great sense of achievement and fulfilment. Every time he encounters a set-back, Mr Tan shared that he would reminisce the positive and happier times. This positive attitude creates an uplifting environment for the office, of which his employees enjoy working in. With a current headcount of five, the company may be small, but they are ready to take on bigger projects.



Ascend Engineering Services Pte Ltd

LEOW CHIN WEI

Deliver what you promise

It is not easy for a company to stand out in Singapore's saturated construction industry. Ascend Engineering Services Pte Ltd mainly deals with fire protection systems. They encompass the design, installation and maintenance of such systems in both commercial and residential areas. With over 10 years of experience, Ascend Engineering Services Pte Ltd is on the rise to become the leading fire protection provider in Singapore.

Expertise and A Dash of Luck

Starting a business is not easy, much less maintaining it. For Mr Leow Chin Wei, the managing director of Ascend Engineering Services Pte Ltd, he shares that putting in the effort and having technical knowledge and expertise holds an essential part in maintaining a successful business. However, he believes that a small factor of his success is contributed from the luck he has as well.

A Quest for Stability

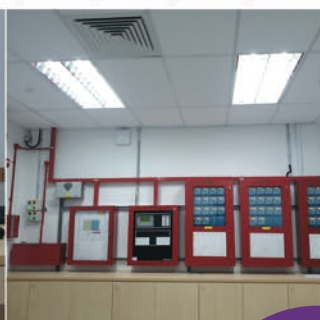
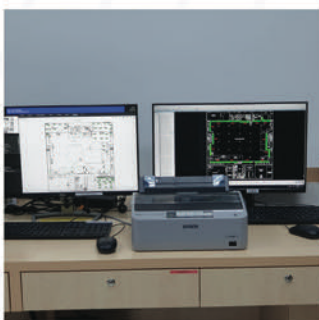
Prior to becoming his own boss at Ascend Engineering Services Pte Ltd, Mr Leow worked as an engineer in Fire Protection System Company Pte Ltd in 1999 for 7 years, where he learnt the bulk of his profession. He then got a job at JLL Singapore for 6 years as a facilities manager, before deciding to venture out and start his own business. Other than having a passion, the calling to start his own business derived from the fear of the volatile job market, whereby hiring and firing of employees was a common phenomenon. In a quest for stability, a better income and more freedom, Mr Leow decided to venture and start his own business in 2006.

A Focus on Local

Unlike many other companies, Mr Leow does not have plans to venture into other regional markets. In fact, he wants to concentrate his business in Singapore and improve on the business' production processes and service. This shows his diligence in providing top-notch service to his clients, who have all been highly satisfied with the service offered by Ascend Engineering Service Pte Ltd. Another reason for focusing on the local market is to strengthen the relationships he has with clients, and also expand his business offerings to other local clients.

A One-Stop Solution for All

Mr Leow prides his company in providing a one-stop solution for all his clients. By engaging in his services, clients are freed from the hassle of contacting multiple contractors to design, purchase and install the fire protection systems, which are all handled by Ascend Engineering Services Pte Ltd. This, in turn, allows Mr Leow to ensure that the product and service can be specifically catered to the clients' needs, leading to their higher level of satisfaction.





Astar Laboratory Pte Ltd

LAI KOK WING & CHANG HEE KUAN

We Value Integrity, Quality, & Delivery of Professionalism

Astar Laboratory Pte Ltd was started by Mr Lai Kok Wing and Mr Chang Hee Kuan in 2013. The duo started the company with a single mission: to pursue their passion for environmental research and laboratory testing. The both of them are adepts in their fields; with Mr Lai holding an NUS Master's degree in Environmental Engineering, and Mr Chang who has had close to 30 years of experience in the laboratory testing and consultancy field.

A Difficult Beginning

Unlike many other companies, the startup process that Mr Lai and Mr Chang underwent was a tedious one. Being a government accredited startup, the company took more than a year to obtain the necessary accreditation from the authorities. This accreditation was necessary, as it governs the environmental testing standards in the interest of public and industrial health and safety practices.

The hurdles did not end there with the duo. Faced with limited resource, the company had to be prudent in their spending while ensuring company growth. It took them great efforts to source for the necessary equipment at affordable prices. The company also started with a headcount for two employees only.

Gaining Traction

It was only in 2014, one year after its induction, did Astar Laboratory finally start full operations. One of its first projects was to work with 2 pages of accreditation that covered over 16 different testing properties. Mr Lai recalled that he would have frequent disagreements with his partners and employees, but despite all that conflict, everyone was still able to work well together in a professional environment, taking the company's best interest at heart.

As the company grew – with a double-digit headcount within three years of operations, its projects have since increased to 18 pages and that covers more than 230 types of testing for their customers. Mr Lai shared that a quarter of their projects came from government agencies, with the rest coming from a variety of different industries – with renowned clients such as LTA, SLA, HDB, Sembawang Shipyard etc. under their belt.

Ironing Obstacles

Apart from the trying start, Mr Lai shared that obstacles were still studded throughout his tenure leading the company. Some of the most challenging issues faced were the lack of funds coming into the company for bigger projects, as well as the high turnover rate the company faced.

Thankfully, through strategic planning and a dash of luck, the company has come out of the red. There has been a steady growth of about 30 to 40 percent in annual revenue, with a current value of \$1.6 million. Mr Lai shared that this success was largely due to how the company valued integrity and the delivery of professional and quality results.

The duo is confident about the business' future and is aiming to become one of the leading companies in environmental consulting and testing services in Singapore and the rest of South-East Asia.



STAR LABORATORY PTE LTD
ENVIRONMENTAL CONSULTANTS & TESTING

Attika Interior + MEP Pte Ltd

STEVEN TAN AND TANG KIM FOO

Do it right the first time.

Attika Interior + MEP Pte Ltd is a full-service interior decoration and MEP engineering company with builders work experience. The project team's key personnel each has over 15 – 35 years of work experience in both interior fit-out and MEP field.

Perfecting the trade

Prior to opening the company, Mr. Tan was a construction site worker. He then moved on to start a small business selling furniture with other partners. In the course of the business, he quickly realized that more can be done on top of selling furniture. Recognizing the potential to design and build an entire project, Attika Interior + MEP Pte Ltd was born.

The founders believe in good quality products and top-notch services. With an in-house carpentry production facility, full-time tradesman and core trade workers, the company is also capable of working with a tight schedule and fulfilling last minute requests.

Employees as assets

The company began with less than 10 employees, and has over 60 employees currently. Managing a larger team required different skills, which the founders quickly learnt. Without proper management, there may be insufficient people working on too many projects, or excess headcount idling. Overhead costs can easily eat into profits. In addition, there was an increased need to educate their staff on the company's philosophy and way of doing things. Keeping staff up to date with trends in the industry is another important consideration.

The company has a strong belief in valuing their staff as key assets. In order to succeed, the founders invested in their people above the business and rewarded hard working individuals with the right attitude. Showing a sense of appreciation for a job well done is crucial. Thus far, the company has gone on biannual overseas team bonding trips to countries like Australia and Japan. Getting to know each other better also helps to ensure seamless coordination amongst consultants, architects, and designers. It is no wonder that their longest serving staff has been with the company for more than 10 years.

"Going to work should feel like coming home. We handle rush jobs and urgent matters together, like a family." Mr. Tan recounts.

Propelling forward

The company has plans to scale up project values from the current 6-10 million to 20-30 million in the next five years. With the office at full house, the company is also looking at doubling manpower.





Busways Pte Ltd

MR. SUNNY CHONG, AGE 47

We deliver what we promise.

Formally known as Busways Engineering Services Pte Ltd, Busways Pte Ltd is a mechanical and electrical engineering contractor that started in 2006. Focusing on heavy industry plants, commercial, residential, data centre and shipbuilding, the 150 employee strong company has several key clients such as ABB, Siemens, Schneider Electric Singapore, and Exyte Singapore.

Growing over time

Based on 2017's results, the company handles 50 projects per year, and manages 20 ongoing projects on a monthly basis. In 2018, the company also had an annual turnover of \$23 million. However, this was not the case from the beginning.

Mr. Sunny Chong started his experience working in Singapore when he was 18 years old. Moving away from his Malaysian hometown in Negeri Sembilan, he started as a general electrical installation worker before becoming a project manager in the oil and gas industry. With 15 years of experience under his belt, Mr. Sunny Chong decided to start the company during an economic downturn when the job market was bleak. While business was unsurprisingly slow during the period, with many projects put on hold, Mr. Sunny Chong held on and went on to expand the business. The initial scope involved the supply and installation of electrical LV and MV busduct, but has now expanded into primary power distribution network equipment and cabling infrastructures, as well as the design, customisation, fabrication and installation of aluminum canopy for busduct housing.

Currently, Mr. Sunny Chong is looking into diversifying the company's portfolio to include turnkey projects in lightweight industries with a project value of under three million for easier management. Heavyweight industries, which typically has a project value of above 10 million, is comparatively harder to execute.

Fulfilling promises

Beyond clinching various accreditations, the company also aims to maintain credibility through integrity and professionalism by treating every project awarded seriously.

One of the most taxing challenges for the company is payment collection. Some clients face cash flow problems, and can drag payments for 60 – 90 days. To cope with this, the company tries to work with trustworthy regulars and referrals as much as possible. With that, Busways Pte Ltd aims to be a committed one-stop service provider that delivers with exceptional quality in a prompt and cost efficient manner. Mr. Sunny Chong notes that there has been no delays in delivery thus far, only work done ahead of schedule.

Forging friendships

With an emphasis on workplace environment, health and safety matters, Mr. Sunny Chong managed to retain many colleagues who continue to support each other. This prevents unnecessary organisational outflows which can be unhealthy and demoralising to a company. Seeing a friendship blossoming as the company grows is very heartening for Mr. Sunny Chong.

BUSWAYS
We Deliver What We Promise

CAA Technologies Pte Ltd

DR TONY CHI

Love Your Work!

CAA Technologies Pte Ltd was established in 1970. The company's Singapore branch officially opened in 1994 by Dr Tony Chi. It specialises in design and build for structured engineering and pre-cast concrete works.

When Opportunity Strikes

Facing a growing population, the Singapore government was looking to expand the number of HDB flats back in the 1980s. Construction could be expedited with new technologies back then; which was mainly using pre-fabricated and pre-casted concrete for building construction. Along with many other international construction companies, Dr Tony cast in his tender to the Housing Development Board. It was then he saw the lack of Singaporean companies that specialised in such advanced construction technologies, which made him agree to bring CAA Technologies Pte Ltd to our sunny shores.

A Growing Expansion

With offering 2-way construction system as it's main business core, the company has seen vast improvements and diversification of their offerings. Over the 20 years of growth, the company has expanded to include a plethora of other construction activities. CAA Technologies currently has five main business groups; Design and Build Contractor in Civil Engineering, General Building Contractor, Post-Tensioning Specialist, Precast Specialist and Construction Material Supplier. Each office works in harmony to exceed their client's requests and become one of the top leading construction companies in Singapore.

A Reputable Name

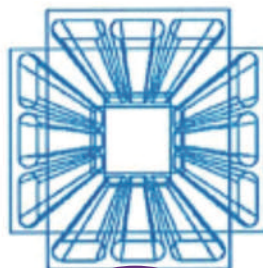
Being one of the pioneering construction companies in Singapore, Dr Tony never had much difficulty in running the business. A well-known, reputable name meant that he had clients who wanted to do business with him, which meant a steady flow of revenue.

Importance in Diversification

CAA Technologies Pte Ltd mainly functions as the Asia Pacific arm of the group, diversifying its markets to China, Taiwan, Hong Kong, Malaysia, Indonesia and Vietnam. With factories in Singapore, Malaysia and China, Dr Tony shared that the company is able to offer customised construction solutions to all their clients. He also shared that the Malaysia factory mainly does all the manufacturing work, while the Singapore office sits his design and special projects team. Some of their big named Singapore clients include the Changi Airport Group, Housing and Development Board and Jurong Town Corporation.

A Big Move

On how he got started in his venture, Dr Tony, who used to reside in the States, shared that he was invited by his then-boss, Mr TY Lin, to spearhead a design team in Singapore. Moving over 1000 miles to the little red dot, the family felt very comfortable with the Singapore culture; enjoying the weather and food. They decided to make this their hometown and gained permanent residence here, while Dr Tony started his own venture. Dr Tony, who is 80 this year, shared that some of his joys that keeps him going revolve around enjoying his work, which is his core principle of running a business. He shared that coming to the office daily makes him happy, and all he hopes for is a qualified successor to the business.





Chiu Teng Construction Co. Pte. Ltd.

MR NG CHEE HWA

Do It Right The First Time

Chiu Teng Construction Co. Pte Ltd was started in 1983 by Mr Ng Chee Hwa and two other partners. With over 30 years of business operations, the company is considered a pioneer in the construction industry.

In the first few years of the company's inception, Mr Ng shared that its main projects revolved around the construction of condominiums and landed properties. Through the years, the company has progressed to complete a plethora of bigger projects, such as HDB flats, schools, government institutions and nursing homes.

A Completely Different Start

For Mr Ng, starting a business in the construction industry was not something he would ever have imagined. Graduating with a bachelor's degree in Commerce, He spent a decade working in the marketing department of two petrochemical multinational corporations. It was only in 1983, with the help and support of his two partners, where he learnt the ropes in construction. He eventually bought over all the shares of the two founding partners, making him the sole proprietor of the company.

The Importance of Getting It Right The First Time

Mr Ng shared that the most critical phase of any construction project would be at the initial planning phase. It serves as a foundation, and when done well, everything else would fit perfectly. This principle is etched into the company's motto: "Do it right the first time", which reiterates and emphasises the need for a logical and cost-efficient plan. Following the motto to a T, it has helped the company secure multiple government projects, racking in three HDB Construction Awards (2012, 2016 and 2017).

Echoing Its Motto

The company's motto "Do it Right the First Time!" gave direction and guided its advancement. Mr Ng explained that when running a construction project, the initial planning phase is the most critical part of the construction project. A good plan would bode well for a logical and cost-efficient workflow which will reduce unnecessary cost and time taken to undo and redo jobs. Mr Ng believed in good project planning and project management, which helped the company to secure multiple Government projects.

The Lack of Locals

One of the biggest obstacles faced by Chiu Teng Construction would be the hiring of talents; especially at the management level. Many local engineering graduates shun at the opportunity to work in the construction industry due to the long hours it entails, creating a void in sourcing for local talents. Hence, Mr Ng turned to foreign engineers to overcome this shortage. The company currently stands at 60 management staff and 400 foreign hires from neighbouring countries.

A Positive Attitude Is Key

Mr Ng's positive attitude towards challenges allows him to find enjoyment in his job. He shared that one of his greatest endearments comes from sharing the returns with his staff. This is done through the implementation of attractiveremuneration and profit-sharing schemes for long-time staff.



九鼎工程私人有限公司

CHIU TENG CONSTRUCTION CO. PTE. LTD.

Design Style Studio Pte Ltd

MR DERRICK SEAH

The Exquisite Urbanist

Design Style Studio Pte Ltd is operated based on three distinct principles: sincerity, practicality, and style. Started in 2009 by Mr Derrick Seah, the interior design firm specializes in spatial planning for its slew of clients.

Having worked in a design firm for four years, Mr Seah shared that his entrepreneurial venture began after his previous firm shut down. Instead of taking the loss of his job as a defeat, Mr Seah took it as a sign for him to start his own company. With the support of his customers through their referrals, Mr Seah managed to get the company up and running, and subsequently converted the company to a private limited entity in 2017.

A Unique Specialisation

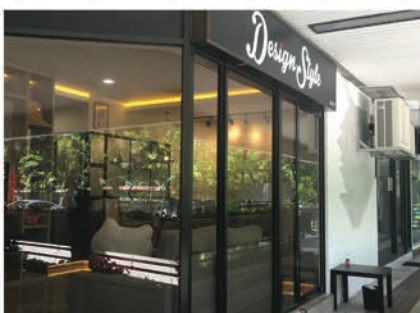
With a specialization in spatial design, Mr Seah shared that his customers mainly turn to him because of his unique expertise. His vast experience as an interior designer allowed him to understand the spatial settings of a given area, allowing him to embed his artistic creativity into a space that serves functionality and good composition for his clients. He and his team listen attentively to the client's needs and request, and, together with their proposed budget, do their best to work out a practical and affordable design solution that will satiate all their desires.

Understanding The Competition

With the saturation of the interior designing industry, a company such as Design Style Studio must offer something lucrative or desirable in order to stand out. Apart from being a niche in spatial design, another competitive advantage that Design Style Studio offers against its competitors is its delivery promised. With ample experience as a sales designer, Mr Seah shared that he is too familiar with designers over committing and under-delivering to their clients. Taking this issue into consideration, he makes it a point that his team does not do this, which allows clients to build faith in the company, in return, offering referrals and building the company's good reputation.

A United Growth

With a well-rounded portfolio of both private residential and commercial clients, Mr Seah shared that he has high hopes for his company. With the end goal of becoming a reliable and trustworthy interior design firm, he anticipates growth in manpower to meet the future needs of the firm. Mr Seah shared the importance of having good, talented staff in order for a business to grow. He believes that Design Style Studio would not be where it is today if not for the hard work of his workers, who have given their all for the company. With a current staffing rate of five, Mr Seah shared that he hopes to expand his business, growing his manpower to 20 to 30 staff in the next five years.



DESIGNBUILD CONSTRUCTION PTE. LTD.

LI JIAN ZHU

Designbuild Construction Pte Ltd has been in the manufacturing industry since April 2010. The company is helmed by Chinese-national Mr Li Jian Zhu. Arriving in Singapore in 1993, he started out as an installation man for different SME manufacturing companies and has over 20 years of experience in this industry. He then decided to start his own business, specialising in the installation of wooden kitchen and wardrobe doors for condominiums and hotels.

No Haphazard Jobs

Mr Li shared that one of the reasons their customers enjoy working with them is because of their commitment to the job; he ensures that every job received is done to completion. Customer satisfaction is also very important to Mr Li, therefore he makes sure that every job is done until the customer is fully satisfied.

Stringent Quality Control

By having their own factory based in Singapore, Mr Li shared that he can conduct stringent quality checks for the materials he uses. These products are used when customers require major renovation work done for their businesses. Producing their own wooden doors also meant a lower cost price, passing on the savings to their customers. That way, it is a win-win solution for Mr Li as he can offer his customers quality products at competitive pricing.

Staying Innovative & Competitive

To stay competitive, they have partnerships with a few interior design companies, such as Corten Interior Solutions Pte Ltd. That way, they are able to offer the extra service of interior or product designing for customers with more specific or unique requirements.

Managing Expenses Well

In every business, there are challenges faced. For Designbuild Construction Pte Ltd, Mr Li shared that one of their biggest challenges was the late payment from clients during the economic recession. However, Mr Li still made the effort to gather enough funds to pay his workers their salary promptly, as he believes that the customer's tardiness on payment should not be something that his workers, who have their own families to feed, have to account for.

A Bright Future Ahead

In the near future, Mr Li hopes to gain a larger customer base within Singapore by seeking more main contractors. This would help with his plans to expand the company's profits, allowing them to hire more foreign workers to meet their potentially greater manufacturing demand.



DING HE HOLDINGS PTE. LTD.

RICHARD PANG

Think Fast, Move Fast

Ding He Holdings Pte Ltd is an established company in Singapore that has its arms in many different industries. The company founded by Mr. Richard Pang, started off as an independent commodity trading company in Singapore. Ding He Holdings has many subsidiary companies such as DINGX SOLUTIONS PTE LTD., Ding He Trading Pte Ltd, Dingx Pte Ltd and Ding He Shipping Ptd Ltd, which are all managed by Mr. Richard Pang, the managing director.

A Middleman for Alcohol & Tobacco

The company first started as a wholesale trading company in Singapore. Their trading mainly dealt with tobacco and alcohol, and has since expanded into neighbouring markets, with the likes of Malaysia, Vietnam, India, and Indonesia. Mr. Richard network had enable the company to establish partnership with direct supplier from Europe, allowing them to keep their prices competitive.

Curated Target Audience

As the company mainly deals with alcohol and tobacco, Mr. Richard said that they are able to have a niche target market of males in their 30s to 50s. That way, it allowed them to have carefully curated marketing strategies and products that fit their target audience. He also shared that this specific marketing design was started by the founders, who have managed to expand their customer base to its current network.

Creating Their Legacy

With the growing number of commodity traders in Singapore, Mr. Richard had to look for other markets to expand into to ensure that the business stayed afloat. With their vast expertise and knowledge in the tobacco industry, the company decided to start its own line of cigarettes, Dingx, in 2018. Dingx cigarettes was not sold in Singapore, but in other Southeast Asian markets.

Moving with The Times

With everything going digital, DINGX SOLUTIONS started Gstock.sg in 2017, an online shopping platform whereby clients are able to shop internationally with them. E-commerce was a form of ensuring continual market retention by riding on then uprising trend of going digital. Trading new charters has its own challenges and the company ever growing prospect anchored on the belief to move forward.

Not an Easy Climb

It may seem that Mr. Richard has it all with Ding He Holdings, but he shared that the climb to the top was not an easy one. As with any business, challenges were aplenty. For Mr. Richard, some of his challenges included the stricter regulations set by the local government on the import and export of tobacco and alcohol. In 2015-2017 Shipping industry face a down time challenge but we are able to strive through the challenges and manage to re-compass our company's long term focus and act on it immediately. Through it all the company is rooted to constantly move fast towards sustainability. Another big issue that they face was the lack of capable manpower in Singapore, which was solved through the hiring of IT foreign talents from India.

A Bright Future

Even with his current empire, Mr. Richard still has more room for expansion. In 5 years' time, he hopes to enter the Europe markets, with 4 more subsidiary companies under the Ding He Holdings umbrella.



DMX Projects Pte Ltd

KENSON NG

Started in 2009, DMX Projects Pte Ltd started out as a design and construction company that specialised in window merchandising and roadshows. Throughout the years, the company has grown and evolved, and its services have expanded to include conceptualising and designing for events and exhibitions, both in the commercial and private sectors. The company is currently run by 38-year-old Mr Kenson Ng.

From Start to Finish

They championed their success on the acquisition of their own carpentry studio. With that, it minimises the hassle to liaise with external contractors about the conceptualisation of their designs, as well as reduce the possibility of miscommunication between both parties. But the key factor of providing in-house carpentry works would be to reduce costs. These cost reductions are then passed on to their customers, allowing DMX Projects Pte Ltd to offer very attractive prices against other industry players. This also means that clients who engage services with DMX Projects Pte Ltd can be assured that everything, from the designing to the production of carpentry, has met the stringent, high-quality standards set by the company themselves.

A Member of The Elites

Apart from designing roadshows and events, DMX Projects Pte Ltd is also a licensed HDB contractor. The interior designing for commercial and private properties are vastly different. Even so, DMX Projects Pte Ltd has a team of seasoned and well-rounded designers that are able to provide the best interior designs for the best of both worlds. DMX Projects Pte Ltd is also a member of many prestigious industry associations, such as the Renovation Contractor Association and the Singapore Chinese Chamber Association, providing guidance and a hand to other members of the associations.

Harder Challenges, Higher Satisfaction

Being a veteran in the design and build industry in Singapore, the company has offered their services to many big-name clients, such as the Shilla Duty-Free stores in Singapore Changi Airport, as well as the world-renowned international conglomerate LVMH Moët Hennessy Louis Vuitton SE, also known as LVMH. Recalling one of their more challenging and memorable jobs, Mr Ng shared that because of the high level of security, guidelines and requirements for any jobs done in Singapore Changi Airport, the difficulties they faced were greater, but the sense of satisfaction they achieved was definitely much higher.

Unity is Key

Mr Ng recounted one of his most memorable experiences that demonstrated the importance of unity. Earlier this year, an office sprinkler broke, causing a torrential indoor shower. Chaos ran amok, but Mr Ng remained calm and took control of the situation instead of finding out the culprit. He managed to clear out all the computers and electronics before it got water-damaged, and managed to solve the situation with the effort of the entire team. Through that ordeal, the team had new-found respect for his decisiveness and leadership and were thankful that he did not berate or blame them for the accident.



Eazi Pte Ltd

ALICE CHUA, 40

One stop cleaning solution.

Ran by three partners, Eazi Pte Ltd is a cleaning company which began operations in 2014. With a focus on commercial cleaning, the company has 15 employees between the ages of 40 to 65, and plans to hire more.

Leading with a human touch

Being task oriented is simply not enough for success. Adding a human touch and connecting with people is important, particularly with a saturated market. As the Managing Director, Ms. Chua notes that "Every leader needs followers. Otherwise, that person would just be an individual." Actively connecting with the cleaners, suppliers, contractors and building facility managers is how Ms. Chua keeps a good relationship with her employees and clients.

By being human-centric, Ms. Chua has experienced heartwarming instances of cleaners taking annual leave at their day job to help out with her cleaning projects. There are also staff who are with the company since day one.

Promoting active ageing

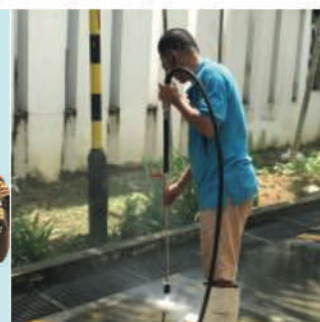
Realizing that there are a lot of capable elderly retirees in Singapore who want to contribute to society, the three partners of Eazi Pte Ltd got together to brainstorm on potential business ideas that promote active ageing. The partners understood that the key is to allow the elderly to work in a less stressful, or even stress-free environment, which the cleaning industry can provide.

To attract employees, Ms. Chua believes in building trust. As such, the company pays a salary that is about 10%-20% above the market rate and also pays good performers a bonus while not mandatory by law. To recognize their hard work, she also allows cleaners to have a flexible working schedule. By maintaining a good relationship with her employees, many of them willingly handle consumer complaints by themselves. This allowed Ms. Chua to focus on business expansion.

Power of listening

Respecting and listening to stakeholders are fundamental in the business's success. Many of the elderly cleaners are also in the trade for decades, and have a wealth of experience to share. By listening to employees' concerns, Ms. Chua is able to improve on the business. For instance, the cleaners may be most aware of the peak hour toilet usage, and this information can be helpful in planning the cleaner roster. In addition, some toilets in specific sites also have recurring problems such as flushing or drainage issues which the building manager is aware of. By communicating with them, the company can act on the knowledge and be better prepared.

At the end of the day, Ms. Chua hopes that "people will only associate good things with Eazi Pte Ltd."



EFFECTIVE ENGINEERING PTE LTD

T.S SEAH & TAY ZHI HUI, JASON

Safety is Number One, We Build Trust

Effective Engineering Pte Ltd is a local precision engineering company that does fabricating services for high mix, low volume products through the use of medium to high complex product manufacturing in various industries. Engineers also work with clients using their original inventions, proving the importance of creativity and making the said impossible happen. These projects may last from as short as 1 week to a year, depending on its scale.

A Veteran in the Trade

For Mr Seah, precision engineering has always been his calling. Prior to starting Effective Engineering in 1994, he has always been in the same industry. It was only when he and a group of colleagues then decided to start their own business, did he venture out and made it as his own boss. It was in the 10 years of working as a production manager that he built a solid customer base, whereby his customers supported his new business when it first started out. Mr Seah, who is the managing director, is now grooming 27-year-old manager Mr Jason Tay, with hopes that one day he would take over the company and bring it to greater heights.

Sincerity & Honesty Is the Best Policy

Mr Seah shared that his secret to the successful business was simple: honesty and sincerity. Empty promises are never made; whenever he gets a job, he delivers the goods as promised without any delays. His sincerity comes from making sure that the right resources are used for the job instead of short changing his clients with inferior materials to gain a bigger profit.

High Technology, High Complications

The nature of the business requires its engineers to be highly skilful and accurate, for any wrong miscalculation could cause devastating complications. On his most challenging project, Mr Seah recounts a fire incident that happened back in the 90s. They were doing some production work with zinc plates, and because of some miscalculations, a fire broke out, causing half of the factory and many expensive types of machinery to be destroyed. Although it resulted in a delivery delay, Mr Seah and his team learnt valuable lessons that ensured such mistakes would not happen again.

Secrets to Success

Just like their motto, Effective Engineering's secret to their business success is to build trust and rapport with customers. This is done by offering competitive pricing and offering punctual deliveries, coupled with personalised services whereby each customer and their request are treated individually. The duo shared that this is exemplified through the customer's sudden change of product drawings even when the products are being made already. They shared that the only way to deal with this would be to adapt and amend to meet the customer's requirements and ensure punctual delivery.



GKG Asia Pte Ltd

JACK WONG

The SMT Screen Printer Specialist

GKG Asia Pte Ltd started in 2009 as an independent overseas sales and marketing arm of Chinese HQ Company GKG Precision Machine Co. Ltd. The company, managed by 44-year-old Mr Jack Wong and his 3 partners, specialises in making Surface Mount Technology (SMT) screen printers for electronic manufacturing services.

Research and Development to Stay Competitive

Although the company first started out providing screen printing manufacturing machines, Mr Wong shared that their newly-developed products, such as LED die bonding and wire bonding machines, precision dispensing machines and factory automation systems, allowed them to stay ahead of the competition. Back then, Mr Wong had foreseen an exponential growth in technological advancements as the industry is gearing towards industry 4.0. Hence, the company invested heavily into R&D by recruiting engineers and project managers to advance their manufacturing capabilities and to achieve product breakthrough, in which the result was highly sought after by customers in PCB assembly industry.

Believe in Yourself

One of Mr Wong's factors in running a successful business is to believe in one's product. Many customers may have the stereotypical connotation that 'Made in China' products are known to be of inferior quality and short-lasting. However, Mr Wong proved otherwise. He believes that the utility and durability of a product is derived from the manufacturing process and selection of qualified key components used in the machines. Although the products offered at GKG Asia Pte Ltd carried the 'Made in China' label, every GKG product is made for superior and built to last quality. This ideal is further supported by committed service/technical team across all region.

A Brand, Recognised

The brand has worked with numerous global big-name clients like, Juki, Foxconn, Flex, Jabil, Sanmina, SVI etc. However, their biggest form of validation and recognition came in 2017. The G-Titan SMT screen printer, won the prestigious Productronica Innovation Award 2017 – SMT Cluster in Munich, Germany. Mr Wong expressed that GKG was the first Chinese company that won this award in the last 42 years, which is a testament to the high standards and quality of the products offered. Aside to that, GKG had won numerous awards, such as New Product Innovation (NPI) from USA, Vision Award from China under their belt. Currently, GKG is the world biggest SMT printer manufacturer and service provider.

Novelty to Build, Grow and Expand

The climb to gaining such international recognitions was not an easy one. As with every business, Mr Wong recounted the numerous obstacles that he had to overcome before reaching to where the company is today. Working from the ground up, he got his exposures from the industry players and his regular networking activities. He met his 3 partners on the job, and they decided to partner and establish a Singapore-based company focusing to serve customers outside China region. The access was granted by GKG's China owner to register an independent company in Singapore using GKG name. After 9 years of accomplishments, China Headquarter witnessed GKG Asia Pte Ltd rapid presence in international market and growth potential which was aligned to their future expansion plan. Thus in 2018, HQ decided to acquire 51% of GKG Asia Pte Ltd as their subsidiary company, and continually synchronising the operations and management. This was indeed a win-win strategy for all the stakeholders and synergy in GKGs. Mr Wong shared that he would choose this path again if given a choice and credited the accomplishments to his determination, team support, timing, luck and to never back down from a challenge; overcoming it helps to improve oneself.



Hennsley Pte Ltd

MR MARCUS GOH

Rediscovering Sleeping Pleasure

The importance of a good sleep is undoubtable. Hennsley Pte Ltd pledges to improve everyone's sleeping experience one mattress at a time. Started in November 2015 by Mr Marcus Goh, the company dabbles in the production and sales of mattresses and bedding accessories.

A Passion for Mattresses

Mr Goh's passion for bedding products runs deep. Having worked in several MNCs, he has experience in doing sales for all types of products; from kitchenware to bedding and even audio-visual products. However, he quipped that nothing felt better than selling mattresses. The main reason behind this is because of his personal values, whereby he seeks to improve the daily lives of people around him. By providing his customers with quality mattresses, he knows they can get a good night's rest, improving their wellbeing and productivity throughout the day. Thus, he decided to start his own bedding empire with a mission to provide the best mattresses and bedding accessories for everyone.

Only The Best

Even though the brand might be rather new in the market, the products offered by Hennsley are of top-notch quality. Mattresses are all sent over to a third-party accreditation firm in Germany, Ergo Support GmbH, to ensure that every mattress meets the high standard set by the firm. Every Hennsley product complies to the best and meets German standards, which helps differentiate Hennsley from other big-name companies, as many of them just use in-house testing laboratories, which may not be of superior standards.

A Focus Internally

Mr Goh shared that he does not have any lofty ambitions to expand globally anytime soon. Instead, he wants to focus on stabilising the company first. Hennsley currently has its products at COURTS, as well as a few online ecommerce sites such as Lazada and Q10. Mr Goh shared that he has plans to penetrate into the hospitality and tourism industry; allowing his mattresses to be used in hotels all over Singapore.

The Art of Balance

One of the biggest obstacles that Mr Goh faces is manpower issues. Faced with a severe lack of resources, he focused on getting adept sales executives to promote his products, which built a void in what truly mattered; the quality of product. Since then, he has learnt the importance of balance. He conducts occasional surveys and product checks to continuously improve his mattress formula, ensuring it is optimised to his target market's wants.

Ultimately, A Joy

Despite facing obstacles and setbacks, Mr Goh shared that he stills enjoy running Hennsley. He gets an immense sense of satisfaction when he sees his products being very well received, which allows him to prove to him and everyone else that he can succeed in carving a career out of his passion.



ICD Security Solution Pte Ltd

GARY WONG

We expect to be our customers' Best Service Provider

Started in 1999 in Beijing, China, ICD Security Solutions Pte Ltd is now a regionally-renowned name for security systems in Asia-Pacific. The company offers world-class integrated security solutions, such as the implementation of multi-facility, multi-site or standardised security systems throughout Asia.

Starting Small in South East Asia

Mr Gary shared that the company got their Singapore registration in 2010. Their first physical office was only set up in 2011 for South East Asia Region, with a team of only 4 people. In the last 8 years, the company had a staggering growth in business and size, with a total of 36 colleagues working under the company name now in this region.

An International Acquisition

In 2013, ICD Security Solutions was acquired by Convergent Technologies. With the acquisition, this help transform ICD Security Solutions (A Convergent Technologies Company) into a global service provider and player in the Security Market. Convergent Technologies now have offices through-out America, Europe and Asia.

Culture Is the Key

In ICD Security Solution Pte Ltd, our culture is the most important factor in ensuring everyone has an equal chance and opportunity to contribute and grow with the Company.

The Biggest Asset

A company is only as good as its people. The success of the company was only made possible from the contribution made by our team of capable colleagues who work towards a common goal, and in ICD Security Solutions, the people are the company biggest asset. Thus, every colleague is sent for regular training & personal development program, ensuring that they maintain their standards and have updated field-relevant knowledge. In ICD, all colleagues are groomed and nurtured to their best ability, providing the company with a pool of talented people who are the best in this industry.

A Solution That Lasts

ICD Security Solutions offer their clients solutions that will last throughout with return of investment. There is no short-changing or stinging on materials/installation quality when it comes to providing a satisfactory security system for their customers. Another key factor that contributed to the success of the company is from their stellar customer service. Mr Gary shared that apart from offering clients with the best security systems, the company focuses very much on being the best service provider, ensuring that the client's needs are met up or exceed their expectations.

A People's Person

On what gives ICD the motivation to continue running and expanding the business with our client, Client satisfaction is definitely one of them. The contentment received from a nod of approval or a thumbs up from a client encourages us to strive harder every day. The other factor would be to see our colleague grow and develop as a team and individually, letting us know that we have done a good job in nurturing someone else to be the best that they can be.





iHRos Pte Ltd

MR RAVI BALAKRISHNAN

We Can Do It

With its headquarters located in Singapore, iHRos Pte Ltd is a one-stop solution for their clients. Apart from offering consulting services in HR, benefits and payroll, the company also dabbles in technology and outsourcing consulting, providing in-house solutions to companies all over Asia. Helmed by Mr Ravi Bala, iHRos boasts a homegrown SaaS-based technology platform that provides cost-effective, customer-centric technology and services to their clients based in Singapore, Hong Kong, Malaysia and India.

A Greater Expansion

The company began in 2013 and has an arsenal of many renowned clients under its belt. In fact, iHRos has been able to retain more than 90% of its inherited client base while continuously expanding. The company does not specialise in a specific industry; their expertise has led to clients coming from different industries, such as manufacturing, oil and gas, retail, healthcare and many others.

A Hunger For Challenge

The exponential growth and development of iHRos is attributed to Mr Balakrishnan's good leadership skills. With ample experience in the industry, Mr Balakrishnan is able to design and market curated business solutions to his clients.

Even though he knew that helming the company in such a saturated market would be tough, Mr Balakrishnan still went ahead with it. He shared that it was mainly because of his passion for entrepreneurship and desire for challenge that made him take the leap of faith. The result? A successful growth in the business over the past four years.

A Bespoke Solution

Mr Balakrishnan shared that the key to the company's success was to tap on its strengths and improve its weaknesses. In this case, he recognised that that iHRos is able to provide advanced technology coupled with efficient services, giving them the ability to meet every client's unique demands. The continuous need of self-improvement also played a key role in the company's success. This can be seen from how the company offers tailored solutions to their different customers, as they believe that a one-size-fits-all approach would be lackluster and does not reflect the full potential of the services that iHRos is able to provide.

Everyone Matters

Mr Balakrishnan shared that the business' success is not attributed to him alone; the many employees of the organisation play a vital role as well. He shared that in order for employees to function optimally, a rewarding and supportive workplace environment is essential. With its core principles based on integrity, respect, accountability, innovation, growth and community, Mr Balakrishnan believes that it provides a holistic environment for his workers to work, which in turn leads to better quality work and more satisfied clients. With the future looking very optimistic, Mr Balakrishnan shares that he is looking forward to expanding the company globally while bringing in more cutting-edge technology and business solutions to iHRos. This, in turn, providing clients fresh new business solutions that would win their hearts once more.



Intercorp Solutions Pte Ltd

MR KELVIN KOH & MS JACKIE LAM

#We Are Intercorp

Intercorp Solutions Pte Ltd first started in 1996 as a general IT company. Four years after its inception, it started to find its niched focus in biometrics, a decision that was overseen by Mr Kelvin Koh and Ms Jackie Lam.

A Mountain of Potential

The decision to streamline their product offerings was made through thorough research. The duo noticed a growth in the number of companies requiring employees to clock in their hours via a punch card system. The punch card system is one filled with many flaws and loopholes, hence the duo realised the potential for a biometric tracking system that can efficiently monitor a company's staff attendance and productivity.

A Radical Discovery

Even though the biometric system is widely used now, this was not the case back then. Being a relatively new technology, many companies were sceptical to try out new technologies, preferring to stick with the traditional clock-in-clock-out method. However, through determination and grit, the duo managed to exponentially increase their customer base by proving that biometric technology not only increased productivity and efficiency but ultimately was cost saving in the long run.

Paving The Way For Automation

The use of biometric technology requires a hefty amount of automation and advanced technological equipment, which many companies back then saw as a luxury. That served as another obstacle when the company first started. Nevertheless, larger companies, such as NTUC, saw the potential in the duo's biometric technological solutions and managed to cough up a budget to undertake this radical improvement. Following this shift, NTUC managed to improve its productivity and efficiency greatly. With NTUC as a satisfied customer in this radical technological improvement, the duo shared that business began to pick up the pace, with more government and private companies following suit. Some renowned clients include the Land Transport Authority, Singpost and ST Marine.

A Necessity for Productivity

Mr Koh shared that one reason for the company's success was due to its product positioning. The company markets itself as a necessary product that all businesses must have to increase productivity and efficiency, which entices many businesses to 'try the product out'. Of course, the duo shared that no amount of product positioning can outshine the ability of the product. Without the legitimate ability of the product itself, no amount of product positioning or marketing would keep the business successful.

Becoming Global

The duo shared that plans for expansion into other markets are in the making. They are targeting the Chinese and Indian markets in the near future, whom they believe would have a positive reception to the biometric solution. Mr Koh shared that Intercorp Solutions has a goal to offer solutions that can be employed everywhere and anywhere, solving current and potential problems that businesses may face with regards to attendance, payroll and security. The duo has a long-term goal of becoming an internationally renowned brand for technological solutions.



INTERCORP



Jas Apparel Pte Ltd

MR JASON KONG

Design Inspiration And Smart Wear

Formally known as Dragon Uniform Pte Ltd, Jas Apparel Pte Ltd is a new kid on the block in the apparel industry. The company is a subsidiary of iGifts, a well-known Hong Kong corporate gifts company founded in 2017. Jas Apparel is currently run by Mr Jason Kong and specialises in the production of uniforms, apparels and corporate gifts.

A Similar Culture

The decision to open a subsidiary office in Singapore was an interesting one. The partners of the company realised a similarity in the culture between Hong Kong and Singapore and noticed the void in the number of apparel companies here. To ensure proper branding, the partners named the new venture 'Dragon Uniform Pte Ltd', which allowed for easy identification of what the business was about.

Experience Is Key

With ample experience in the fashion and apparel industry, Mr Kong knows what customers want. He shared that the top three factors to become a successful apparel manufacturer are: low cost, high quality products with a short lead time. Jas Apparel can meet these expectations because of their strong connections to suppliers, as well as the many production factories that they own; dotted throughout Asia. One of their most efficient and nearest factories can be found in Malaysia. Customers who require expedited items can get their items within 2 weeks of production, which is highly efficient.

A Difficult Beginning

Mr Kong's decision to venture into the apparel industry was not made on a whim and fancy. A graduate in electrical engineering, he left his hometown in Malaysia to seek greener pastures in 1999. Arriving in Singapore, he worked in the F&B industry for close to 8 years. Prior to being his own boss at Jas Apparel, he worked in the fashion line for more than 6 years, dabbling in production of women clothes. He quipped that everything he learnt was on the job as he did not attend design school, nor had prior experience in sewing. It was in the garment factory that specialised in uniform production that he learnt sewing and other soft skills, such as customer service and business management. It was also then he realised his passion for fashion, aiming to make a career from this industry.

The Value of Principles

His decision to venture into his own business is something commendable. After his stint in the garment factory, he formed a partnership with the bosses of iGifts, before becoming his own boss at Jas Apparel. Being an employee meant that he had no control over the standards of the garments produced or the customer service given, and he noticed a declining standard in both of these aspects. Hence, to maintain his standards, he decided to start his own business, producing high quality garments and offering top notch customer service. He adds that he offers post-sale services as well; something Mr Kong feels is essential in building good rapport and maintaining his client base.



Jim & Hall's Pte Ltd

MOK THYE WAI

Building Quality

Founded in 1989, Jim & Hall's Pte Ltd celebrates its 30th anniversary this October. Specializing in corporate interiors, Jim & Hall's boasts clients from SIA, GIC, Bloomberg to HSBC and US Embassy. Mr Mok Thye Wai, the Managing Director of the company, shares with us the key to his success.

Key Ingredients for Success

Mr Mok shared that the three key ingredients to his success are hard work, patience and having caution. The company has never been one to take risks. This is done through being selective with clients and picking jobs that are not overly ambitious, which ensures that they are able to deliver their 100% for every job they undertake. Just like how the tortoise wins the rabbit in the race, the growth of the company has been slow but steady. With mainly MNCs as the primary clientele for the company, Mr Mok does his best to go the extra mile to provide a positive experience for his clients.

Reputation through the Grapevine

Going the long way and the building and maintaining of relationships with clients plays a big part for Jim & Hall's. The reliability and skilled execution of the company is spread through word of mouth from past clients and friends, making marketing an unnecessary requisite for Jim & Hall's. These references have proven to be highly effective from the exponential growth in their customer pool over the past 30 years. That said, providing top-notch service goes hand in hand with meeting the customer's requirements, which allows for more recommendations through word of mouth.

Numbering the Team

With a team of not more than 50, Mr Mok is very open and transparent with them on every decision made. However, recruitment for new workers has not been an easy task. With long working hours and multiple demands, not many Singaporeans are willing to work in this industry. Mr Mok, just like many other businesses, faces a manpower issue in hiring local talents that are passionate and capable enough to undertake the job.

Learning from Mistakes

In 2001, they took on a project which was nominated by the client under a main contract. Due to the downturn that year, many main contractors went bust and it resulted in them not being paid even after completing the job. The project was eventually novated and although the novated contractor settled partial payment, the compensation still resulted in a loss. This taught Mr Mok a valuable lesson which remains in practice till this day.

Driving Them Further

Moving forward, Mr Mok seems to have no regrets in starting his own venture and strives to carry on further. The joy and satisfaction he receives after completing a job and seeing a happy client is simply more rewarding than reaping any profit. Together with the rest of his team, with no plans to deviate from their original journey, they strive towards working and achieving the next milestone.



Jinyue Aluminium Engineering (S) Pte Ltd

FRANK TU LIMING

To Strive to Improve and Unity

Jinyue Aluminium Engineering (S) Pte Ltd was started on 18 July 2006 by Mr Frank Tu Li Ming. The 48-year-old managing director shared with us the experience of starting a business in the construction industry from scratch, and his secrets to his success in such a saturated industry.

From China to Singapore

On how he started a Singapore company, Mr Tu shared that he worked in an Engineering Company for more than 20 years back in China. He realised that there is a growth in the number of Singaporean customers looking for China companies to participate in different projects. Hence, he took the leap of faith and moved to Singapore to work for a local construction company. 19 years later, he decided that it was time for him to carve a name for himself and started Jinyue Aluminium Engineering (S) Pte Ltd.

Technical Masters

Jinyue Aluminium Engineering (S) Pte Ltd specialises in the construction of both commercial and household windows, doors and alum cladding. Mr Tu humbly shared that although they are not outstanding in terms of supplying clients with their products, they believe that their technical know-how in terms of design and application evokes a sense of trust among their customers.

Staying Transparent

As the Singapore construction industry is highly saturated, it takes quite a bit of effort to stay competitive and build good relations with customers. Therefore, Mr Tu ensures that transactions and construction are all fully transparent, ensuring clients know exactly what they are paying for. Coupled with competitive pricing, hard work and putting in a hundred percent when completing a job for the client, Jinyue Aluminium Engineering (S) Pte Ltd has been accredited with ISO 9001, ISO14001, OHSAS 18001 and bizSAFE STAR certification. It shows the company's good and clean track record and a growing client pool.

Awards Aplenty

This clean track record has allowed Jinyue Aluminium Engineering (S) Pte Ltd to win multiple awards, such as the BCA Excellent Award and many more. Some of their remarkable clients include the Silversea condominium, Quincy Hotel and OASIA Hotel Downtown, which was named 2018's Best Tall Building Worldwide by the Council on Tall Buildings and Urban Habitat (CTBUH).

Overcoming Obstacles

Mr Tu shared that there are many challenges that he had and still must overcome when operating his businesses. One of it, like many others, is the lack of locals willing to work in the trade. Although this shortage of manpower can be solved by recruiting foreign workers from China and Bangladesh, Mr Tu shared that having some locals is still a requirement set by the government. Another issue is the lack of resources and space to construct manufacturing factories here in Singapore. As a result, resources are regularly shipped over from China, which manufactures the products in accordance with the design and requirements set by Mr Tu.



Jovan Tech Pte Ltd

JEROME LEE

We Have IT

Jovan Tech Pte Ltd has over 13 years of operation under its belt. The company was birthed in 1996 as a machining workshop and automation solution. Over the years, through hard work, wit and diversification, the company evolved into what it is today; a leading automation and subcontractor in Singapore.

Keeping Up with The Times

Mr Lee shared that his secret to a successful business was to keep abreast with technological advancements. At the start of operations, he shared that production was done through manual labour at their factory in Batam. As technology improved, together and with different courses and grants by the government, he made an upgrade to automation facilities; allowing him to speed up production with lower manpower required, leading to a low cost, high productivity production line.

A Customer-centric Business

Mr Lee quipped that Jovan Tech has a customer-first business approach. The underlying reason for why he decided to become a subcontractor came from the motivation he received from his customers, who encouraged him to take the big leap. Likewise, his many recurring customers often come back because of the arsenal of expertise that Jovan Tech has – engineers that have more than a decades' worth of experience under their belt – which makes them veterans in their fields. His frank persona and no-frills attitude make him lovable among his customers, which has allowed Jovan Tech to get big-name clients, such as Molex Singapore and the Schindler Group.

The Importance of The New

Although the company has expanded outside of Singapore, Jovan Tech still faces its ups and downs. Mr Lee shared that the market has been volatile in the last 4 years, pitting the company with many challenges. Some of the challenges they face are the cut-throat price competition as customers are all looking for cheaper alternatives. Therefore, to combat this, Mr Lee shared the importance of coming up with novel products, such as the Skylight Luxdoc – an energy saving system that transmits natural sunlight into buildings, removing the need for artificial inhouse lighting.

Taking the Leap of Faith

Prior to starting Jovan Tech, Mr Lee worked for 3 years as a machine operator in a German MNC company in Singapore. It was there where he started learning the ropes of operating different types of machinery. Seeking the thrill of running a business, Mr Lee decided to take a leap of faith and ventured into his own business. He attributes his success to hard work, determination and the many opportunities provided by his long-time customers.

F for Family

Through running his own business, he has gained a new, big family – the employees of Jovan Tech. Mr Lee shared that ensuring his workers are well taken care of; being able to put food on the table for their own families, is what drives Mr Lee to keep the business running. If given a choice, he would become a businessman again as he believes is an experiential challenge that he has come to enjoy.





JS Tan Consultant Pte Ltd

MR TAN JIOW SAW

Enjoy Your Work

Founded in 1994 by Mr Tan Jiok Saw, JS Tan Consulting Pte Ltd is a company that specialises in civil structural engineering. Apart from offering consulting work, the business also has a construction and retrofitting arm that provides its services to a plethora of government, residential and commercial buildings.

Safety Is The Key Priority

Mr Tan accredits the business' success to offering high-quality services and performances. He shared that safety in the construction industry is of utmost importance; thus, there should never be a compromise on equipment or materials used. In fact, this principle has gotten him a steady flow of clients and there was never a need to rely on advertising to find new clients. The firm's extensive list of clients includes local developers such as the Ministry of Education, National Park Boards, JTC Corporation and the Land Transport Authority. In its recent years, the company has worked with other private multi-national corporations such as Pepsi and Bauer Technologies.

An Illustrated Portfolio

Prior to his entrepreneurial venture, Mr Tan worked at Steen Consultant Pte Ltd for 12 years. He spent the first half of his tenure as an engineer before getting promoted to the role of junior director. With ample experience in the civil engineering industry, it is no wonder that JS Tan Consulting is an approved Public Sector Panel of Consultant (PSPC) Panel 1 in the Civil and Structural Engineering Consultancy.

Enjoy What You Do

His personal mantra, "enjoy what you do", allows him to find joy in running the business. He quipped that having a great team serves as the building blocks of JS Tan Consultant's success. On that note, he recalled how the firm faced constant manpower challenges in hiring skilled local engineers in the past decades. He overcame this obstacle by offering competitive salaries to fresh graduates from both local and foreign universities, attaining a minimal manpower attrition rate.

Grooming The Next Generation

Mr Tan also shared that he strives to groom these new hires by cultivating a conducive working environment, providing mentorship and offering a good work-life balance by offering team bonding activities through overseas trips and dinners. One of his employees, Ms Cheng Puay Ling, is Mr Tan's most capable employee. She has worked with Mr. Tan since graduating and assisted to build the company over the last 24 years.

A Bright and Lucrative Future

With an optimistic mindset and outlook in the construction industry, Mr Tan shared that he is looking towards an exponential increase in the number of projects and having an increase in the number of manpower by 20-30% in the next 5 years. With his A-star effort in grooming new successors for the company, JS Tan Consulting has a bright outlook on what it can offer to its diverse pool of clients; whether it is coming up with new engineering methods or utilising advanced technologies to meet every client's need.



JS TAN CONSULTANTS PTE LTD
Consulting Civil & Structural Engineers

KEMVET COMMERCIAL BUILDERS PTE. LTD.

CATHERINE SAMANTHA CHEONG & EDWIN WONG CHIN SENG

Assist all people to grow business

If you have been into the transit zone of Singapore's Changi International Airport, there is a high chance that you would have visited the retail shops, many of which have been envisioned, constructed and designed by Kemvet Commercial Builders Pte. Ltd. The company, which started out in 1993, is proudly run by Ms Catherine Cheong and Mr Edwin Wong.

Perseverance, Hard work & A Lot of Determination

Being a salaried worker may be tough, but running a company is tougher. Their journey to become one of Singapore's top commercial building company was one filled with obstacles. The economic recession that happened within the last 5 years meant that they had to make budget cuts without compromising on quality. Furthermore, with the demand for advanced technology, crafting out designs were no longer done by hand, but by software. That meant that the company had to invest and send their employees for training despite facing a decline in business.

However, the investment was worth it. The company was able to stay competitive with new technology, and the employees learnt a new and valuable skill. Coupled with sincerity and dedication to their craft, their clients were satisfied with their work, and the company managed to tide through the arduous period.

Happiness Comes from Within

Even with its ups and downs, the duo shared that there is so much joy in running the business. Ms Catherine shared that they are the first pick by clients whenever they need help. "Even though we may not get the business due to pricing, the thought of them calling us first shows that we are recognised and trusted, and I believe that in the long run, we will still work together with the client again."

Hands-on Work Never Stops

Although they are now top management, the hands-on work never stops. Mr Edwin Wong shares that he still helps with designing and the technical nitty gritty. Ms Catherine Cheong, who has held the position of business consultant for more than 20 years, shares that she has developed a group of friends that exchange fresh and innovative ideas to help the company adapt to the fast pace of change.

Top Quality Reaps Top Referrals

Kemvet Commercial Builders take pride in their work. Emphasising on top customer service, Mr Wong shares that the company provides round the clock service. It is not surprising for them to get calls in the wee hours whereby clients require immediate help to resolve pressing issues. Their sincere efforts to go the extra mile to ensure their client's peace of mind has brought about many referrals via word of mouth, and even recognition by the Changi Airport Group (CAG), the company's main client. Their top-notch service has also established exceptional relationships with many renowned clients, such as Total Trading Asia Office and King Power International Pte Ltd, making Kemvet Commercial Builders a distinguished name in the industry.



KM Interior Work Pte Ltd

MS CHENG AI LING

Fast and Accurate

KM Interior Work Pte Ltd is one of Singapore's leading construction companies. Started in 1999 with a specialisation in ceiling and partition work for commercial firms, the business has expanded to include construction and building works under its arsenal. This family business is currently run by Ms Cheng Ai Ling, the daughter of the founder Mr Cheng.

A Selfless Act

Graduating with a bachelor's degree in Commerce Accounting, Ms Cheng shared that her decision to continue the family's business was not her first choice. Seeing how her dad worked tirelessly to keep the business running, she and her siblings decided to alleviate his workload by joining the company, providing novel and creative directions that led the company to greener pastures. Although she may not have wanted to join the company, this act of filial piety is something that Ms Cheng would not regret, as she has grown to enjoy working at KM Interior Work.

Always Staying Humble

Ms Cheng quipped that a key to their success is to always stay humble. As taught by her father, this family value expanded into the workplace, which became one of the guiding principles in treating their customers and employees. This has fostered a positive working environment, seeing long-term employees and clients who have been with the company for over 15 years.

A Knack for Efficiency

The company is only so successful because of its strengths. Ms Cheng shared that many clients decide to re-engage their services because of their great efficiency; which is done through thorough planning, management and utilisation of all equipment and manpower, without a compromise in quality or customer service. Long term clients, which include ACME, Kingsmen, Interspace Design and Shimizu Corporation, have sung many praises over a job well done by KM Interior Work.

Big Aspirations

Even though the company specialises in building and construction, Ms Cheng has big plans to diversify the company's portfolio. The company has dabbled in IT engineering and plans to venture into equipment and scaffolding rental services as well as custom fibreglass fabrication of moulds.

An Employment Crisis

With an overseas branch in Malaysia, priority and plans for expansion still lies primarily in their local headquarters. Given such ambitious ideas, Ms Cheng stated that the greatest obstacle lies in the recruitment of workers. Currently at 200 strong, many people shun away from working in the building and construction industry because of its 5.5 work week requirement, which leads to a reduced pool of potential workers, thus resulting in them hiring foreign talents to fill the void.

A Wholesome Environment

Despite being hurdled with such challenges, Ms Cheng still finds joy and pride in working at KM Interior Work. Working alongside a closely knitted team that shares the same principle of staying humble, it gives positive vibes to the atmosphere, resulting in a light-hearted and enjoyable working environment for everyone.



KNR Construction & Engineering (S) Pte Ltd

RAMADOSS

Interest, Involvement & Dedication

KNR Construction & Engineering (S) Pte Ltd provides solar, electrical and security systems to both commercial and residential sectors. This family business was started in 2005 and is currently helmed by Mr Ramadoss. He shared that the acronym KNR is derived from his family name, followed by the name of his daughter and his name.

Gaining Reputation Locally

Mr Ramadoss shared that all their past projects are based in Singapore, which allowed him to carve a good reputation for the company. This good reputation is one of the key success in his business. Coupled with providing services at an average market rate and ensuring that every single project is completed regardless, KNR Construction & Engineering (S) Pte Ltd has become a veteran company in its industry.

The Climb from Worker to MD

The starting of his journey is quite an interesting one. Mr Ramadoss shared that he first started as a construction worker in India, which he worked as for 3 to 4 years. He then managed to join the marketing departments in some MNCs, before he came to Singapore and decided to start his own company. The main reason that drove him to start his own business was his thirst for challenge, and he told himself that he would start a business regardless of the income he would be getting.

Employees Are Key

A business is only as good as its employees. At KNR Construction & Engineering, Mr Ramadoss ensures that all his employees are treated well and receive their salary on time, which in turn translates into better job performance and higher customer satisfaction. His employees form the bulk of the business, making them an important factor in business growth. Although he faces challenges such as a lack of manpower, he ensures that his current workers are not overworked or mistreated.

Satisfaction in A Job Well Done

Mr Ramadoss shared that whenever he receives compliments from his clients on a job well done via email or message, it provides him with an immense sense of satisfaction, which gives him the motivation to excel and provide such outstanding services to his future clients. He also has biannual feasts with his employees to reward them for their hard work and uses that time to bond with them, building a better relationship with everyone.



LEA KEONG MECHANICAL & ENGINEERING PTE LTD

ANG WEE CHENG

To Give Back Whatever You Learnt

Lea Keong Mechanical & Engineering has been in the water piping business since the late 1980s. Founded by Mr Chow Yuen Choy & Mr Chai Ko Khean, the company started off in 1979 as a partnership before becoming a private limited in 1988.

Handing Over the Reins

It is hard to find capable young individuals that are willing to take over this decade-old business. When Mr Chai was thinking of retiring, thankfully for Mr Chow he found an ideal candidate that he believes will bring the company to greater heights. Running the business now is 35-year-old Mr Ang Wee Cheng, who has a bachelor's degree in mechanical engineering from the National University of Singapore. Mr Ang was recommended by Mr Chow's son, and back when Mr Ang was working as a project engineer in Nova Technology, a Taiwanese engineering company. They hit off well and had good faith in each other, and in early 2018, Mr Chow decided to take a leap of faith and called Mr Ang to take over the reins of Lea Keong Mechanical & Engineering as the company was going downhill. Without a second thought, Mr Ang agreed. Now, the two of them work in a mentor-mentee relationship, whereby traditional work ethics laid down by Mr Chow are met with modern ideologies from Mr Ang.

Keeping Up with The Trend

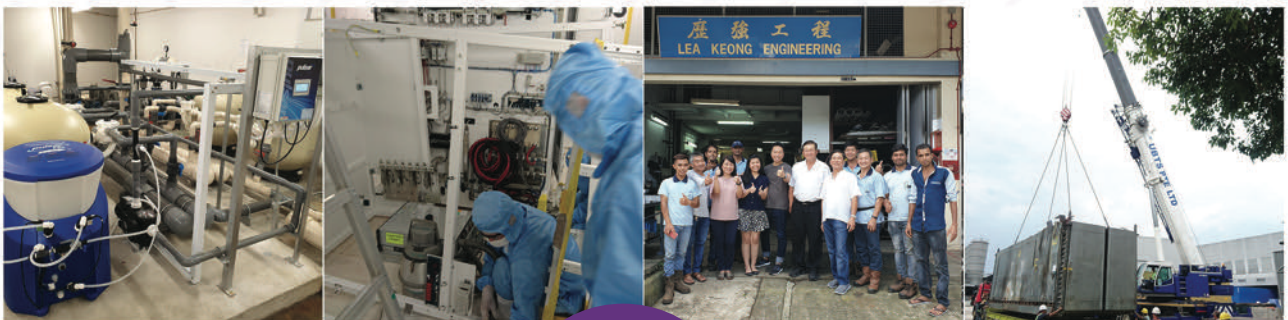
With the quick advancements in technology, Mr Chow shared that it is hard for him to keep up with the trend. He shared that business was booming when he first started, but ever since the age of digitalisation, clients expect the use of modern technology for their projects. There is also an increase in the number of local companies that offer similar services, which meant that it was either adapt and grow or lose out. Having strong business relations with decade-old clients allowed them to stay competitive; coupled with Mr Ang's insertion of fresh ideas, the company managed to recover from its economic decline in 2018 and made a comeback.

Responsible Actions Piques Loyal Workers

Running a business in a volatile market has never been easy. Mr Ang stated that one of their greatest challenge would be to balance profits and salary. Despite economic downturns, Mr Chow ensures that his workers are still able to receive their salaries on time. He shared: "Regardless of our profits, our workers still have to take back a salary. They have a family to feed." His responsible attitude towards his workers and their families is reciprocated by their loyalty, with each worker staying in the company for over 20 years. "We are like a huge family now," Mr Ang adds.

A Humble Dream

When asked what their company's vision 5 years from was, the duo shared that they hope to expand the business to include new customers and retain their old ones by establishing good customer relations. As for Mr Chow, the joy of seeing his company being taken over by good hands is something that he is very thankful for.



L-QuBE Pte Ltd

MR VICTOR LOW

Quality Beyond Expectation

L-QuBE Pte Ltd is the answer to eco-friendly office solutions. Established in 2013 by Mr Victor Low, he shared that the company was started to meet the increasing demands for energy management solutions. The company prides itself as a one-stop solution that provides clients with consultation, energy audits, as well as supplying, commissioning, installation and maintenance of energy-efficient products.

Mingling With The Right People

Mr Low shared that the company is now known as an 'end to end energy management solution provider' in Singapore. This is possible due to the strategic partnerships made with key industry vendors that provides L-QuBE with the necessary products and integrated system solutions.

Grabbing An Opportunity

For Mr Low, the climb to the top was not an easy one. He started as a project manager that specialised in building automation. Through his stint, he realised a growing awareness of BCA's Green Mark initiative that encouraged the local construction industry to move towards environmentally-friendly buildings. With a growing demand and a small pool of companies that provided energy-efficient construction solutions, Mr Low decided to tap on his expertise in energy management and building automation to start his own venture.

Finding Its Niche

The niche market allowed Mr Low to monopolise most of the market's share, giving him a constant source of customers from both commercial and government organisations. Some big-named clients include building automation partners, such as Honeywell, Schneider Electric, ENGIE and Siemens, as well as governmental organisations such as the Supreme Court, Health Promotion Board, Ministry Of Education, Capital Land, Keppel Land, Nanyang Polytechnic, and the Changi General Hospital. He shared that his customers are able to use energy-efficient services such as a flow meter management, temperature control and power management system, which are the three requisites under the BCA Green Mark guidelines on energy management in buildings.

A Tough Start

Despite offering a niched service and a constant supply of clients, He shared that things were not easy during the start. One of their biggest obstacles was to grab clients to come on board the green energy movement. This was particularly difficult as there were no past accomplishments to justify its capabilities. Thankfully, through perseverance, grit and a dash of luck, the company manage to maneuver out of rough seas through the consistent delivery of its motto, "Quality beyond expectation".

An Optimistic Future

With more emphasis placed on going green, Mr Low shared that he is optimistic that the demand would rise. In order to combat that, he intends to offer more holistic solutions to meet the growing needs through the implementation of advanced technologies and diversifying its product and service offerings. He also has plans to expand the business to the neighbouring countries as the growing demand for energy-efficient solutions is going global. 5 years.



METALLIX ENGINEERING PTE. LTD.

LEE CHUN CHIANG

Customer First

The 9-year-old Metallix Engineering Pte Ltd is currently run by Lee Chun Chiang, the oldest brother of the Lee family. The company mainly dabbles in automation production and machinery, and has recently provided customised design sketching for clients who require unique machinery.

A Change of Tide

Ever since he took over management 2 years ago, the company has turned their losses into profits, showing Mr Lee's adept skill in business management. Being a veteran in his field of automation products, his vast knowledge and extensive experience allow him to answer customer queries right on the spot, allowing for efficiency in making decisions.

All in One Service

On how he differentiates Metallix Engineering from other companies, Mr Lee mentioned that he offers an 'all in one' service, whereby the company provides design consultation to their clients if their pre-sketched designs are incorrect. This win-win solution helps the customer to save money from engaging external vendors to resketch their drawings and allows Metallix Engineering to meet the demands of their customers, resulting in a higher level of customer satisfaction and retention.

Fast-paced Technological Upgrades

The challenge in this industry is mainly because of the fast-technological advancement, whereby workers have to learn new programmes to upgrade themselves in order to meet the more complex customer requests and requirements from more advanced machinery. To combat it, Mr Lee ensures that his workers attend relevant theory courses to hone their skills, while his managers would provide a hands-on practical lesson to the workers before they can start operating the machinery.

An International Competition

Mr Lee shared that there is a decline in the market for automation products as customers are looking to international manufacturers to get similar products overseas. Hence, he decided to offer customisation services, whereby the needs of customers with unique and specific requirements can be met through drafting new designs. This is only possible because of Mr Lee's vast knowledge and past experiences, allowing him to advise customers on what is feasible for different budgets.

An Exciting Future Ahead

Even though he only has 2 years of experience managing the company, Mr Lee has high expectations for the years to come. For this year, he has set a target revenue of SGD\$5 million dollars for the company. He is also looking forward to expanding the number of products designed and made by him, providing a wider variety of choice to his customers. His company is also planning to expand into our neighbouring countries, which Mr Lee said would offer a new and bigger market for the business.



MNG Solutions Pte Ltd

MR NORMAN BUKOH

Moving the Next Generation

Established in 2011, MNG Solutions Pte Ltd provides Enterprise Resource Planning (ERP) consulting and solutions to its customers. The company specialises mainly in Microsoft suite programmes, with a large customer base that ranges from Small Medium Enterprises (SMEs) to Multi-National Corporations (MNCs). Currently running the business is Mr Norman Bukoh.

A Strategic Decision

Prior to Mr Bukoh's employment, the company was known as the MNG Group of Companies and they had assets in several different businesses under different management. The company was not ready for diversification then; having to understand different industries with a lack of qualified talents and resources. Therefore, Mr Bukoh set it as his main objective to streamline the business and consolidate its current resources through integration, allowing for a more efficient, cohesive and cost-efficient operation.

A Double-Edged Sword

With the era in its current peak of digitalisation, Mr Bukoh shared that they had a constant slew of clients from different industries, such as logistics, shipping, oil and gas, transportation, manufacturing, etc. These clients were looking for more effective ways to operate their business, and the ERP solution was the answer. This spur in demand allowed for a constant slew of clients, and MNG Solutions was well-positioned and equipped to served such a large group of customers. However, this thirst for digital advancement acted as a double-edged sword. The fast-paced and constant development of newer technologies meant that anything developed today may become obsolete in the next few weeks, which required MNG Solutions to invest, plan and research at an even faster pace.

Not The First Choice

Another obstacle that Mr Bukoh shared that the company struggles with is in employing talents. He observed that most of the IT graduates had chosen to go into the gaming or the e-commerce rather than the business application. To combat this, he hired experienced foreigner specialists. Currently, over half of his staff are Singapore Permanent Residents (PR) or on Work-passes. However, Mr Busoh knows that this is not a long term solution and is working on offering special grooming to fresh local graduates to help lure them into employment.

Abiding by the company's motto, "Moving the next generation", the company has gotten very good reviews from its customers. Mr Busoh shared that in order to stand out from the competition, he encouraged his staff to be more creative with their ideas by thinking out of the box. This method worked, with many of his specialists coming up with novel and innovative ways to provide cost-effective deployment methods to its customers. In fact, MNG Solutions has established itself as a well-known partner with Microsoft Singapore when they obtained the Microsoft Gold Partner status. Another key solution to maintaining the company's high standards was to ensure that all work was done locally instead of outsourcing it to foreign business partners. Despite a higher costing, he chose to capitalise on local businesses for their similar cultural understandings. With the business sailing smoothly, Mr Busoh shared that he plans to grow the company by 100% in the next five years as the nation strives towards becoming a Smart Nation.



Moo Tong Medical Manufacturing Pte Ltd

MR HARRY LIM

Enhance Quality of Life

If you grew up in a typical Singaporean household, you most probably had a bottle of Moo Tong Medical ointment lying around. Started in 1966 by Mr Lim Soon, Moo Tong Medical Manufacturing Pte Ltd specialises in ointments, balms and plasters. Mr Harry Lim, who is the third-generation business owner, is currently helming the company.

Only Natural

Moo Tong Medical prides itself in using only natural herbs and plant extracts in its ointment formulas. Since the formula is well received by customers, there has been no change to it ever since the company's inception. Mr Lim shared that the ointments are all proudly 'made in Singapore'. This allowed for stringent quality controls, ensuring the product maintains its high standard. These medical ointments are not only well loved by locals, but many tourists buy it back for its effective healing properties.

No Secret To Success

When asked about the secret to this successful business, Mr Lim shared that it all boils down to perseverance and having a positive working environment. The age range of his employees range from 20 to 86, with many of the pioneering workers still actively contributing to Moo Tong Medical. He shared that many of them treat the company as a home, coming in everyday, rain or shine.

A Promising Start

The climb to his current position as the managing director of Moo Tong Medical is quite an interesting one. Mr Lim shared that he used to work as an architect in a law firm for four years. He also helped to deliver the medicated ointments during his free time. During his delivery runs, his interactions with the customers made him realise that there were certain aspects of the company that needed improvement, and he decided to bring the company to a newer level. Everything else became history. All this while, the choice of taking over the company did not come from filial piety, but instead, from his own determination to improve his family business.

Youth Is Not Everything

Because of his young age, Mr Lim shared that many of the older workers did not trust his leadership skills. Therefore, he constantly feels the need to prove himself worthy of leading the company by showing his calibre and ability to the highest level. This serves as a driving factor for Mr Lim to always outdo himself. Thankfully, his fluent dialect allows the older workers to form a bond with him through speaking the same tongue.

A Local Focus

Apart from the Singapore market, Moo Tong Medical exports their ointments to the Middle East as well. However, there are no plans to penetrate any new markets, says Mr Lim. He shared that there has been a growth in the demand for medical ointments locally, hence he needs to be able to increase his supply comfortably before making new plans.



OC Digital Pte Ltd

BENNY ONG

Your Only Choice to Digital Success

In the 21st century, businesses are increasing their online presence in the aims of reaching a greater target audience. Digital marketing becomes essential for businesses to stand out. OC Digital Pte Ltd prides itself as the best choice for a company's digital success.

From Freelance To Corporate

Mr Benny Ong first started the company in 2012 as a freelancer. He decided to convert the freelance gig into a corporate business within 2 years of operations. OC Digital Pte Ltd is a young and growing company with combined technical experience of more than 7 years.

From Digital Marketing to A One Stop Service

The company initially specialised in digital marketing, providing Search Engine Marketing (SEM) and Search Engine Optimisation (SEO) services to clients. Through the years, Mr Ong noted that there's a growing demand for web development, as many clients were faced with poor website development, thus leading to a lack of SEO. Thus, he decided to rebrand OC Digital Pte Ltd as a one-stop solution for digital success.

A Growing Demand

Mr Ong predicts that online marketing will become the biggest industry. In order to meet an expected growth in future demands, OC Digital Pte Ltd is split into two arms - digital marketing and development - to ensure that the main purpose of providing web development and online marketing is done without compromising on customer-relationship, the point of sales and enterprise resource planning.

A Difficult Start

While he decided to become a corporate business, Mr Ong shared that he was faced with a cash flow issue. It came to a point where the business would only survive for the next 3 months. However, with the support of the whole team, they gritted their teeth, turned the tide around and started making a profit, and the rest is history.

An Educator Before A Business

Mr Ong shared that he does not want his clients or competitors to see OC Digital Pte Ltd as a 'sales-driven company'. Instead, he sees his business as an educator. Companies that engage online marketing firms usually do not know how it works; they pump in money and expect results. However, Mr Ong wants to change that mindset. He runs his business with a high transparency rate, ensuring that clients know the purpose behind each and every step, and where their money is going in to. This, in turn, educates the client, building credibility and trust, something which is very important in maintaining good business relations. Some of their well-renowned clients include Sketchers, Sharp and even Food Junction.

Providing A Value-Added Service

In the near future, Mr Ong hopes to be able to construct a system that integrates digital marketing with client's databases, allowing them to have full control over their data and giving them the power to grow their own business on their own. This system would provide a value-added service for their customers, that he believes would differentiate them from other competitors.



Orapi Applied (S) Pte Ltd

FABRICE CHIFFLOT

Solutions for Professional Hygiene & Industrial Maintenance

Orapi Applied (S) Pte Ltd is the specialist of technical consumables for Professional Hygiene and Industrial Maintenance. Incorporated in 1985 and managed by Mr Fabrice Chiffлот, the company is a wholly owned subsidiary of the Orapi Group, a globally renowned French listed group established in over 150 countries. Over the past 34 years, the company has grown both locally and regionally, and established offices and factories in Malaysia, Thailand, UAE, together with a network of carefully selected distributors in Asia and Middle East. Orapi Applied (S) Pte Ltd rapid regional expansion has thus becoming as one of the prominent player in the world of consumable for Professional Hygiene and Industrial Maintenance.

More Than A Supplier, ORAPI Works As A True Partner

Orapi Applied (S) Pte Ltd develops, manufactures and distributes a complete line of consumables for associates with state-of-the-art programs & services. It starts with the development and manufacturing of the cleaning and disinfection chemicals according to the specific requirement of the industry and continues with a superior technical after sales service. Orapi Applied (S) Pte Ltd is committed to provide a professional and responsible service support. From regular routine service calls to technical visit, ORAPI has established a complete support package: training is one of the top priorities for the end-users, ensuring cleaning equipment and products are used in accordance to recommended procedures and safety on products handling and applications are observed at all times. The company also covers the maintenance and servicing of equipment (24 hours a day, 7 days a week), as well as onsite audit, to ensure that the hygiene standards are followed and comply with the different statutory regulations requirements.

Quality You Can Trust

The success behind Orapi Applied (S) Pte Ltd is the recognised certifications which guarantee the high quality of products manufactured. The performance and reliability of ORAPI products are continuously approved by recognised 3rd party organizations and government bodies, such as: MUIS (Halal), INS & NSF (Food Corporation), NATO (Defence), Rolls Royce, Boeing, & Airbus (Aviation), just to name a few. The company has conducted thorough research to create dedicated solutions for different industries, which is 1 of the key reason in its rapidly regional growth: from transport, inflight catering, food processing, commercial laundries, hospitality as well as Oil & Gas industries. Mr Chiffлот highlighted that many companies, who first started in Singapore, have expanded regionally, have entrusted Orapi Applied (S) Pte Ltd to support them throughout their regional expansion. Some of the big-name includes Parkway Hospitals Group, SATS, BreadTalk, Commonwealth Group, F&N, SMRT, SBS Transit, Comfort Delgro, Singapore Airline, Garuda Indonesia Airline, Malaysian Airline, Halliburton, Chevron, Engie, McDermott, Seadrill among others.

Building A Cleaner & Safer World

Orapi Applied (S) Pte Ltd is committed to invest in a Research & Development that enhances their knowledge and understanding on the best approach hygiene and maintenance products can benefit the public health & hygiene whilst protecting all vital resources. ORAPI provides advanced pioneering solutions and technologies that meet professionals challenging needs that present positive impact to the environment and the society. Mr Chiffлот emphasizes that there continue to focus on developing sustainable solutions that provide more positive results without creating any detrimental effect to the environment.

A Fruitful Future

Even though Orapi Applied (S) Pte Ltd has enjoyed such a successful story, Mr Chiffлот believes that potential of development in the region is tremendous and forecasts a growth of 30% over the next 5 years period, thanks to adapted solutions and continuous state-of-the-art service.



PAC SOLUTION PTE. LTD.

TAN CHOON LIAN AND SUSAN PAN

Trust

Many of us use ATM machines frequently to withdraw or deposit cash because of its convenience and ease of access. It is thanks to the people at Pac Solution Pte Ltd for providing their client with the necessary secondary support to upkeep of these electronic cash dispensers, providing us with easy access to cash anywhere and at any time.

Finding Their Calling

Started in November 2002 by Mr Tan Choon Lian, Mr Amos Pan and Ms Susan Pan as a third-party logistic service operator, the organisation slowly transitions and specialised in the repair and support of electronic equipment in the banking and retail industry. We expanded and grew from a 3-man operation to our current resource of 40 staff. The company is now also an Authorized Service Provider (ASP) to a few large MNC to support their range of IT product island wide. Their customer covers all sector of the industry from financial, retail, government, manufacturing, consumer

A Promise Delivered

As the company begin its first journey in 2002, their first client believes and entrust that Pac Solution Pte Ltd will deliver the services as promised. The company take this with great honour that an MNC believe in them vis-à-vis other competitor that is much larger in size, infrastructure and proven track record. They will always remember this historical execution with the client saying "we believe" in your team. They hold dear to this trust and the team know that we must deliver what we promise. This is one of our core values. Fast forward, 16 years later, the client has increased more services (beside third-party logistic operation) into more client base services in the financial and retail space. Pac Solution Pte Ltd pride itself for being able to keep our promise on our deliverable, be it project base, ad-hoc service or service contract. Partnering and interdependent is critical for supplier/customer to forge together in this interconnected environment for positive outcome

Coupled with Trust & Flexibility

On top of promises, Mr Tan shared that their trustworthiness and flexibility also added to their successful business. An example of flexibility would be on how they accept late payment should their clients have difficulties with their PO processes. Believe is both ways, as they too believe in their client challenges. All their clients stay with them for long time, thus he understands their client processes. After all, their clients are large MNC. Through this form of trust and flexibility, they have established such a strong rapport with their customers that has led them to more business opportunities through word of mouth.

Pulling Overnights

One of their few memories would be the cut-over that happened on the last day of 2017 and a new beginning of 2018. The work started at 7 pm and was tasked to replaced out the retailer's system island wide overnight. With a total of 15 workers working fervently, they were able to accomplish their job amid some uncertainty. Another recent project is a de-installation of system over 40 outlets island wide on the eve of Chinese New Year 2019. The team have to work overnight to ensure all these are completed by 6pm. They are proud that this was achieved 3 hours ahead of schedule - time for everyone to have a good re-union dinner.

A Difficult Start

The trio shared that things were not easy when they first started out. Everything was done by them because of their small company size, and many weekends, New Years were burnt to ensure that the customers' requests were met, allowing the business to stay afloat. With many years into service operation, they would like to share their appreciation to their clients and current team of staffs. Partners are equally important, and we treasure their contribution to what it's today. They believe and quote that all clients, partners, staffs need to work together for "No man is an Island"



Panmark Impex Pte Ltd

MR KHORSHED ALAM CHOWDHURY

I love my business

Started in 1991, Panmark Impex Pte Ltd is a general trader for various world-renowned brands. Its primary focus to-date remains in food products and consumer electronic appliances, specialising in international brands to connect to its customer needs. Backed by global market knowledge along with key manufacturing networks in the EMEA, APAC and North American regions, they provide a vast channel to meet customer demands while maintaining transparency and productivity between all stakeholders involved.

Not Your Usual Products & Trinkets

With almost 30 years of experience in the distribution industry, Panmark Impex Pte Ltd established reputable and lasting relationships with customers and vendors globally including, but not limited to, key purchasing firms in Bangladesh and other emerging nations predominantly in Asia. The expansion in the Bangladeshi market enabled Panmark Impex Pte Ltd to have exposure in critical distribution channels and marketing firms. Naba Distribution is one such example. With Naba, Panmark Impex has been able to cater to the growing market demands in its beauty and body-care lines, ranging from premium items to daily commodities, such as Unilever and Nivea skincare products. Run by Mr Chowdhury, he maintains strong partnerships and is resilient to the ever-changing market, leading to the noticeable growth in the region without compromising on service enhancements.

A Common Tongue

As a visionary with experience and expertise in trading, Mr. Chowdhury is keen on furthering his outreach by engaging in the production of locally made products in Bangladesh. His background with Panmark Impex Pte Ltd, allowed him to embark on such successful projects to set up marketing and manufacturing entities in Bangladesh. Furthermore, being able to speak the native tongue puts Panmark Impex Pte Ltd on a competitive advantage over other export companies, as these Bangladeshi companies feel more at ease speaking in their own mother tongue.

Exclusivity is Key

Another driving edge that Mr Chowdhury has over other exporters is that Panmark Impex Pte Ltd is an exclusive subagent for the Bangladeshi market for many brands, such as Unilever. This gives them access to cheaper, wholesale prices, thus allowing them to sell the products at competitive rates. Their prominent presence in these participating markets continue to empower them to actively enhance their supply chains, resulting to higher exports and several long-term projects.

Not A Pleasant Start

Mr Chowdhury started out as a businessman in Bangladesh but decided to move to Singapore for greener pastures. Coming to Singapore as a 'new-born baby' with not a cent in his pocket, Mr Chowdhury worked hard as an employee before embarking on his own business. He recounted how his office was damaged with spray paint by loan sharks in the earlier days due to the liability of previous business owner. Having such a 'welcome' did not bode well for morale, but Mr Chowdhury dismissed any nonsensical thoughts and immediately reported the issue to the police.

A Niche Focus

As Panmark Impex Pte Ltd approach its 30th year of operation, Mr. Chowdhury, together with his team, aspires to diversify their global footprint by furthering business relations through building stronger business functions in Bangladesh. This initiative highlights the strength of Bangladeshi manufacturing and explores physical trade of consumer electrical appliances, textile, packaged foods & beverages (FMCGs), soft commodities, industrial equipment and machineries.



Panoply Services Pte Ltd

KELVIN LIM

High Quality Efficiency & Safe Execution

Running a business in Singapore is not easy. There are many obstacles and stringent rules in place, such as workplace safety & health legislations that govern the safety of employees at workplaces. As a result, many companies seek the services and expertise of consultants to ensure that their safety protocols are in line with standards. A leader in workplace safety consulting is none other than Panoply Services Pte Ltd.

A Broad Scope of Clients

The company was built in 2007 by Mr Kelvin Lim. With over 12 years of valuable experience in workplace safety consulting, Mr Lim, who is the sole managing director of the company, shared that his clients include many international companies, originating from Korea, Japan, China and Europe, that seek his services to help them get started and abide by the strict safety regulations. Through word of mouth and good reputation, companies from retail, gas and marine industries also engage his services. One of his biggest clients is none other than homegrown brand Nippon Paint, which was Mr Lim's workplace prior to starting his own business.

A Business Breakthrough

Mr Lim recounts how he got his first big job within the first year of starting his own business. He was engaged by the contractors that were involved with the supply and installation of Singapore's NEWater pipelines. This island-wide project brought much attention to his company for his stellar service offered. Although he was engaged as a consultant, Mr Lim shared that he learnt a lot of unspoken business skills that he values up till today.

Building Impeccable Relationships

The secret to his business success is not ambiguous. It is through the strong interpersonal relationships that he has forged with his clients. He is extremely thankful and fortunate to have the support of long-term clients for the past 12 years, allowing his business to stay afloat. He shared that his clients chose to have dealings with him because of the trust and confidence they have in his company, in which Mr Lim shared as having a good track record.

Staying Relative

In recent years, Mr Lim noted that the market has changed. With the influx of many other competitors wanting a slice of this lucrative industry, there is a worry that Panoply would become redundant. To overcome such a challenge, Mr Lim ensures that he delivers service excellence by exceeding his customer's expectations. This allows them to have a niche. He has developed extra capabilities, such as providing cable detection services, that has diversified the services offered at Panoply Services Pte Ltd.

Service Through and Through

No request is too big or too small for Mr Lim. He ensures that all clients receive equal attention and service excellence, even if it means pulling an all-nighter. There is no fear in getting down and dirty and take part in the groundwork himself, even though he holds the position of managing director. This shows his dedication to the job, which clients appreciate greatly.



Pesko Engineering Pte Ltd

MR TONY KOH & MR ANTHONY HENG

Although It's Tough, Enjoy It

Pesko Engineering is one of the pioneering companies in electrical works. Founded on 23 January 1984 by Mr Tony Koh and the late Mr Khor, the company has grown over the years, diversifying its scope of production to include instrumentation as well. Today, the company has a workforce of 400 strong, with a colourful portfolio of many reputable clients.

Built On Honesty & Welfare

Mr Koh shared that he attributes his successful business to two factors: honesty to his customers and treating his employees well. By being honest and transparent with his customers, it builds up their trust and confidence in Pesko Engineering, converting them from one-time to long term customers. By offering good welfare to his employees, it creates a positive working environment whereby the workers are motivated to do their very best for the business.

Bringing A Smile To The Customer

Apart from being honest to his customers, Mr Koh also provides a lot of value-added services to help differentiate Pesko Engineering from his competitors. This simple but thoughtful move has led to the growth of his customer base, as his satisfied clients spread about his services via word of mouth. Some of his satisfied and well-renowned clients include the likes of Exxon-Mobil Asia, CBRE, SMRT, Marina Bay Sands and even Samsung.

Importance of A Positive Working Environment

Prior to starting his own venture, Mr Koh worked at the Singapore Port of Authority. He was always a people's person; well-loved by his colleagues and superiors. They were also the ones who encouraged him to start his own business venture. He emulated the family-working environment and gracious support at his previous job, continuing the good practices and providing a wholesome atmosphere for his current staff today. In fact, Mr Koh shared that the retention rate of the company's outstanding employees is very high, which is something that he takes pride in.

Providing Feedback & Mentorship

Apart from having hard-working employees, he stressed the importance of having talented project managers who can form closely knitted teams, thus increasing the company's productivity. These project managers are also very receptive to feedback and sharing, allowing them to play the role of mentors to future managers.

A Difficult Beginning

Although Pesko Engineering has a cumulative strength of 400 employees, Mr Koh shared that he faced manpower issues in the company's infancy stage. During that time, there was a lack of projects coming in, which meant that many personnel were left idle, leading to a waste of company resources. Thankfully, things started to pick up and more projects came in, which eventually required Mr Koh to expand his company, which he does so happily. He shared that one of his biggest pride of helping Pesko Engineering is to see a project in full cycle; how it all started from blueprints to its completion.



Protool Engineering Enterprises Pte Ltd

JEFFREY LIM

Go For It!

Started in early 1983 as a trading outfit, Protool Engineering Enterprises Pte Ltd supplies Limit Gauges, Precision Measuring Tools and Dimensional Metrology Equipment. Then in the early Nineties, the company embarked in the manufacturing of the precision gauges instead of relying supplies from overseas. The brand prides itself for offering niche products produced locally; whereby there are no other industry players that manufacture such products. Leading the company is 64-year-old Managing Director Mr Jeffrey Lim.

Uniquely Niche

The company differentiates itself through its special control processes done after manufacturing. As the manufacturing process is relatively similar for different companies, the only way to differentiate themselves was to have heightened control processes, ensuring every product manufactured meets the highest of standards.

It's All About Quality

In order to maintain his business credibility, Mr Lim shared that an established quality image is most important. This is done through ensuring every product is of a high standard and matched with an affordable price. He quipped that his customers have complained that even though they are able to get such products for cheaper from India or China, the quality is not the same and cannot be compared to what Protool Engineering Enterprises Pte Ltd offers. Throughout his years running Protool Engineering Enterprises Pte Ltd, he has a vast number of satisfied customers from different industries namely the Aerospace, Military and Ordnances, Oil and Gas, Petroleum, Electrical and Electronic and OEM, just to name a few.

A Small but Steady Start

Prior to his current entrepreneurship, Mr Lim was working in the sales and marketing division for a Multi-National company as a sales executive before becoming the head of that company's engineering product department. During that time, the economy downturn caused the decision to close the department as the company was looking to cut costs. He then decided to venture out on his own and become his own boss. Armed with only a secretary in his payroll and \$20,000 to start his business, he dabbled in the engineering-manufacturing industry. It was impossible if not for his long-term clients and suppliers who offered him long-term credit so that he could get the business up and running.

A Long Time Convincing

Mr Lim shared that having been a boss for over 30 years, he has seen many ups and downs to running one's own business. Clients who purchase such products usually do so from European brands, hence it took a long time, 5 years in fact, for Mr Lim to prove that the manufactured items from Protool Engineering Enterprises Pte Ltd were just as good, making the local clients take them seriously.

A Sweet Success

Nevertheless, Mr Lim shared that there is so much satisfaction in running his own business. The innate passion he has, the strong relationships that he builds with his customers make it all worth it. The particular idea of having such a niche product that is becomes highly sought after also makes Mr Lim know that these products are valuable to his clients, giving him the drive to consistently improve and upgrade the products.

PROTOOL



PROTOOL



PROTOOL



S Print & Signs Pte. Ltd.

(Formerly known as Superlink Holdings Pte Ltd)

MR DARRELL ONG

Your One-stop Printing Solution

S Print & Signs Pte. Ltd., formerly known as Superlink Holdings Pte Ltd, is the one-stop printing solution for many. Founded in 1958, the business specialises in large format printing as well as exclusively distributing ORAFOL, Rotatrim and Pantone in South East Asia. Helming the company is Mr Darrell Ong, who joined the business in 2008.

No Daddy's Boy

Although he is the rightful heir of Superlink Holdings Pte Ltd's family business, he did not get the position of Managing Director on a silver platter. Mr Ong shared that he started work in the company as a production worker, before moving to the sales department and eventually getting a managerial position. Through working his way up, he understands the day to day operations better and is well loved and respected by his employees.

Not All About Price

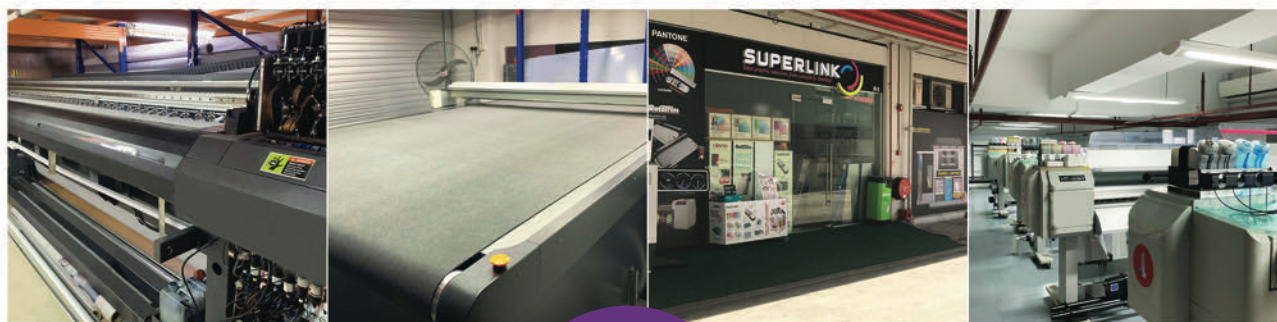
Mr Ong shared that the company both operates as a distributor and printer. Having their own printing equipment and design teams allow them to produce their own prints at very lucrative prices. However, he states that the business is not built on pricing, but the level of service that he provides to clients. Instead of going into a price war with other printers, seeing who can go to an all-time low, he provides extra-mile services, such as giving more lead time or offering to correct certain changes free of charge. It is through these services that he believes differentiates Superlink Holdings Pte Ltd from the others. In fact, his list of renowned clients includes the Al-Futtaim Group, who owns Royal Sporting House Pte Ltd (RSH), as well as the Qingjian Group Co. Ltd.

Teamwork Makes Things Work

Mr Ong shared that the most important factor in managing a printing company is teamwork and unity between co-workers. There are many aspects involved in printing, such as designing and conceptualising, sales and marketing and production. The only way for the company to propel forward is for all the different teams to work together as one, ensuring a smooth transition of the client's work through each department. Hence, he provides ample welfare for his employees as he believes more welfare leads to higher employee loyalty. With a total manpower of 30 to 40 workers, Mr Ong holds quarterly get together dinners whereby everyone gets to interact with each other and just enjoy spending time with each other.

Zero-Tolerance for Slacking

With the emergence of millennials, Mr Ong shared that it is becoming harder to ensure his employee's loyalty to his company. To combat that, he offers irresistible incentives to his employees to secure their stay in the company. With a hiring process that is based off one's attitude and not qualifications, it ensures that all employees have the right mindset to learn and grow with the company. The company also has a zero-tolerance policy for underperforming or slacking personnel, which ensures a win-win solution for both the company and its employees.



SELECTA EXPRESS PTE LTD

SOH ENG LAM

Travel in Luxury

With a large fleet of 38 coaches, Selecta Express is a transport company that promises to alleviate their client's transport woes. Founded by Mr Soh Eng Lam, he shared that his pool of clients is not limited to local corporate businesses; many foreign companies, from the likes of Hong Kong, Taiwan, Korea and Japan, also make a bulk of Selecta Express' clients.

Stellar Service to Customers

Mr Soh shared that his road to success was not an easy one. It took a lot of determination and grit for his company to get to where it is today. In order to be a cut above his competitors, he makes sure that the company provides the best service by issuing quotes on time and offering a 24/7 customer hotline. To top it off, each customer is offered a personalised service to request for specific and different needs based on their requirements. Mr Soh shared that he decided to provide this customisation because of his diverse clientele. Business from different nations have different cultures and understanding, and by providing customisation, they are able to ensure that everything is fitted to their needs.

Popular Among the Japanese

Selecta Express is a favourite choice amongst Japanese businesses, which also explains why the company's biggest group of clients come from them. Although the company comprises of only 5 employees, everyone is adept in handling Japanese clients and are well trained in operations. In fact, they have provided transportation services for many Japanese clients; ranging from intimate groups of 10 to huge groups of up to 1000 people at one go!

Manpower Woes

One of the biggest obstacles the business faced is to hire local drivers. Many Singaporeans do not wish to work as a coach driver because of the long hours and mundane work. In fact, Mr Soh shared that he had employees who quit after working a mere three days. In order to combat that issue, he looks to foreigners to take up the role of coach drivers. Although this solution does not tackle the root of the problem, it does help to ensure that there are enough drivers for the company to undertake bigger clients. As for the handful of local drivers, Mr Soh stated that he is very thankful for each one of them, who has been with the company since their first day.

Driven by Positive Feedback

Even with manpower difficulties, Mr Soh enjoys running Selecta Express. Whenever he gets testimonials or feedback from customers about the superb service and driving, it is that sense of satisfaction that gives him the drive to push through by ensuring that his workers provide tip-top service. He quips that the feeling is amplified when he receives good feedback from Japanese businesses, as he believes that the Japanese have higher expectations due to their innate nature of providing and expecting good customer service and high levels of politeness.



SJ Digital Media Solutions LLP

JOYCE FAITH ANG AND DANE SOH

See the problem, identify the problem, and provide 3 solutions.

Started in 2015, SJ Digital Media Solutions LLP is a digital marketing and advertising agency that live and breathe creativity. The company seeks to improve their clients' brand presence, and help them to attract new consumers on various social platforms for business growth.

Merging expertise

Both directors, Ms. Ang and Mr. Soh, saw the business opportunities available in the digital era. With Mr. Soh having experience working in banking and finance, and Ms. Ang having a background in design and media, it made sense for the duo to come together and form a company. Coincidentally, the past three generations in their respective families are all business owners as well.

Trudging through tough times

Perseverance is something that both directors emphasised greatly on. Without any funding or support from private investors, Ms. Ang and Mr. Soh had to rely on themselves. Initially, they had to go around knocking on doors of shops in malls, and made about 200 calls a day before they were given their first opportunity. Thousands of rejections had to be braved for months before clinching their first deal. During the company's startup phase, it was also difficult to ensure productivity and a healthy level of income. Having a never say die attitude is a definite key to the company's success today.

Now, the company has over 20 testimonials and was also engaged by Facebook to participate in agency programmes. It is also expanding their production line through digital courses and more. Beyond their key clientele in real estate and SMEs within Singapore, there are also plans to expand to Hang Zhou, China, in 2019. The target net profit is set at 50K per month, with the expansion in the first half of the year being more aggressive.

A young crowd

With 8 employees aged 21 to 32, SJ Digital Media Solutions LLP boasts a young working crowd. All staff are trained to never leave clients hanging or in doubt. In this creative industry, it is important to never run away from mistakes, and to solve problems quickly. Ms. Ang emphasizes how she expects her team to prepare at least three solutions when approaching their clients.

Besides being always equipped with answers, self-improvement is another aspect that the directors prioritize on. Every six months, the team will conduct a client review to check on potential areas of improvement and to come up with possible project initiatives.

Ms. Ang believes in competing with the self instead of with competitors, and notes that the company is very fortunate to have a strong team of employees who are hungry to thrive. Not only are they self-motivated to work over the weekends, they also push the directors to work harder.



Star Asia Shipbroking Pte Ltd

ROHIT GOYANKA

Providing solutions to Ocean Economy

The Oceans, Vast, Beautiful and Precious. Handled with care and vision, home to the solutions to our greatest global challenges. Transport, energy, minerals and food production – the needs of our growing population can be satisfied by sustainable development of the ocean economy. The potential is huge but must be unlocked. Star Asia Shipbroking Pte Ltd. has the key. Star Asia Shipbroking Pte Ltd is a one-stop boutique centre for all shipping solutions. Started in 2008, the company specialises in the Sale and Purchase of marine and offshore vessels and provides sustainable solutions to the marine industry. Mr Rohit Goyanka currently sits as the managing director of the firm.

A Meaningful Name

On why the company was named as such, as Mr Goyanka shared that he wanted the word 'Star' to be in the company name as he felt that it was a good luck charm. Since the company was to cater to the Asian market, it was evident to have the term 'Asia'. Therefore, he decided to name the company 'Star Asia Shipbroking Pte Ltd', aiming to become a five-star shipbroking solution to all their clients.

An Opportune Moment

In 2008, the world was facing a financial crisis. Many economists cited that it was the most serious crisis since the Great Depression. Because of that, many Shipping companies were not able to continue their business, and this would lead to selling the ships at any given cost and many companies would also look into scrapping their ships for what little money they were worth. With such a large supply of ships looking to be sold, Mr Goyanka saw this as a blessing in disguise. He took the opportunity and started Star Asia Shipbroking Pte Ltd, which led to the story of success.

Enduring Tough Times

Starting the firm from scratch was the toughest. With less than 4 brokers, everyone worked and toiled hard for the company, slowly watching it expand with more offices sprouting globally, in Korea, Hong Kong and China. The toiling paid off. In the 11 years of operation, the company has always operated in the green; Mr Goyanka cited that one of the main reasons for this growth is because of their in-depth knowledge and field of experience that they have acquired in shipbroking throughout the years and the trust and confidence of the clients.

Overcoming Odds

Although the company has been operating in the green, it comes with challenges. Mr Goyanka shared that the saturation of the market meant that there were many strong competitors, and they had to maintain strong rapport with their customers to ensure loyalty. The volatile nature of the maritime market also meant difficulty in forecasting business. However, Mr Goyanka is optimistic about the company and sees a regional expansion into Middle East and Africa in the near future.

Building A Strong Client-Relationship

Mr Goyanka shared that the most important factor in running a business was to build trust. Many of their current clients have engaged their services since the beginning, and the list of loyal customers is expanding. This strong rapport comes from customers trusting and believing that Star Asia Shipbroking Pte Ltd has the expertise to provide them with valuable and important information to help them discern their options in shipbroking. Coupled with impeccable services and competitive prices, it is no wonder that business is growing well for Mr Goyanka. Some of their remarkable clients include Pacific International Lines (PIL) of Singapore, BW Group of Norway, COSCO Shipping Lines of China, PSA International Pte Ltd. Of Singapore, Vale International SA, of Brazil, NORDANA Lines A/S of Denmark, Baltic Reefers of Russia and many more.



Teck Heng Landscape & Construction Pte Ltd

SOH JI NAN & SOH CHENG TECK

Opportunities don't happen. You create them.

Singapore is internationally known as a garden city. This urban greenery has helped enhance the aesthetics of the nation and provide fresher air for citizens. Achieving this vision would not be possible without companies such as Teck Heng Landscape & Construction Pte Ltd.

Run by Mr Soh Cheng Teck, the 13-year-old horticulture and landscaping company is now a sub-contractor with National Parks and a member of the Landscape Industry Association of Singapore. He shared that 90% of their projects acquired are from the government, while the other 10% comes from private companies.

Exceptional Standards

Mr Soh believes that the difference between his company and other industry players lies in their standards. He shared that he makes it a point to deliver standards that exceed his client's expectations every time, and it is only possible with a strict standard operating procedure among his workers. The workers receive regular inhouse training to upgrade their workmanship and safety protocols.

Not One Without Difficulties

As the landscaping industry mostly consists of labour-intensive jobs, the company faces the problem of manpower shortage. Not many locals want to do such jobs, and there are stricter regulations for hiring foreign labour, such as from Bangladesh and the Philippines. Furthermore, the exponential increase in the number of industry players means that jobs tendered must be done at a lower rate, reducing the profit margins for the company. To combat the looming problem of a lack of staff, the company started looking into unique new technologies, such as using a grappler that requires little to no manpower in landscaping.

The Importance of Technology

To stay competitive and offer efficient ways of landscaping, Mr Soh sees the importance of using new technologies to stay relevant. Apart from finding technologies that help to alleviate the manpower issue, the company currently employs a new tree pruning technology that allows for greater efficiency. In fact, outside of countries such as New Zealand and Australia, Mr Soh claimed that his company was one of the first to use such advanced technology in Singapore. Another recent upgrade done last year was to install GPS and trackers in their fleet of lorries, providing a more efficient way to manage their vehicles.

A Humble Start

For Mr Soh, working in the landscaping and horticulture industry began more than 20 years ago. Starting off as an employee, he met many like-minded employees in the same trade. The decision to start his own business came from the need to support his family, and in 2006, he started Teck Heng Landscape & Construction Pte Ltd where he was a sub-contractor for many projects. With ample experience, he then became the main contractor shortly after.

A Family Business

Taking over the business is Mr Soh's son, Mr Soh Ji Nan. He shared that he started working for his father immediately after completing his National Service 6-years ago, to continue his legacy and the family business.



Trade-Pro Trading Pte Ltd

MS LAURA LEE

Exceeding Expectations, Always

Dealing with imports and exports, Trade-Pro Trading Pte Ltd offers clients an array of frozen poultry imported from overseas countries such as Brazil, Europe and the USA.

Comprising of just 2 employees, the company was incorporated in November 2009 under the direction of Ms Laura Lee. Majoring in Sales & Marketing at Thames Business University, she appreciates her previous experience at Orient Pacific, leaving as a Food Service & Brand Manager after half a decade's service.

The resources and lessons gained from her previous employment proved useful, such as overseeing the establishment of an Italian Restaurant within 3 years. With the friends and colleagues established over the course of her career, arrangements with contractors and suppliers proceeded smoothly, and things took off without a hitch.

Like most entrepreneurs, Ms Laura cited limited financial capital as a limiting factor, hindering the business's development. Thankful for the support from banks and other parties, she places great importance in delivering prompt payments, sharing that business credibility and trust were important values in such a trade.

The company has since built a strong portfolio of clients, having served a mix of government and private agencies, with examples featuring SATS and supermarket giants NTUC, Giant and Cold Storage.

Coming from a family not too well off, Ms Laura is grateful for having gained a sense of humility and discipline, values which are reflected in both her company and staff.

Although starting a family young showed some difficulties, it was also her source of motivation, encouraging her through education and career.

Now a grandmother of four, Ms Laura also oversees a company comprising over 80 employees. She continues to emphasize the importance of looking out for one's staff, having once experienced the challenge of sourcing for additional manpower.

Ms Laura shared plans to expand the company's services, with the possibility of integrating an online platform and improving their product range. Recognizing the need to stay relevant, she pursued relevant certifications such as Bizsafe level 2 & ISO 22000. She also remained open to building partnerships within neighbouring countries.

With the motto of 'Exceeding Expectations, Always', she looks forward to strengthening ties with both family and staff, and shared hopes of her children succeeding the business.



VROS Marine Pte Ltd

MR MOHAMED MUSTAFA

Safely, Efficiently, On Schedule and Within Budget.

Started in 2014 by Mr Mohamed Mustafa, VROS Marine Pte Ltd specialises in both marine and sub-sea consultation services in Singapore. With many years of expertise dealing with marine offshore oil and gas industries, services include but not limited, vessel management, Offshore construction and installation, Subsea Engineering services associated with diving and ROV equipment,

A Diversified Workplace

Although the company's headquarters are in Singapore, Mr Mustafa shared that many of their job operations are done outside of the country, in places such as the Middle East and even Africa. Therefore, the company has employees in these two areas to service their international clients, providing fast and detailed responses to any of their consultation queries.

High Standards

Using state of the art technology and equipment, such as different types of Remotely Operated Vehicles (ROV), VROS Marine has equipment suited for any type of work – basic inspection checks to heavy repair and maintenance work. Further the company have been awarded with contracts from ship owners to support their vessel operations. The company prides itself in providing top-notch quality, with routine audit checks conducted by Lloyds, which is considered one of the most stringent and well-reputed auditors in the maritime industry.

No One Size Fits All

Besides using top-notch equipment, another reason why VROS Marine has so many returning customers is because of its customisable project specifications. With the understanding that every customer's request is different, the implementation of a customised project plan allows customers to enjoy greater savings as compared to other industry players, with savings of up to 20 to 30%. Some of their remarkable clients include Bumi Armada, a Malaysian ship owner with over 60 vessels, which has engaged the services of VROS Marine for over four years since 2016.

Not Smooth-Sailing All The Way

Although the company is currently sailing over calm waters, it was never that easy at the beginning. Mr Mustafa recalls how he started the company during the economic downturn. Out of a job, he was constantly rejected by many companies because of the recession, which led him to the idea to start his own company. However, he was persuaded by many of his friends and family to kill the idea as the market was extremely volatile and it was not a good time. However, trusting his gut, he went ahead with the venture and believed that the recession could be a goldmine of opportunities, paving the way to his current success.

Stemming From Passion

On why he decided to venture into the maritime industry, Mr Mustafa said it was due to his passion for the seas. In his own words, the maritime industry requires a lot of critical thinking and problem solving, things that he enjoys a lot. Graduating from a course in Nautical Studies in Singapore Poly, he worked as a seaman aboard a ship and move up the ranks and enjoyed it thoroughly. In the 15 years he work his way up the ranks from marine executive to superintendent and marine manager and gradually built his network, mingled with many industry players, leading him to start his own business in the maritime industry with the contacts he has.





Weihub Contracts Pte Ltd

YUAN ZHI QIANG

Credibility and Reputation is the most important

Started in 2013, Weihub Contracts Pte Ltd is an up and coming construction company in the general building industry. Cooperated by a team of professionals niched in related fields, the company has grown in size to cater to their ever-growing client base. Its current managing director is Mr Yuan Zhi Qiang.

A Humble Beginning

Mr Yuan, who is of Shanghainese descent, shared that he has over 14 years of professional experience in the construction industry in Singapore. For a better future, he decided to start his own business with his expertise. When asked if he was too adventurous about the decision to start a business, Mr Yuan shared that despite the ups and downs, he still believed that he had made a correct decision. The sense of accomplishment he gains when every time he completed a project is the driving force for him to move on, and he feels the value of his life from his achievement.

Exponential Growth

For any businessmen, the company's profitability and growth are the important factors in survival. Mr Yuan shared that their revenue ranges from a beginning of few hundred thousand to the current \$1 million to \$2 million, which is only possible through the hard work and dedication of his entire team. Weihub Contracts Pte Ltd has a 100% of high quality of project completion rate, which has led to many long-term partnerships and trust with his clients.

A Business Faced with Difficulties

Despite having a high revenue, the business is not always smooth sailing. Mr Yuan shared an example of the beginning of a business, due to the customer's ordeal of the newly started company, the advance payment of the project was not paid in time from his customer, which would lead to the issue of payment to employees and suppliers. After all the efforts of the team, the difficulties were overcome. Weihub Contracts Pte Ltd has provide high quality completion of the project in advance, so that customers have a great trust in our company and thus customer made a timely payment of the project. It laid the foundation for the future cooperation.

Building A Reputation

Mr Yuan shared that he attributes his business success to the strong reputation of his company. He believes that as Singapore is a nation with strong competition in the construction industry, it is important to ensure that the current clients are satisfied with the quality of work being produced. That way, they would recommend the brand to their peers through word of mouth. This serves as a way of marketing for Mr Yuan as well, who shared that it is through providing honest and high quality services that allow their clients to have such high trust of them.

Understanding His Employees

Mr Yuan recalled the times when he worked as a construction worker. He would leave home at 6 am in the morning and only come back at 11 pm every night. It was a cycle of continuous hard work. It is because of this experience that he had, he understands what his workers go through and provide workers a better working and living environment as well as higher income.



Weihub contracts

Weima Builders Pte Ltd

TUNG WAN HONG

For Every Project We Complete, We Think About The Fact That The Work We Do Is Something You Live With Every Single Day.

2-years-old Weima Builders Pte Ltd mainly dabbles in industrial projects in Singapore. Mr Tung Wan Hong, who is the Executive Director, shared that they are a young company and they are actively expanding the clientele base and building up project track records.

A Growing Company

With a focus in the local market, Weima Builders Pte Ltd is looking to acquire more certifications that will allow them to provide a wider variety of services to their clients. Mr Tung shared that they are currently in the midst of upgrading their BCA Grading in order to tender for larger contract value public sector projects in the near future.

Staff is Key

With over 40 workers, Mr Tung shared that he believes in the importance of teamwork and good communications. Just like a family, every member is equally important, and each one of them ensures that jobs are done in an orderly and efficient member. In order to have a good, positive and harmonious work environment, the company usually has staff or team-bonding bimonthly, allowing management and fellow employees to get to know each other better and form stronger bonds. This would in turn increase efficiency and bring about a more holistic working environment for everyone.

Insightful Experiences

On their quick success, Mr Tung shared that it's mainly due to the vast amount of experience that he and his fellow shareholders have in the industry. One of the shareholders sits as an executive director from a pioneer company in building and civil engineering projects. It is from such wise inputs and suggestions that can only be attained from having ample experience that allows Weima Builders Pte Ltd to be such a successful business after only two years.

A Switch in Careers

For Mr Tung, he obtained his bachelor's degree in quantity surveyor, which was his main skillset for his first job as a quantity surveyor. After working for 5 years in that position, he was promoted to a project manager and got closer to his then boss. They then pool together another 2 experienced and competent persons to start Weima Builders Pte Ltd, specialising in local industrial projects. Mr Tung mentioned that he is thankful for such an opportunity and he believes that in the near future, the company would be able to expand its business to take on other types of projects and soaring to greater heights with an aim of making the company a veteran brand in the local industry.



Wenzel Asia Pte Ltd

MR CP CHUAH

Think Global, Act Locally

The WENZEL Group is a leading innovative metrological company. In May 2007, Wenzel Asia Pte Ltd commenced as the group's Asia Pacific arm. Helmed by Mr CP Chuah, the company provides technological solutions to an array of businesses, such as those in the aerospace and automotive industries.

A Family Owned Business

Founded by Werner Wenzel, The WENZEL Group prides itself as a family business and is currently helmed by Dr Heike Wenzel, 2nd generation owner and daughter to the founder. Mr Chuah believes that the success of Wenzel Asia comes from its flexibility in offering specially curated solutions for their clients. Being a family-owned company has its perks too. Decision making and approvals are done much more efficiently, which provides the team with a good lead time when providing the most effective solutions to their clients.

Empowering Regional Leaders

The company's motto, "Think Globally, Act Locally", is the key reason for the success of The WENZEL Group. Being a 100% foreign-owned company, power and autonomy are given to the leaders of each region, who understand both the regional needs and cultural differences that would allow them to craft a better suited metrological solution for their clients, thus producing optimal results.

All Up To Fate

With over 15 years of experience in the metrological industry, Mr Chuah is considered a veteran at his job. He started out as a service and application engineer at Hexagon Metrology Asia Pacific. In 10 years, he managed to clinch the title of regional sales and country manager. It was at Hexagon Metrology Asia Pacific where he was groomed by his then-boss, Mr Malcom Priestly, to become what he is today. Just like The Fates, Mr Priestly was approached by the Wenzel family to be the group consultant of the Asia Pacific operations, which meant the opportunity for the two to work together again. 2007 marked a milestone in his life. It was the year his daughter was born. Seeing this as a good omen, he accepted the job offer to start up Wenzel Asia Pte Ltd.

The Mark of Worth

Ever since the start of the company, Mr Chuah has brought about radical changes and delivered quality results that prove his worth. Some of his contributions include providing more than 500 unique systems to support the Southeast Asia clients in a span of only a few years. With so many repeat and loyal customers, Wenzel Asia's customer base is only growing exponentially. Some renowned clients include MTU Asia, a joint venture company with Rolls Royce, as well as Singapore Aerospace Manufacturing and ST Aerospace Engines.

Teamwork Makes Teams Work

Even though the company is a small team of 7, they can operate with the utmost efficiency and deliver the best services to their clients. This is because of their positive working environment, which enhances the team's cohesiveness and capability. Wenzel Asia also throws occasional team bonding activities, which range from local gatherings to overseas bonding opportunities, to ensure the team stays close and well-bonded.



XL Motor Trading Pte Ltd

MS JASSLYN KOH & MR GOH YOUNG LONG

Difficult Doesn't Mean Impossible

For Ms Jasslyn Koh and her husband, Mr Goh Young Long, they did not expect that their bond in marriage would extend into a business partnership as well. Established in 2016, XL Motor Trading Pte Ltd is the love child of the couple. The company specializes in the sales and rental services of commercial vehicles from popular brands such as Toyota, Mitsubishi, Nissan, and Citroen.

A Burning Passion For Cars

Being a car enthusiast, Ms Koh always had a burning passion for dealing with cars. Prior to the duo's venture, Ms Koh shared that she worked as an administrative executive for a company that traded commercial and passenger vehicles. She soon did an internal transfer into the sales department. It was there that her confidence grew. She found out that sales were not as daunting as she previously thought it would be; instead, she found it exhilarating, fulfilling and very much rewarding in terms of personal growth and remuneration.

Combining Passion and Drive

Combining her passion and new-found love for doing sales, Ms Koh decided to start her own venture, as encouraged by her husband. Having ample experience and knowledge in such a saturated industry, she knew what she was getting into. Thus, in order to provide differentiation from her competitors, she decided to offer personalised services to her clients. This encompassed understanding their needs for a vehicle, their personal preferences as well as their budget. This tactic worked out very well, with many customers acknowledging and appreciating this boutique customisation service.

The Importance of Being Service-Oriented

Ms Koh shared that offering customisation services could only go so far; it was the support from her excellent sales team that boosted the company's image. The sales team performed very well on the acquisition of customers and offered even better after-sale customer service to them. Ms Koh shared that being a consumer herself, she believes in the necessity of after-sales service, which is something that many big organisations lack in. The after-sales service offered at XL Motor Trading may be as small as maintaining regular contact through festive and birthday greetings, to offering follow-ups to their clients long after the purchase of a vehicle.

Positivity Is The Key

Adopting a positive approach in managing her business, Ms Koh is always optimistic in overcoming all difficulties thrown her way. She constantly encourages her team to always think out of the box when offering new solutions for their clients, which has worked wonders. XL Motor Trading has a slew of happy clients, which include big-wig companies such as Wong Ngee Engineering Pte Ltd, CPC Construction Pte Ltd, Singapore Radio and industry Pte Ltd, Yukee 511, United Road Transport Pte Ltd and Hanifaa Frozen Food Pte Ltd.

Being able to have her own business that deals with her passion is one of the happiest things she has in life. Working together with the man she loves, Ms Koh shared that the most rewarding part of running her own business was to witness the joy and happiness when customers receive their desired purchases.



