

## DISTINGUISHED AWARD CATEGORY

# Adapting to keep pace

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### Mainguard Security Services

Helping to keep the environment safe, Mainguard Security Services provides security guard services for government, commercial institutions as well as residential premises such as condominiums.

Established in 1974 by Mr Ponnosamy Kalastree, 66, who is still the managing director, Mainguard Security Services also provides security consultancy, investigation services, training of security personnel and security audit.

The growing security market has resulted in a greater demand for security which well exceeds the existing supply.

To overcome this, Mainguard Security Services ensures its security staff get a competitive pay and welfare scheme that meets their expectations, thereby minimising manpower shortage within the company.

Through the use of computer technology, the company has been able to contain its manpower shortage.

Mr Kalastree says "agencies often offer sub-standard service at low prices in an industry where competition is rife".

Mainguard Security Services maintains its reputation in the industry by ensuring that it delivers a grade of service which meets the expectation of clients, thereby gaining their trust.

Executing effort to differentiate itself from its competitors, it "benchmarks itself against international trends and standards, not simply meeting standards set by local security authorities".

For example, it is the only security agency in Singapore which is a member of Singapore Compact, a government-supported agency which actively promotes Corporate Social Responsibility (CSR) in commercial organisations.

Through active engagement with Singapore Compact, Mr Kalastree sees his company as "a pioneer in



From left: Mr Kalastree, managing director of Mainguard Security Services; Mr Oon, managing director of Shun Zhou Hardware. PHOTOS: AFP GROUP, CHANG CHENG GROUP, MAINGUARD SECURITY SERVICES

the security industry that strongly advocates CSR".

### Shun Zhou Hardware

Mr Albert Oon, 41, started helping his father as a packer when the business was based in a 20-foot container, and is now the managing director of Shun Zhou Hardware.

The company, founded in 1988, now operates out of an office building and two warehouses, all of which it owns.

As some of its customers face limited storage issues, Mr Oon decided to help them by getting a bigger warehouse at Shun Zhou Hardware and a fleet of trucks for delivery.

From just getting goods based on consignment, the Shun Zhou Hub, located at 7 Tuas Avenue 18A, now offers a wide spectrum of ready inventories with a rapid response ful-

filment team to ensure orders are delivered on time.

It provides mission critical and essential engineering parts such as pipes, fittings, valves, heat exchanger, hydraulic tubes, bars, galvanised gratings and steel plates to the marine, oil and gas industries.

The Hub further integrates an in-house fabrication facility for seamless and efficient options to pre-fabricate or customise materials for project requirements like precision machining, custom fabrication, modification and anti-piracy fortification works.

One challenge it faces is the communication gap between the generations.

To overcome this barrier between the older and younger generations, Mr Oon "organises a lot of activities for staff to interact with each other".

### Chang Cheng Group

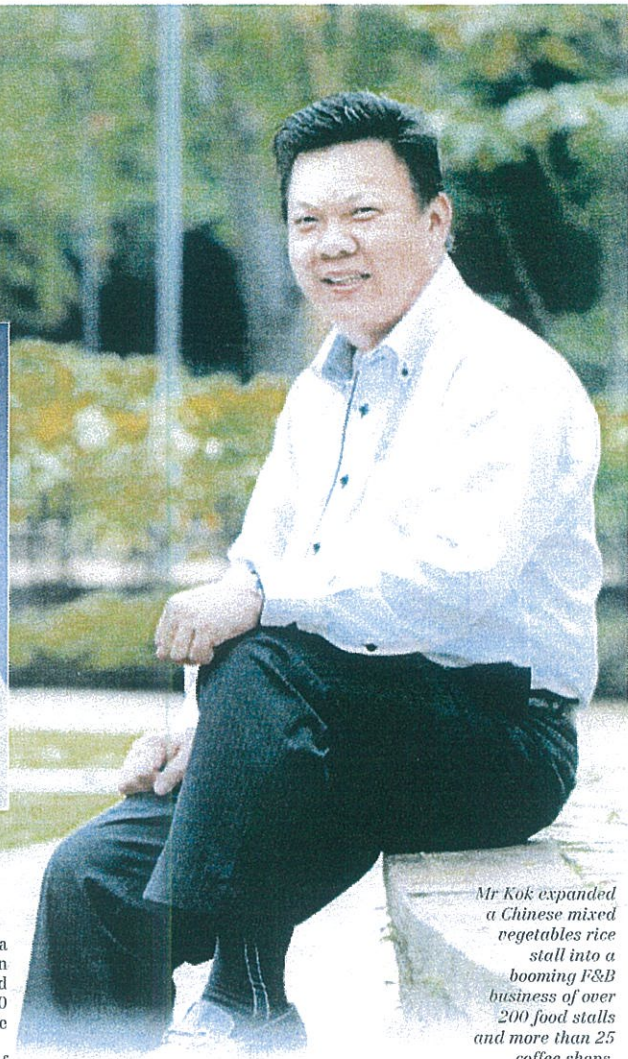
Mr Ricky Kok Kuan Hwa expanded a Chinese mixed vegetables rice stall in Toa Payoh into a booming food and beverage (F&B) business of over 200 food stalls and more than 25 coffee shops.

Mr Kok, 44, managing director of Chang Cheng Group, aspires to be a one-stop leading provider of Asian-Chinese integrated food solutions.

The Group currently consists of over 100 Chang Cheng Chinese mixed vegetables rice stalls, over 25 Chang Cheng Mee Wah coffeshops, more than 30 Ming Kitchen Seafood stalls and more than 35 Rong Kee Roasted Delights stalls.

Its first claypot rice and hotplate noodles stall was started in 2008 under the name Ming.

Their Chinese mixed vegetable rice stalls offer a wide array of more



Mr Kok expanded a Chinese mixed vegetables rice stall into a booming F&B business of over 200 food stalls and more than 25 coffee shops.

than 30 dishes of Chinese home-cooked fare, such as sweet and sour pork, curry chicken or braised pig trotters.

Chang Cheng also pays particular attention to the rice. It only uses Thai fragrant rice.

However, Mr Kok faces the typical challenges of rising commodity costs, price pressure and tighter government regulations in the F&B industry of a developed economy.

Consumers are also demanding

more nutritional value and ingredients which have to be safe both for consumption, as well as the environment.

Hence, Mr Kok says that "it is imperative to constantly take innovative measures in developing the business model".

He adds: "A business model is a process. It, in itself, is not an end; it is a means to an end. We believe a good business model creates virtuous cycles which, consequently, lead to competitive advantage."