Branded for success

Companies achieve Superbrands status for providing good services and products to their corporate clients by Tom Coates

TWENTY-eight companies including home-grown ones have achieved the exclusive Singapore Business Superbrands status. Their marketing and communications efforts will have the business advantage of having the achievement to count on in their portfolios. The company’s brands should attract customers, key stakeholders and investors.

Participation in the Singapore Business Superbrands programme is voluntary. The Superbrands rating is based on extensive secondary research and surveys among business professionals and consumers.

They also have significant shares of their market’s recent innovations, products and services, local or international, achievements and corporate social responsibility initiatives. This year’s recipients are the successful brands of companies established here for at least five years with financial stability in the last two years.

The stringent participation and selection criteria for the new second edition of the book on Business Superbrands in Singapore.

City Gas is honoured to be awarded Business Superbrands 2012 for the second consecutive time.

City Gas is one of the oldest corporations in Singapore, having just celebrated its 150th anniversary last year. We began with lighting up the streets of Singapore in 1861, and have never stopped since.

Today, we are known as City Gas and we are a wholly-owned subsidiary of City Spring Infrastructure Trust, which is listed on the Main Board of the Singapore Exchange.

Our corporation longs for us to focus on delivering good customer service, and continually retaining and building trust with our client. Our team constantly engages business partners on the clean and green benefits of town gas.

At City Gas, we value each relationship established. We always deliver with a strong sense of respect, integrity, commitment and excellence in every aspect of our business.

City Gas will continue warming hearts in the city and warming lives for generations to come.

www.citygas.com.sg
Targeting the right markets

Cyrclet’s wide range of services for various industries provides a unique value proposition to clients.

by ahmed cawan

HOMEGROWN Cyrclet group of companies was established in September 2004 by the founders, Mr. Min Tin At Meo, during the Singapore exposition of Ninnopak. A pioneer of high-technology, he set up a small corner shop in Benewon Street with six engineers to repair household electrical appliances. From 1992, he also began to provide market services. The group now in its 17 business — engineer- ing, manufacturing, technology, service, design, re- design, energy solutions, product distribution and facility management. It has a current workforce of more than 50 staff and close to three million in total revenue derived mainly from market, infrastructure and energy cus- tomers in Singapore, Malaysia, China, Indonesia, My- anmar, Japan, India and Vietnam.

Prominent customers include Maxis, the United Arab Emirates, Chinese general insurance, Standard Chartered Singapore, Singtel, NTU Singapore Grand Prix, Maritime Ray, and Shell, National University Singapore and Prudential.

Cyrclet was the pioneering in the early years of Singapore’s de- velopment and growth as a marine nation.

In 2014, Cyrclet and the Sin- gapore Energy and Minerals Potential Energy, “the best in the business” received the 2014 Buckminster Fuller Institute for Cyrclet’s role in the research and develop- ment of SCIF, the innovative mobile ambulance emergency project.

A year later, Cyrclet clinched its second TEC Innovation Award for its role in developing a mobile detection and alarm system to de- tect the effectiveness of sweep- ers of foreign objects debris at runways in airports.

In 2015, Cyrclet secured its third contract that includes electrical installations and maintenance works for the Sing Fly 7 at Singapore International Airport.

The following year, it was awarded a contract for the electrical and mechanical works for several titles in Universal Studios Singapore.

Cyrclet won the Enterprise 50 award in 2018 and 2019. It received the 2018 Green Technology and Singa- pore Business Superbrands award.

Mr. Min Tin and Mr. Peter Tan are now Cyrclet’s chairman and executive chairman, respectively. The group managing director, Mr. Mohamed Taj, directs Malaysia Tan and business de- velopment manager Tan Wei are the guardians of the Empire.

“Our key strength is our wide range of services for various industries,” says Mr. Tan in an interview. “This ensures that we are not stuck when there is a downturn.

“We have good management with good teams and we have been managed with good foresight to target the right markets.

“With strong networking skills and we can provide services to different industries. Few companies can offer a similar value proposition.”

The Business Superbrands award, he adds, helps the Cyrclet group “stand out from the crowd” and provides its handbranches with revenues.

Cyrclet has a workforce of more than 500 staff and close to $500 million in total revenue.

Energy saver

Seraya Energy’s efficient service helps customers to cut costs

by Douglass Choo

LEADING energy retailer Seraya Energy has clinched the Business Superbrands accolade for the second time.

Taking the opportunity to benchmark itself against other brands, Seraya has taken a major step forward.

Seraya Energy’s retail vice president, the company’s top executive, the company received the award for the second time.

“It is an opportunity for Seraya Energy to communi- cate our value proposition to our customers and to the market,” the company’s managing director said.

The company has chosen to manage their energy costs by purchasing electricity directly from private energy retailers like Seraya Energy, he said.

Singapore retailers with a minimum electricity consumption of more than 10,000 kWh per month are able to choose their preferred energy retailer.

The deregulated market allows commercial and indus- trial consumers to switch to lower electricity costs.

Seraya Energy’s customers can now save money by choosing the right energy retailer.

“In the market, we want to be the best at what we do,” says Mr. Lim. “Our customers benefit from having the assurance that they will enjoy quality services, value-for-money advice and value-added packages when they come to Seraya Energy.

New in its 12th year of deregulation, the electricity retail market has seen consumer needs and expectations evolve over the years.

Seraya Energy says it has the ability to keep up with changes in the market.

“Our important value add that Seraya Energy offers would be to reduce the complexity and empower con- sumers related to wholesale fuel costs by offering them a transparent and competitive electricity solution,” he adds.

“In the 18th year of deregulation, the electricity retail market has seen consumer needs and expectations evolve over the years.

Seraya Energy is equipped with the knowledge and ex- perience to serve customers in a range of energy services, with a focus on delivering quality services, value-added packages and superior efficiencies.”

Creating more value for its customers by helping them manage energy costs through innovative and custom- ized energy products.

Aiming to achieve the same quality of service in the energy industry, it does want to follow the path competitive retailers are taking to deliver a unique customer experience.

The company’s focus is on providing a unique and superior customer service experience to re- shape customer- centricity.

Creating a strong brand and portraying a consistent image through people and its actions, the company has attracted the attention of its market leader.

At Seraya Energy, customers are treated as the most important, the best ambassadors, says Mr. Lim. “Our customers benefit from having the assurance that they will enjoy quality services, value-for-money advice and value-added packages when they come to Seraya Energy.”

Powerpac International congratulates Powerplus Group Pte Ltd for being awarded Business Superbrands 2012.

POWERPLUS GROUP INC. - USA
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SingTel
Communications powerhouse

SingTel is top among homegrown companies well-known for excellent branding efforts.

SingTel aims to be the “one-stop ICT provider of choice in the Asia-Pacific region” for SMEs, corporations and government customers. Photo: ST

“Do not go where the path may lead; instead go where there is no path and leave a trail.”

- Ralph Waldo Emerson

Melvin Tan
Managing Director

Marine | Infrastructure | Energy

market to delivering a one-stop, end-to-end ICT delivery capability in the region.

Its numerous industry awards reflect SingTel’s leadership. Awards it has won this year alone include Computerworld Hong Kong Awards for IT Distributed and Managed Services, Telecom Asia Readers’ Choice for Best Telecom Carrier & Best Regional Mobile Group, Frost & Sullivan Asia Pacific ICT Award for Best Cloud Service Provider, Asia Pacific Information Management Awards for Best Security as a Service, Sunstate Asia Awards for Technical Innovation, and Asian Confer- ence Awards for Best Large Scale Event (Kallang 2013 and August 2014).

The company’s history dates back to 1968, when Singapore became one of the first cities in Asia to launch telephone service. In 1991, SingTel became a statutory board called the Singapore Telephone Board, which held exclusive rights to operate telephone services within Singapore.

A merger with the Telecommun- ication Authority of Singapore made international telephone serv- ices available.

SingTel was corporatized in 1992 and moved its initial public offering a year later. Today, it stands as the largest company by market capitalization listed on the Singapore Exchange.

Mr Hoo Hui Choong, SingTel’s Group Enterprise chief executive officer, says: “SingTel’s core values reflect our common aspiration to build a performance-based culture, one that nurtures talent and that promotes mutual trust and involvement. There are also the same brand values that represent the company to our customers.”

Customer focus, challenger spirit, customers’ personal assistance and integrity are the company’s core values.

SingTel’s core values are too the key ICT provider of choice in the Asia Pacific region for our SME, corporations and government customers with innovative, cost-effective solutions for companies and customers’ growth, says Mr Choong.

SingTel leads the Asia Pacific Information and communications technology (ICT) infrastructure space, including Information Protocol Virtual Private Network (IPVPN); it also leads in the International Leased Circuit (ILC), IP Virtual Private Network (IPVPN) and Ethernet-1na (E-1ENA).
Like the petals in our logo identity that are perpetually rotating in space, UGS propels your business with our smooth continuity of gas supply and services. This is made possible by our efficient gas piping system, one of the most well designed in Singapore. Handled by a team of experts, our system enables a steady and strong flame performance, ensuring no disruption to your business.

At the same time, it helps optimise your gas flow to maximise your cost savings. Our well-designed system also ensures no downtime to your gas supply.

At UGS, we do not just deliver gas. We also deliver a robust solution that propels your business forward.

For more information on UGS, please call us at 6382 6663 or visit our website at www.ugs.com.sg.
Warming lives for generations

City Gas’ award-winning customer-friendly ways are key to its longevity

City Gas has come a long way since its beginnings in 1968 as a humble producer of gas to light up street lights in Singapore. As time passed, gas for cooking and water-heating purposes and back-lighting the city became the company’s mainstay. As consumers moved towards the associated feel-good benefits of City Gas, the company now knows that the company is committed to safe, reliable production and supply of gas.

City Gas’ organisational culture is critical in driving this mission. The company takes a top-down approach to building a team that is internally and externally driven, says Mr Ng. Internally, it starts with the executive team, who would be first exposed to the company’s worth image and culture through the recruitment process. If all criteria have been met, they might be offered a position within the company, or leaving the company. Mr Ng says: “A happy employee is a happy customer.”

Likewise, business partners such as lawn contractors are treated as part of the family. They are also trained to deliver the City Gas experience, working with the company to meet the needs of its customers.

City Gas applies to customers and the general public through their five senses, with channels varied from advertising mediums like newspaper, radio, buses, and trains to road shows and events.

It has partnered The SSEA and the Housing Board to reach out to new customers in housing estates and has a new campaign to convince homeowners respectively.

Partnering with China Daily News, National Environmental Agency and Health Promotion Board in the City Hauler Food Truck, hawkers food is promoted and thus in turn, hawkers too have exposure as a supplier of food.

Over the last five years, City Gas has also been successfully positioning itself as a green company.

First launching the flagship Go Green, Go City Gas of a technical condominium five years ago, it has continued to educate stakeholders throughout the supply chain in the sustainability drive.

Customers can look forward to savings on utility bills with City Gas’ range of one-of-a-kind products like the water heater, clothes dryer or barbecue store.

Mr Ng: “I am extremely heartened for City Gas to once again be awarded the Business Success Award.”

“City Gas has been producing and supplying gas to Singapore for more than 50 years. Throughout our rich history, City Gas has remained committed to deliver safe and reliable gas supply for various cooking, heating and power needs. In keeping with the ethos of City Gas, we will like to understand our customers, our partners and our customers for their years of faith and support for the company.”

Powered for growth

Superb quality, performance and reliability propel PowerPlus to the top of its industry

FROM wheel loaders to backhoes, excavators to rock crushers, fuel tanks to hydraulic tanks and power towers – manufacturers and suppliers PowerPlus showcases a range of heavy equipment and construction machines that has gained a strong reputation among its clients.

It was an order from the United States then that gave the brand its big break in 2015. Catching the eye of clients across the Middle East, orders started coming in, followed soon after by orders from South America, Africa, South Asia and the Philippines.

The company has now grown to more than 800 employees, with a turnover of US$50 million, and is recognised as a world-class manufacturer in the heavy machinery industry.

In 2015, the company celebrated its 50th year. From a small manufacturer, PowerPlus has grown to become one of the largest and most awarded companies in the industry.

“Now we stand as the world leader in the industry, and our goal is to maintain that position,” says Mr Qiu, PowerPlus’ chief executive.

When the expansion plans doubled PowerPlus’ capacity in 2015, PowerPlus plans will be to continue growth and innovation. In the next five years, the company hopes to achieve 20% growth in the industry.

For a company involved in heavy industry and having its operations in several countries, it is essential that the business organisation can deliver international standards of product value and service. We will continue to prioritise branding as part of our marketing strategy and keep developing our customer base to our global networks.”

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Qiu adds: “We are a key player in the growing market. With the expansion, we are ready to take on the challenge of the future and meet the needs of our customers.”

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Pick of the crop

Homegrown brands are among the Asian companies with multi-country links recognised in this year’s Business Superbrands award.

by editorial

ARA ASSET MANAGEMENT

Prudent management for investors

Integrity and hard work are the brand values highlighted by ARA Asset Management in its drive to lead the Asian real estate fund management companies. Integrity is vital to the company with established standards and reputations, and is a factor that the company continues to maintain. The business model enables ARA to maintain an integrated approach to meet the needs of clients worldwide.

LEONARD

Aiming high

The leadership team wants to be truly integrated and must adapt to the changing global landscape. It has formulated a commitment to stakeholders while it continues to work diligently to build the reputation to attract and retain employees. It is committed to generating consistent profits that shareholders and a small group of investors can rely on.

Relevancy, dependability, high productivity and cost reduction are components of the commitment to customers. In its principal, Leonard wants to be a partner of choice providing a geographical reach advantage, value-added marketing services and education and development initiatives.

SINGAPORE POST

Moving beyond mail

Quality, good affordable service and efficiency are the Rahabah of Singapore Post (SingPost), which handles over 2.4 million mail items every day.

It has the strong financial and extensive global networks in its own operations and the ability to grow into new markets. Digital logistics, logistics, retail and e-commerce businesses are its focus with an emphasis on the integration of traditional retail and digital channels to build a full-service provider. It has been selected by Japanese communications provider KDDI to handle the delivery of smartphone shipments to customers in Europe and the US.

The acquisition of the e-commerce platform in China and its partnership with a local company to make it easier for Chinese customers to shop from Singapore Post has enhanced its focus on personalising customer service. Its first-class service has contributed to SingPost’s differentiator from its competitors.

UCG

Energy solution partner

UCG says it is benchmark for business energy by developing the largest biodiesel and biodiesel integration and supply chain industry in the world. The company, with a string of local and international awards, is more than a billion calorie superior commercial LPG into the supply and infrastructure. It also helps to stabilise the supply of energy and help businesses to get the best out of their energy.

The company’s product range includes biodiesel, diesel, biodiesel and biodiesel mix, which are designed for use in engines, fuel cells and other applications. They are also used in the production of biodegradable plastics, adhesives, paints and varnishes. It also helps to stabilise the supply of energy and help businesses to get the best out of their energy.

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