APEC SME Crisis Management Training Workshop:
Best Practice of Crisis Management

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SME and Entrepreneurship

- Characteristics of SMEs are usually influenced by:
  - The Entrepreneur;
  - Their Size and stage of development of the enterprise
  - Traditional industry practices.
What is Entrepreneurship?

• According to John Kao of Havard Business School:

  “Entrepreneurship is elusive, difficult to define. The word itself is derived from a French root meaning “to undertake.”

Entrepreneurs make things happen. They use creativity to conceive new things and zeal to implement them. Thus, the entrepreneur is both a creator and an innovator. He or she both generates the new idea and serves as the human vehicle by which implementation of that idea occurs. He or she takes the ball and runs with it, overcoming obstacles in the way.
Activities

• Ability to recognise and exploit opportunities.
• “the relentless pursuit of opportunity.”
• To the extent that the opportunity is latent in a given situation or implies a desired view of the future, the entrepreneur must use intuition effectively.
• Often knows something with conviction when others do not, or when factual data are lacking to back up the claim.
• Ability to work with and through people, unless he is a one-man show. He/she must have the ability to marshall the needed resources to meet the organisation objective
• Able to motivate others by charisma, the ability to exert an influence on others solely because of who one is
Are Fundamental Practices which have been successful still relevant when Economy is in crisis?
Successful Entrepreneurs

1. Self-inspired Behavior
2. Sense of Mission
3. Customer/Product Vision
4. High-speed Innovation
Case Studies from Singapore

• 1) Goodrich Global Pte Ltd
• 2) HOME-FIX D.I.Y. PTE LTD
Case Studies from Singapore: Goodrich

• CORPORATE PROFILE

  Formerly known as Goodrich Wallcoverings & Carpets Pte Ltd and founded in 1983, the company was renamed to Goodrich Global Pte Ltd in 2004 to resonate with our brand revitalization initiatives.

  As Southeast Asia’s leading supplier of interior wallcoverings, we aim to be an internationally acclaimed lifestyle brand for wallcovering products in the B2C market (residential), while maintaining our leadership position in the B2B segment (commercial and corporate).
CORPORATE MISSION

We are the global brand in interior Decoration and the Employer of Choice

CORPORATE VISION

We will be the global leading brand in all interior decorations that enrich the habitat where people live, work & relax through innovation and harnessing our human capital

CORPORATE CORE VALUES

Team Work
Integrity
Delight Customer
Staff Commitment
Continuous Improvement

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Situation during Crisis
Goodrich’s Crisis Management

1) Financial Strategy

2) Experience of Founder

3) Government

4) HR
Goodrich’s Crisis Management

5) Management

6) Cost Reduction

7) Diversification

8) New opportunities
Case Studies from Singapore

Sales Turnover: S$ 31 million
Employees: 195
Current Foreign Markets: 7 stores in Malaysia and 1 store in Indonesia
NATURE OF BUSINESS
The Home-Fix brand is synonymous with quality do-it-yourself home improvement products. We provide a wide range of products and services in the market; and more than 15,000 items including car care and accessories, outdoor and gardening, hardware, electrical, power tools, paint and décor, household, plumbing, locks and security, and lighting. At Home-Fix, we offer you products and solutions for your D.I.Y. projects.
Situation during Crisis
Homefix’s Crisis Management

1) Financial Strategy

2) Experience of Founder

3) Government

4) HR
Homefix’s Crisis Management

5) Cost Reduction

6) Marketing & Promotion strategies

7) Technologies – CRM

8) New opportunities
What are SMEs’ concern when it comes to using technology?

- Costs
- Time
- Resources
  - Needed to host and run the applications
Cloud Computing has enabled Businesses to:

- Use applications without the need to develop, setup and maintain, thus saving lost of cost, time and resources.
- Another advantage is that the number of servers for the application can be automatically scale up when the demand increases.
- Has enabled businesses to use application in a Cheaper, Better and Faster manner.
- Do not have to worry about maintaining group of IT staff to ensure system is running as most cloud service providers guarantee 99.95% uptime!
Cloud Marketing

- Leverages on Cloud technology and allow marketers to pay as they use, without having to pay upfront for HW and SW.

- Cloud Marketing allows marketers to access their marketing resources and applications online as and when they need these.

- As 3rd party will be devoted to the maintenance of the platform and upgrading of applications, marketers no longer need to worry about having to find resources to maintain these applications.
AIM@Cloud Marketing

Marketing Processes

- Campaign Process
- Business Applications
- Beyond the Browser

Customer Profiling

Segmentation

Cross sell Analysis

Basket Analysis

Forecasting

Analytic

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Cloud Marketing can be used by any trade/industries

- Groceries
- Fuel / Energy
- Clothing / Cosmetics
- Holidays / Leisure
- Electronics / Telephone
- Furnishings / DIY

... and many other Products and Services
Conclusion
Thank You Very Much

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