



ATTITUDE DETERMINES MAGNITUDE.

## UP CLOSE & PERSONAL

**What made you pursue a business in this field? For example, was it a labour of love, or were you presented with an opportunity that you couldn't afford to miss?**

The Managing Director aspires to answer to customer needs by providing desired products and services at the shortest turnaround time via the fulfilment platform, judging based on the increased trend of online shopping and to provide goods and services of accepted quality standards.

**Were there any notable challenges that you had to overcome?**

Change management was and will remain the most challenging aspect as it creates mixed reactions from stakeholders while we aim to improve and streamline our business processes to the extent of conducting a BPR for some.

**What is the main driving force and motivation for you?**

Metamorphosis of an infant company, coupled with the legacy management style to a modern company answering to customer needs that is supported by enhanced, streamlined processes.

**What advice would you give to aspiring entrepreneurs?**

"Getting your hands dirty" and that there are no shortcuts to reaching goals. Also, building and continuously guiding a cohesive team that in turn is capable and confident of attaining the standards set.

**How do you measure success in life?**

I measure it based on the capability to give and share not just monetary wealth but also knowledge and experience to help others achieve their goals.

# GETTING YOUR HANDS DIRTY

## MR. CHEOK KAI WEEI

*DPF Pte Ltd*

Supplying metal pipes and fittings mainly to local customers in the construction industry is DPF Pte. Ltd's business. Started in February 2002 by the Managing Director with the intention of serving as a fulfilment platform for goods and services, the company has experienced remarkable growth, including having gained a stable pool of customers coupled with various reliable supplier sources, and a growth rate of 2.5 times in profitability and 2.7 times in net assets since it first started operations.

Mainly offering products such as compression fittings, ductile iron fittings, galvanized iron pipes, hubless fittings, and manhole covers, DPF Pte. Ltd can be said to offer a wide variety of products. They also provide customized pipes according to their individual clients' needs, which has been a great solution to those who have sought them out.

"My previous experience in having to work with colleagues of different functions and roles enabled me to learn much from

them in implementing changes," attests Mr. Cheok Kai Weei, Finance Director of the company. The company has effectuated commendable processes such as how it managed to streamline existing processes by means of BPR and automation to make the business more efficient and effective in terms of operations as compared to its sister companies providing functional products with accepted quality standards.

Like a child transitioning to an adult, the company has grown from infancy to the current setting and there are aspiring plans for it to grow further, coupled with the diversification of their product portfolio. "What we aim for is plain and simple: to be a well-visited and well-utilised fulfilment platform after we manage to diversify the business further," concludes Mr. Cheok on the company's long-term vision and goal.