

# THE BEST CARE

## MR. TIMOTHY YEO KOK BOON

*Pestkare Pte Ltd*

Is there anything more important to an entrepreneur than dedication and passion? These two qualities – the much-vaunted prerequisites for entrepreneurship – can be found in spades with Mr. Timothy Yeo, founder of Pestkare Pte. Ltd, one of Singapore's leading pest-control companies.

A First Class Honours Entrepreneurship and Management undergraduate from the University of Wales, Mr. Yeo's pre-entrepreneurial experience in the pest-control industry spanned 5 years – during which he closely observed the industry's decline. Citing stubborn adherence to outmoded methods and practices as the main fault, he identified multiple areas for improvement and began advocating the adoption of more innovative approaches.

In line with that, Pestkare offers an extensive suite of services, including ad-hoc pest elimination and certified inspection services. Carried out by a team of 75 NEA licensed Vector Control Technicians, these services are part of Pestkare's specialisation in Vector Control for construction sectors.

To provide added value, Pestkare also engages specialised personnel, such as Environmental Control Officers (ECO) to advise clients on pollution control, Workplace Safety and Health Officers (WSHO) to ensure workplace safety, and ex-NEA Construction Enforcement Officers to conduct regular in-house training with site QC inspections.

To date, the company has worked on projects with various statutory boards, including the Building and Construction Authority (BCA), Defence Science and Technology Agency (DSTA), Housing and Development Board (HDB), JTC Corporation, and the Land Transport Authority (LTA). Other projects include numerous private developments, with more than 95% of the company's portfolio being construction projects.

Of course, not all has been smooth sailing. Mr. Yeo recalls a difficult start when he was committed to keeping the initial investment low. As a result, he had to handle practically everything himself – even delivering equipment in his personal car. "I see it as a commitment to the client," he explains, "which we must always fulfil."

True to form, he achieved his first goal of 10 vehicles in the first 9 months, and within 2 years that number grew to 20. "Our business model is generally segmentation marketing – saving resources and achieving track records in that field – as well as swift responses to all client requests," he professes.

Already renowned for reliability and cost-effectiveness, and well-positioned at the forefront of the pest-control industry, Pestkare certainly looks set for an even greater future – a future guided by Mr. Yeo's keen business acumen and passionate dedication.



“ALWAYS GIVE YOUR BEST, NEVER SETTLE FOR ANYTHING LESS.”

## UP CLOSE & PERSONAL

### Why did you choose to pursue a business in this industry?

Before I started Pestkare, I had been working for more than 5 years in the industry, during that epoch where I identified areas for improvement and planned to adopt more innovative approaches. I felt that armed with this knowledge, I could make a difference and do what others could not. I also personally saw it as a challenge, to venture into the road less travelled.

### What is your vision for Pestkare's future?

Of course, I want to expand and grow the company to reach greater heights, be a leader in the industry, and make a difference. I want us to be known as a premium household name, where everyone will think of first when they require pest-control services.