

TechLink - The Business

Tech-Link Storage and Engineering Pte Ltd (Tech-Link) is a Singaporean specialist in procurement, manufacturing and marketing of storage, distribution and materials handling systems and products. The company investigates, analyses, designs, manufactures, supplies and implements total solutions.

Over the past few of years, Tech-Link has progressed from small scale importing and distributing to a group of companies involved in R&D and manufacturing own brand products that are specifically designed to cater for each customer's unique requirements.

Tan Hock Seng founded Tech-Link in Singapore in 1988 and the company has grown to include operations in China. Tech-Link's success is built on a business model that is based around low cost manufacturing of products that are of the highest quality.



Tech-Link

Tech-Link is a dominant player with the challenge of becoming truly global

The Challenge

The key challenges for Tech-Link were:

- Tech-Link is a dominant player in its current markets but management realised that unless the company became truly global that its true potential would never be realised
- Tech-Link noticed that high growth markets and many opportunities for the company's product and service exist outside of Asia
- Due to Tech-Link's continuing success, the opportunity to list Tech-Link on the Singapore Stock Exchange has arisen
- It was clear that these opportunities were a key focus for management and that capital would provide a stronger foundation to move the company forward
- The proprietor had many ideas to convey to investors but there was a need for a formal Information Memorandum to articulate the opportunity

Tech-Link

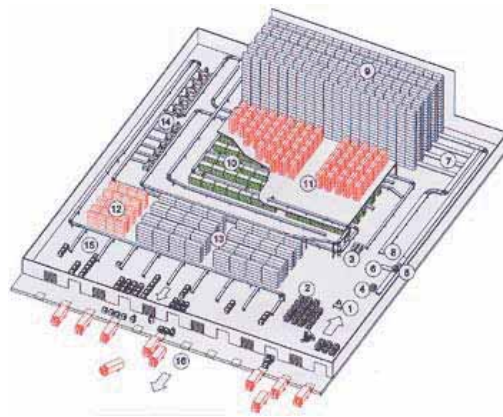
It is important to think outside the square, and deliver solutions that achieve the objectives and can be executed

The Solution

DC Strategy (DCS) was engaged to develop an information memorandum, detailing the Tech-Link business. The purpose of the memorandum was:

- 1 To explain in detail Tech-Link's main activities, products and services, current and future markets and the financial position. The document also had to stress the importance of Tan Hock Seng's role in building and running Tech-Link. As a founder, his influence and reputation was key in the current and future success of Tech-Link
- 2 To provide sufficient information for a prospective investor to make an informed decision about making an investment in Tech-Link

DCS worked closely with the Tech-Link team to understand the business and detail the information necessary to provide.



The Outcomes

The process ensured Tech-Link had the opportunity to step back momentarily to detail the current business, and fully develop its understanding of the opportunity ahead.

Tech-Link is now attracting potential investors to take the next step in its growth path.

- Tech-Link is well positioned to continue to expand its position in Asia
- Tech-Link has plans to enter Europe and the US, both highly competitive markets

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