

A DIFFERENT WAY TO SUCCESS

MR KEN CHUA SWEE MENG
UT-WAYS Freight Services Pte Ltd

As a family business, UT-WAYS Freight Services Pte Ltd upholds long-held standards that have enabled them to thrive in a cutthroat and competitive logistics industry. Notably, their emphasis on forging close client relationships has been a major advantage to the retention of their largest customers, bolstering their ability to weather unpredictable changes in the industry and economy.

Describing the logistics industry as a “red ocean” environment, Sales and Marketing Manager Mr Ken Chua notes that their competition spans from larger established companies to SMEs similar to themselves. This, he laments, is why having a large network alone does not suffice; instead, they focus strongly on enhancing customer relationships in a bid to optimize their retention rate. “We believe heavily on building long-term customer relationships rather than short one-time deals,” he expresses heartily, “Customers only need to interact with one person for as long as they require our service, allowing them to build up a close relationship with the same person throughout the years.” It is an approach that has proved remarkably effective thus far, as their client bonds grow stronger with each passing year.

First established by Mr Chua’s father in 1989 a day after Singapore’s National Day, the company has long been centred on providing logistics solutions for SMEs by land, sea and air from Singapore to the rest of the world. “UT-WAYS sought to embody the same vibrant spirit as those of the city-state by providing service-oriented, efficient, and reliable yet competitively priced services,” he adds. Having expanded to an international presence today, with their first overseas forays being in the United States, Europe, Australia, Middle East, China, and India, they have fostered strategic long-term connections with numerous overseas partners. This allows them to leverage on their sound knowledge of the legal and cultural aspects of doing business in their home countries, further fortifying UT-WAYS capabilities.

Looking ahead, Mr Chua wants to strengthen the brand’s name and awareness, hoping to eventually develop it into a household name. “I want them to know what we do, and that if they would ever require any freight or logistic solutions, we would be their preferred logistics provider,” envisions the young businessman. Emboldened by this eagerness and backed by a generation of expertise, UT-WAYS Freight Services Pte Ltd has certainly found a solid footing in rough seas as it continues to make a mark in the logistics industry.

**“Chase the vision, not the money,
and the money will end up
following you.”**



Up Close & Personal

What made you pursue a business in this field?

I’ve grown up knowing that one day, I would want to help out in the family business and bring it to new heights. Having most of my family members in the company has also been a strong and influential factor in me joining the family business. Joining the Singapore Aircargo Agents Association (SAAA@Singapore) also broadened my perspective on getting to know the first hand information on what government agencies have to offer to the industry, and most importantly on how to help the industry grow as a big family.

What is the main driving force and motivation for you?

My family! I am fortunate to have been mentored by my parents, my 2 sisters, and my brother-in-law who are also working with me in UT-WAYS. A company that has been in the industry for 26 years means it has something that is beneficial to all businesses. My hunger for learning and self-improvement has also been a key part in motivating me throughout these years.

Looking back now, what were the personal challenges that were necessary for you to overcome, in order for you to achieve your success today?

You must be able to face rejection; I used to start out doing cold calls and office visits, and the amount of rejection faced is very deterring, but you will feel a great sense of accomplishment once you’ve closed a deal. From

that I moved on to attending more networking sessions which boosted the hit rate, and now I am gathering a group of entrepreneurs to start our own networking group.

How do you measure success in life?

Happiness. A happy home & workplace not only means that the company is doing well, but that the workers and family members are also looking forward to starting their day in the office.

What advice would you give to aspiring entrepreneurs?

Networking is crucial in every industry we are in, not in just getting to know people who are beneficial to you, but also to know those who aren’t. Everyone has a story you can learn from and advice that will make you and your business grow as a whole. Always stay humble no matter what you have achieved and always chase your vision and not the money; the money will follow soon after!

Do you have any ideas on what could be done to encourage entrepreneurship?

- Never jump immediately into a big decision or idea; calm yourself down and think it through before deciding.
- When you do have a strong vision, stick to it, but don’t be afraid to make changes.
- Do it once, do it right!
- Stay humble