

MEDIA REVOLUTION

MR NORMAN YEO
TANGY LAB GROUP PTE LTD

Gifted with an enterprising spirit since a young age, Mr Norman Yeo, General Manager of Tangy Lab Group Pte Ltd, had already dabbled in several businesses prior to the setting up of Tangy Lab. In the early days of his entrepreneurship journey, Mr Yeo realised that marketing was a vital element for the growth and survival of most businesses. Thus, when he was presented with the opportunity to be exposed to digital marketing, he decided that it was a field he needed to explore. A few years later, Tangy Lab was born and the rest as they say, is history.

Tangy Lab primarily helps businesses to build their brands through content strategies or direct response marketing thereby enabling growth in online sales. Since 2015, they have worked with companies from SMEs to even MNCs. Some of the notable brands that Tangy Lab has supported include 3M, NTUC, The Hour Glass, Hertz, Thrifty, Coopervision, etc.

That being said, the company has had humble beginnings. The number of changes that Tangy Lab has undergone over the years is remarkable. When the company just began, it was just Mr Yeo with a capital injection of less than SGD1,000. In order to maintain his cash flow, he had absolutely no fixed expense and incurred primarily variable costs. Within a short span of two years, his staff strength has increased to the current eight full-timers with a decent office space for them to operate in.

Just how did Mr Yeo transform the company into the successful business it is today? One of the key selling points of Tangy Lab has been their track record of obtaining results. His strategies have aided his clients in building their brands and increasing sales. Also, Tangy Lab targets the 'on-demand' segment of businesses as their main market, where the survival of many businesses have been credited to his work. As such, despite the high pressure to succeed, his company is his clients' go-to choice due to the strong results he delivers.

Mr Yeo attributed his company's development to his past experience. "If anything, I am blessed to have started being in the game of business when I was in my university days. At the age where money was not a key concern and financial commitment was low, I had a huge leeway for learning and making mistakes," added Mr Yeo. Those previous experiences taught him valuable skills such as negotiation, sales, and building business relationships. He has learnt that being able to strategically help others today, they will in turn support his business's growth tomorrow.

Indeed, Mr Yeo's success today has certainly not been by random chance. He has achieved much - publishing multiple books, being featured in the media, reaching a million revenue, the list goes on. However, he personally counts his biggest achievement as having a reliable team. He highlighted that they are the ones who have allowed him to focus on strategising and developing the business while they have provided excellent service to his clients.



**HAVING A TEAM IS A
LEVERAGE TO SUCCESS.**

Expressing a desire to expand Tangy Lab's operations beyond Singapore, Mr Yeo's long-term vision is to build a self-sustaining ecosystem of different companies that compliment each other. This will allow Tangy Lab to enter a bigger business arena, servicing an even more diverse clientele across the region.

UP CLOSE & PERSONAL

What excites you about the future of your industry?

The beauty of this industry is that as companies begin to switch from traditional to digital (marketing), we are at the centrepiece of this movement. Even till today, there are many companies who have yet to explore digital and as they transit we will be there to help them grow and experience the growth of their businesses.

How do you approach problems in life?

I'm usually more pragmatic when dealing with problems. Typically, problems will be solved over time but some problems require more resources to be injected as solutions. When dealing with any problem, I will evaluate its requirement(s) and explore if we have the resources to solve it.

Passion or Practicality?

I believe that both are important. Passion is a motivation. While in order to be sustainable, being practical is essential especially when it comes to problem-solving and strategising for the company's future.