

DRIVING SUCCESS

MR LER KENG SOON, ERIC
SINCERE MOTORING PTE LTD

It will come as no surprise to many that the uniqueness of any given city's economy sets the backdrop and foundation for different industries to thrive. With car prices one of the highest in the world, Singapore is fertile ground for a booming market for pre-owned cars.

Set in this context, Sincere Motoring Pte Ltd was officially established in 2014 with the ultimate goal to provide a service-oriented and high quality pre-owned car experience to its consumers, at a level that could rival servicing standards of luxury car brands. Whilst ostensibly ambitious, this was nonetheless an endeavour well within the purview of the company's founder.

Before embarking on his entrepreneurship voyage, Mr Eric Ler used to supply pre-owned vehicles to major car dealers and rental companies. It was during this time that the idea of starting up a business to deal directly with the end consumers came to mind. That was in part due to the observation of a shortage of used cars in the market due to general high demand. Ultimately, the decision to sell directly to the end user led to the birth of Sincere Motoring and the rest as they say, is history.

Starting off with just a fleet of 10 vehicles, this thriving SME now boasts a ready stock of 60 units. What this means is that customers now have access to a wider range of selection that can basically cater to different tiers of customers with varying tastes and requirements. With a wider range of vehicles, Mr Ler feels that they can now be closer to their aim to provide and meet customers' needs, preferences and price range - a mission that has guided their company strategy since its inception.

To set itself apart from the competition, each and every transaction at Sincere Motoring comes with a comprehensive sales package. The company also provides strong sales service from start till expiry of vehicle for all their customers.

Their extensive suite of services include - purchasing, servicing, repair, renewal of insurance, scrapping, vehicle replacement, introduction of a replacement car to purchase again, road site assistance and accident claim. They also provide a special buy back scheme which is something unique and virtually unheard of in this industry.

Complementing the drive and passion of starting a business is the perseverance and willingness to step out of the comfort zone. These are important lessons that Mr Ler learnt in business as an entrepreneur. Whilst it is never a bed of roses, the challenges and rewards of doing



SUCCESS COMES FROM PREPARATION, HARD WORK, DETERMINATION AND LEARNING FROM FAILURE. LOVE WHAT YOU DO AND ALWAYS DO YOUR BEST.

business far out-weigh the pressures and demands of running a company. Mr Ler noted that his greatest business achievement to date is "nurturing a great sales team."

In keeping with its brand promise, Sincere Motoring is dedicated to continuing its first rate customer service and high levels of quality control for all their vehicles. At the same time, the company under the leadership of Eric is aiming to expand alongside the rapidly growing market to provide a better motoring experience for all motorists and car owners.

UP CLOSE & PERSONAL

What's the main driving force and motivation for you?

For me, looking at how the company is growing stronger each new day is extremely gratifying. Seeing employees striving together as one is also a powerful push for me each day to continue building and growing this business.

What made you pursue a business in this field?

I would say labour of love since I joined this industry. I love cars, I love servicing people and I love this business. Without passion and love, we simply cannot do this.

What advice would you give to aspiring entrepreneurs?

Follow your heart and it'll bring you to where you WANT to be!

How do you measure success in life?

Success in life is doing what you like and having what you need.