

TANTALISING SPACE

MR VICTOR TAN / MR FRANKIE LEE
VF PRO PTE. LTD.

One of the most important spaces at home and outside is the kitchen and bar - where myriads of delicacies are created and an endless array of decadent mixes are concocted daily. For what is life indeed without food and drinks? **VF PRO**, under the leadership of Victor Tan and Frankie Lee brings you the best in kitchen and bar fittings as a full-fledged kitchen equipment specialist and solutions provider. Helmed by a professional, dedicated and highly creative in-house team, this unique firm has consistently delighted clients with their innovative ideas and extensive experience in the F&B and hospitality service industries.

True to its calling, **VF PRO** has over the years provided quality equipment with integrated kitchen solutions to numerous clients in the commercial sector. Due to their capabilities and wide range of solutions - their diverse spectrum of clients now include hotels, resorts, restaurants & food chains, cafes, bars, membership clubs, institutions and hospitals.

Reminiscing on the company's genesis, Victor and Frankie recalled that it had always been at the back of their minds to strike out on their own and set up their own company. They were already in the industry and were well-versed with the operations and customer servicing. At one of their business meetings, a customer had just given their work emphatic recognition and even provided referrals for several potential overseas clients. This incident gave Mr Lee a strong push and a dose of encouragement to set out on his entrepreneurship journey with his partner Mr Tan.

Reflecting on his decision to move out of his comfort zone into the world of business, Frankie mused with a slight chuckle, "Honestly, there's never a right or ripe time to start being an entrepreneur or to start a business. To seize the opportunity, you have to start now." This notion echoes the sentiments of so many industry leaders who have dared to venture where so many others have failed, thereby setting in motion the path to success and opportunities that would otherwise have been lost.

Armed with passion and drive, Frankie no doubt understood that starting a business was hard work - something that is both "practical and real". He is always quick to also give credit to his business partner Victor, who added tremendous value to the team with his many years of deep operational servicing knowledge. Ultimately, it all boiled down to embracing the opportunity together - and **VF PRO** was thus formed.

Like in many businesses, the pair had encountered their fair share of challenges. But they have learnt to face those challenges since day one and each new problem became a golden business opportunity for the company to grow and thrive. In addition, their extensive years of experience in the F&B and hospitality industries together with their manufacturer's continuous strong support had also contributed to the success they enjoy today.



GROW WITH CHALLENGES - IT'S THE ROAD TO YOUR SUCCESS!

CHALLENGES ARE RECOGNISED AS "GOLDEN OPPORTUNITIES" THAT MAKE OUR LIVES AND OUR BUSINESSES INTERESTING. TREAT FEAR AS AN ENERGY YOU CAN USE. WITH FAITH AND HOPE, WE OVERCOME CHALLENGES AND MAKE IT POSSIBLE TO WORK TOWARDS A BRIGHTER AND MORE SUCCESSFUL PATH. BETTER THINGS ARE COMING!

VF PRO believes in evaluating their kitchen in-building solutions accurately for their customers' sophisticated kitchen needs and then implementing it with strong support from our partners. Their track record for bringing their customers' "kitchen vision" to life sets them apart from their competition! **VF PRO** also constantly maintains and develops their capabilities through on-going improvements to achieve high industry standards.

Starting with just a two-men partnership, **VF PRO** now boasts a staff strength of more than 15 with a dedicated service department. With Frankie and Victor anchoring **VF PRO**, the next goal would be to extend the company's operations and clientele base to the surrounding regions and ultimately go international.

UP CLOSE & PERSONAL

What made you pursue a business in this field?

I knew there would be challenges whether I stayed put in my previous job or took up a position with a new company. However, it had always been at the back of my mind to start up on my own. I thought to myself, why not deal with the changes and adversities that come my way by forming a business together with Victor, my partner? At least then we would learn to see things practically and realistically.

Were there any notable business challenges that you had to overcome?

We had to overcome the intense overseas competition that was eating into the main market share here in Singapore.

What is the main driving force and motivation for you?

The customers' satisfaction with our kitchen layout and the workflow we design and tailor for them, followed by the compliments received from chefs and restaurant owners! This is the key driving force that motivates us to excel further and continue moving on.

What advice would you give to aspiring entrepreneurs?

Be focused and listen attentively to your customers' needs.

How do you measure success in Life?

Whenever anyone needs reliable F&B Kitchen design, they would immediately think of approaching us, VF PRO. That would be success for us!