

DOMESTIC AFFAIRS

MR SIVA (STEVE) / MS JAY UNISTARR EMPLOYMENT PTE LTD

In an affluent country such as Singapore, the presence of Foreign Domestic Workers can sometimes be taken for granted. But Unistarr Employment understands that quality domestic services is not something that is a given. The company provides Foreign Domestic Workers (FDW) from Indonesia, Cambodia, Philippines, Manipur, Mizoram and Myanmar with *New, Transfer, Experienced in Singapore* and *Experienced in Overseas* FDWs. To upkeep their standards, all their FDWs are from licensed overseas agents with training centres equipped with the necessary requirements.

Established in 2015, Unistarr started out in a small office and is today operating from a bigger office in Bukit Timah Shopping Centre. The company has grown from bringing 80 FDWs in the first year to more than 250 FDWs annually.

Mr Steve started his career as an assistant engineer and transited into the sales industry to pursue his entrepreneurial dreams. His career in the Financial Services industry saw him work his way to becoming a member of the Million Dollar Roundtable (MDRT). His sales experience has been an invaluable asset to Unistarr at every stage.

Ms Jay was in the mass communications industry before switching to a teaching career in the civil service. She now focuses on training and counselling the FDWs, and also helps the company's marketing and publicity efforts.

Unistarr was formed when the founders identified the issue faced by many employers who lamented about how their FDWs did not match their requirements. As such, Unistarr has always sought to prioritise the needs of the employers to give all parties the best possible outcome.

The company also provides training for their FDWs in Singapore. Helpers will be exposed to electrical items, hygiene and cooking training. They also provide comprehensive after-service and follow-ups for the employers. In addition, counselling for the helpers is also provided when any issues arise. Service levels are continuously upgraded as the company relies on a lot of recommendations.

Mr Steve and Ms Jay understand that the key to success is to listen to their customer's needs attentively, as every household and lifestyle is different. At the same time, they are also dedicated to understanding each of their FDWs by interviewing them prior to recommendation to the customers. As local FDW employers themselves, the pair are able to relate to employers' concerns and requirements with a practical touch.

All FDWs are carefully selected to suit employers' requests and are available for interview through telephone and/or Skype. Upon confirmation, the FDWs would be briefed on their respective duties and undergo further training to familiarise them with their job scope.

Currently, the company is also increasing their staff strength to manage the growing number of customers - with a second branch in the pipeline. With already an impressive start, Unistarr has set its sight to be the leading home brand that employers trust and think of when looking for a FDW.



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UP CLOSE & PERSONAL

What made you pursue a business in this field?

As employers, we felt our needs were not met and felt no one was listening. We thus wanted to set up an agency where requirements were taken seriously and proper matching was done to find the most suitable helper. We wanted to bring the quality of service to another level in terms of professionalism.

Were there any notable challenges that you had to overcome?

The MOM requirements and regulations were definitely challenging. Understanding the requirements and translating them into formalised documents and SOPs were significant obstacles at the start. Getting quality suppliers was also an issue. We discovered that many FDWs were unaware of their job scope.

What is the main driving force and motivation for you?

FDWs completing their contracts and their accomplishments such as building their house or financing the education of a loved one makes the journey fruitful. Similarly, when employers contact us to inform that their FDWs have been a great help/asset, that makes us want to service more employers. It is also satisfying to hear of FDWs who support the elderly folks who have no one else to care for them.

What advice would you give to aspiring entrepreneurs?

The key to success is hard work and perseverance. The journey is never going to be easy but one needs to be determined and keep pushing pass one's comfort limit. The competition is within oneself and not so much with external competitors. Sheer determination and energy need to be channeled to forge our own achievements and transcend targets to soar higher.

How do you measure success in life?

Success in life is definitely measured by the people with you. The loved ones we have are our biggest blessings. Material gains can only be enjoyed if there are loved ones by our side. One can have the most luxurious house but returning to an empty home would not provide any happiness.