New Products, Happier Employees, and Reduced Cost - All in Six Months

OTO Bodycare taps on SPRING’s Business Advisors Programme (BAP) to grow their business for success.

Mr Yap’s principal areas of expertise are in international marketing, wholesaling and retailing, and channel distribution which are useful skill sets to help OTO Bodycare.

Achieving Goals in Six Months
OTO Bodycare focused on enhancing three main components of its business: improving management, implementing enterprise resource planning (ERP), and boosting its marketing and sales efforts in the six months of the BAP project.

Over 100 of their employees are set to benefit from the programme’s key recommendations to attract and retain talent.

Also in the works is a web-based performance appraisal system, an employee engagement survey, and the establishment of more open channels of communication for employees.

Ms Yap is looking forward to the completion of the ERP system this December 2012.

“Mr Yap kicked off the collaborative process with an in-depth study and analysis of the company. ‘I trust Mr Yap to understand the unique issues and challenges faced by our business,” said Ms Yap.

Sharing Business Ideas and Experience
The six-month programme, co-funded by SPRING, matches qualified BAs with SMEs for hands-on and practical business help from outlining organisation goals, diagnosing IT systems, to reviewing performance reports.

Mr Yap re-engineered the processes in the company. Mr Yap knows that success hinges on the bottom line - margins, sales and profits - as well as informed decision-making. He has more than 19 years of senior management experience, and held positions in companies such as Kyocera Mita and Sharp-Roxy Sales. Previously, he also served as the chief operating officer of Earth Essence, an alternative health company.

“This will save time for my retail managers so they can just concentrate on sales. Cost-wise, time-wise, convenience-wise, ERP is the way to go,” she said, adding that she is planning to increase their staff training and in an effort to stay competitive and relevant.

As part of the plans to reduce warehouse operating costs, the company streamlined its operations by combining the two existing warehouses into one and implemented a new facility maintenance checklist to improve its logistics processes.

In addition, the BAP process uncovered the potential of using Facebook for social engagement as well as cross-selling of programmes.

As a result, OTO Bodycare saw a remarkable growth in sales after the project.

Targeting a New Market
OTO Bodycare has a loyal clientele of health and fitness enthusiasts since the 1970s; but the company has yet to effectively reach one demographic: the youth.

Under Ms Yap’s stewardship, the product design and packaging has been refreshed to attract a younger and ‘hipper’ audience. For several months now, the marketing team has been on the road to promote ‘blinged up’ fitness belts, as well as their new range of products.

A Mission for Better Health Products
Ms Yap says her vision for OTO Bodycare goes beyond healthy profits. She is determined to create a greater good for her customers by providing affordable health products for people from all walks of life.

With BAP’s assistance, she has a better grasp of her company’s strengths and weaknesses, as well as a roadmap for growth.

“It felt like the right thing to do. In the end, it boils down to a ‘gut & trust’ decision. But, we had done our homework. We had developed a plan, divided up responsibilities, talked through a ton of issues and agreed to honour our commitments,” she said.

Business Advisors Programme (BAP)

SPRING Singapore works with the Singapore Institute of Management (SIM) to match independent business advisors (BAs) to SMEs to help them enhance their business development in various areas. For more information, visit: www.spring.gov.sg/BAP

Benefits to SME
SMEs are able to tap on the BA’s expertise and networks to improve their business and processes at a subsidised rate. SPRING Singapore supports up to 70% of the monthly project fee to engage the BA.

Benefits to Business Advisor
BA enjoys flexibility of working on project-basis, while lending his/her past experiences to facilitate the growth of SMEs. BA will receive a monthly project fee for the duration of the project.

For more information and to apply, visit http://www.sim.edu.sg/bap