

THE BUSINESS TIMES

# *theSME* magazine

JULY/AUGUST 2015



“WE WANT STATIONERY TO BE LOOKED AT IN A DIFFERENT LIGHT  
BECAUSE WE HAVE UPPED THE ANTE AND MADE IT SEXY”

WINNIE CHAN, FOUNDER OF BYND ARTISAN

Photography: Ching, GreenPlasticSoldiers Styling: Dan Foo Hair & Makeup: Cranel Loh, using Clinique Wardrobe: Jacket stylist's own



## AGAINST ALL ODDS

**O**N THE face of it, the firms that we feature in this issue of *The SME Magazine* might seem like they are in over their heads. They are, after all, in industries deemed by some as either overly saturated or, in some cases, well into the sunset phase.

There is, for instance, paper stationery company, Grandlux, which is reimagining the perimeters of this sunset industry with its latest brand offering, Bynd Artisan. In an age where people are more likely to key in dates rather than pen them in, Bynd Artisan is ramping up its offering in both the bespoke and experiential department.

Its strategy has worked, evidenced by the steady stream of customers that the atelier sees on the weekends, despite its location in an industrial district. As shared by *towkay* Winnie Chan, the company has plans to open its second atelier in Holland Village later this year.

And then there is Viddsee, which is attempting to take on the behemoths of the industry such as YouTube and Vimeo. Featured in *Budding Entrepreneurs*, the young startup – which entered the scene in 2013 – is confident that its niche offering of curated Asian movies has what it takes to make it the “mobile cinema for Asia”.

In the same David versus Goliath boat is financial technology startup Jewel Payment technology. Within six months of starting up, the firm launched two products – both targeting a specific gap in the market – and has since marked a number of significant milestones.

Indeed, having a differentiated value proposition is the recipe for success when it comes to attracting investors and customers, with startups that demonstrate these abilities showing greater potential to scale as pointed out by Spring's executive director for innovation and startups.

In Cutting Edge, tailor Marcella and wet wipes manufacturer Kleen-Pak are pushing boundaries with the use of technology. Whether making things faster or better, or catering to more needs – Kleen-Pak for instance is actively tapping the potential for wet wipes in the areas of personal care, skincare, homecare and institutions – both are scaling up and speedily so, despite being in what some might consider saturated industries.

Elsewhere in the magazine, we look at the topic of professionalisation – is that for you even if you intend to keep the business solely within the family? What are some of the small steps you can take if you are keen to explore professionalising the business but do not want to disrupt everyday operations?

We also cast our eye ahead, in *Legal Adviser*, to see what small and medium-sized enterprises should be aware of before jumping onto the Asean bandwagon. With all eyes on the upcoming Asean Economic Community (AEC), opportunities abound but so do potential pain points. Find out what you should look out for if you are keen to explore our neighbourhood.

*Mindy Tan*  
EDITOR



### ON THE COVER

Photography: Ching, GreenPlasticSoldiers  
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