



Best Practices

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Tay Yiang Ping

24 years old, Degree Bachelor of Architecture, NUS

24 years old, 1st job, Wong & Wong & Partners, Assistant Architect

26 years old, 2nd job, Ang Thian Soo and Partners, Assistant Architect

28 years old, Registered w Board of Architects as Professional Architect

29 years old, ROM

30 years old, ROC, Sole Proprietor 'One-Man' Show, Newton CADesigns

30 years old, Custom Marriage

32 years old, Engaged 1st Staff, Became a BOSS

32 years old, 1st girl, Tan Shi Hui

34 years old, ROC, Incorporation, Newton CADesigns Pte Ltd

38 Years old, 2nd girl, Tan Shi Bei

39 Years old, 3rd girl, Tan Shi Tong

40 Years old, Work at Home, Business as usual, with 10 Staff

41 Years old, ROC, Newton CADesigns Training Centre

41 Years old, Present Best Practices in SBPWA, SWIM

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Best Practices



An Architect turns IT Businesswoman!!

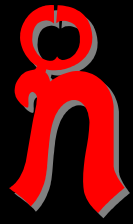
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Newton CADesigns Pte Ltd

**Autodesk System Centre
for
AEC & Multimedia**

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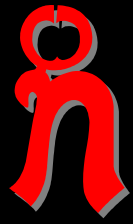
Company Objective:

Be the preferred value-added solution provider

for

Computer-Aided Design & Drafting,
Computer-Aided Facilities Management,
and Multimedia Visualisation solutions

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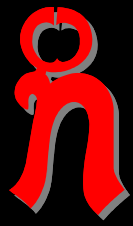


Newton CADesigns Pte Ltd

Our Commitment:

**Excellence
Through
Customer
Satisfaction**

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Newton CADesigns Pte Ltd

Gold Award for Sales Excellence in 1999



- ◆ **Best Incremental Sales award, 1994**
- ◆ **Outstanding Local Major Accounts Sales award, 1994**
- ◆ **Club 100 award, 1995**
- ◆ **Best in Country Dealer award, Singapore, 1996**
- ◆ **Most Outstanding Dealer for ArchT-BP, 1997**

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Newton CADesigns Pte Ltd

Major Account Customers:

(AutoCAD, Architectural Desktop)

- Architects 61 PL
- ADDP Architects PL
- Keppel Group
- RSP Architects, Engineers & Planners PL
- Indeco PL



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Newton CADesigns Pte Ltd

Revenue in FY 1998 - \$ 3.55m

Revenue in FY 1999 - \$ 4.43m

↑ *by 25%*

1st Quarter 1999~2000, **↑** by 60%

2nd Quarter 1999~2000, **↑** by 27%

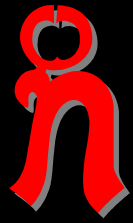
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www.newtoncad.com

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Best Practices – Four Areas

- **Business Strategies and Processes**
- **Information Technology**
- **Finance**
- **Human Resource Management**

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Business Strategies and Business Process

- Business Partner - Principal Autodesk
- Stay FOCUS
- Provide consistent quality services
- Customer centricity, one-stop solutions
- Remain small but result oriented team
- Autodesk Training Centre
- **Newton CADesigns Training Centre**
- Motto:

Excellence through customer satisfaction

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Newton CADesigns Training Centre



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Leing Chee Seng, MM Manager

**“The Customer is the King.
He has to be satisfied.”**

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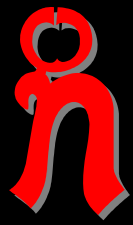


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Human Resources Management



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Human Resources Management

- A strong team of professionals with a vision to grow and the right attitude towards customer satisfaction.
- With sincere, contented and long serving staff.
- Rehire Ex-employees.
- 3 Weeks Sabbatical Leave, after 3 years service.
- Solution begin at home.

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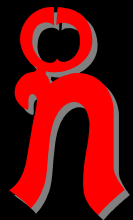


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Sew June Sung, 8 years, Business Manager

“I work here because it is like a big family – we can share our experience, talk out our problems and find solutions together. We take care of the work and the company takes care of us – we thrive mutually.”

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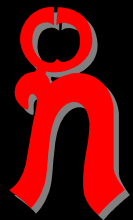


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Leing Chee Seng, 5 years, MM Manager

“The company provides a non-interfering atmosphere where the staff is provided with a fair amount of autonomy, my personal output has improved in terms of both quality and quantity due to the freedom given to me.”

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Daniel Tay, 6 years, Sales Manager

“A flexible routine, an understanding boss and a self ingrained sense of commitment and responsibility helps us work together and achieve our common goal, which is to provide value for money quality products and services.”

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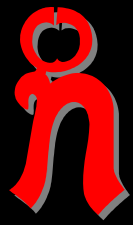


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Vincent Chong, 6 years, Operation Manager

“We work here as a team regardless of hierarchy, we believe in results and providing a high level of service to the clients and ensuring their satisfaction.”

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Employee Feedback 2000

Environment factors that are worth preserving

- no office politics
- Open environment, empowerment, learning culture, customer-oriented
- Close rapport, take responsibility, nimble, team work
- “Family” value, flexibility, democracy
- High degree of autonomy, empowerment, simple, trim & lean organisation, agility
- Team work, respect, honesty, work of honour
- Understanding, reasonable and caring boss
- Staff cohesiveness, understanding

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Employee Feedback 2000 *Strength of the Company*

Team work, open communication, close rapport, democracy, no hierarchy, staff contributing their best, interactive work relation, flexibility, people, loyalty, freedom at work.

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Employee Feedback 2000

Individual Feedback for Ms Tay

- Friendly and good boss, constantly improving herself
- Determined, a role model
- Service oriented but sometime beyond customer satisfaction
- Dynamic, practical, considerate, appreciative, empowering
- Re-inventing business as a Training Centre
- Receptive to feedback/recommendations
- Flexible, tactful
- Great, understanding
- Good, gentle
- Understanding



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Best Practice

- Don't "reinvent the wheel"
- Systematically studying the best business practices, so that an individual, team or organisation can accelerate its own progress and improvement.

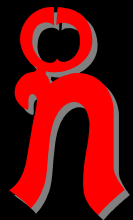


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Success Story



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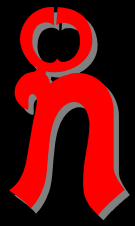
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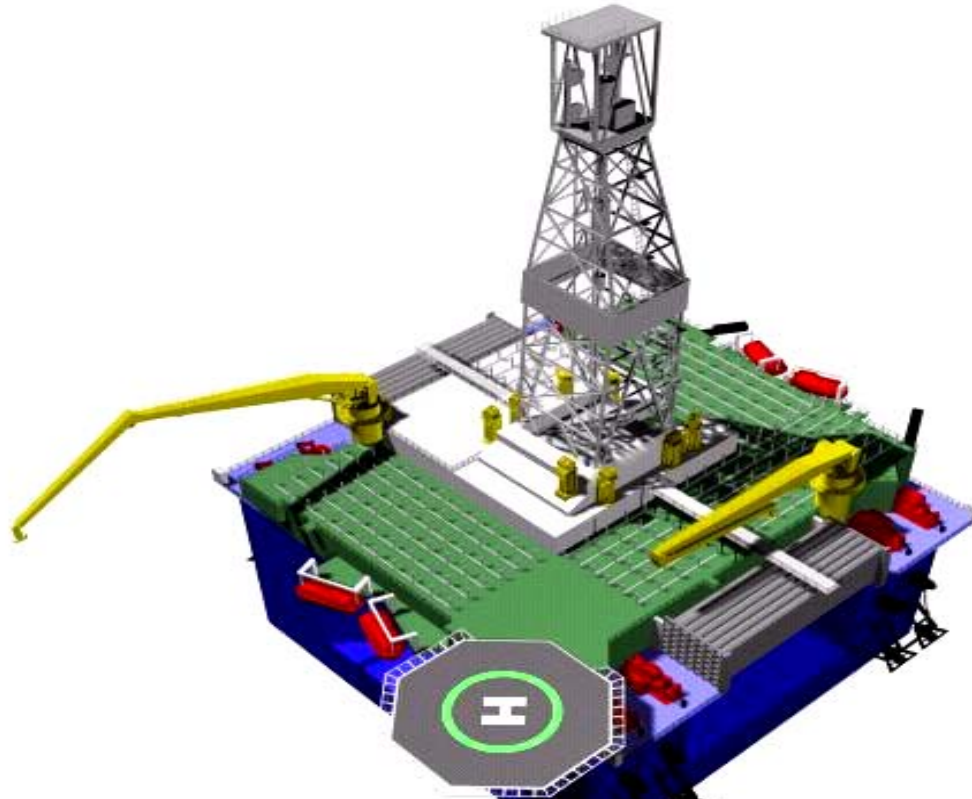
Newton CADesigns Pte Ltd Rendering Service for Urban 3 Architects

Success Story

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Newton CADesigns Pte Ltd



Newton CADesigns Pte Ltd Rendering Service for Shipbuilding Company

Success Story

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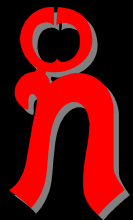
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Newton CADesigns Pte Ltd Rendering Service for Shipbuilding Company

Success Story

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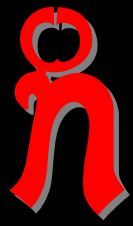
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Thank You

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