



Business Profile

Year 2012/2013

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NOT JUST PACKAGING

We define it so fine that it is such a unique trade name

Heard of BAKERY PACKAGING?

We service the local bakeries, confectioneries with our packaging products. In the world there are less than 50 companies that are in our line of bakery packaging.

Pictures (do) paint a thousand words

Maybe it would be easier to just show you what are we doing instead. These are just a few out of our *thousands* of products.



WE HATE PRICE WARS

Who doesn't? However price wars only benefit our customers *in the wrong manner*. It is our #1 rule and promise to provide value to our customers.

SPOILT FOR CHOICE

At our customers' convenience, we have over a thousand different products to choose from. Having a wide range of products, we complete all that any bakery shop needs to run their operation.

EMPEROR TREATMENT

All our customers deserved to be treated like a king. Every customer would be assigned to our sales executive for any inquiries or issues. Also, our efficient logistic delivers our products within one day, faster than any courier service.

PERSONALISED PERSONNEL

We do customisation of our packaging. Period. Be it your cake box, knives, plastic bags, name cards, baking cups, containers or even your stickers. We can put your name anywhere you want.

OUR MILESTONE

Star Net Partnership (LLP) Founded

1992

Star Net turns into private limited company

1997

First EXPO show at the Food Hotel Asia

2002

First retail outlet in Joo Chiat Road

2008

Setting up of Star Net Packaging Sdn Bhd
in Malaysia (KL).

2011

Appointed as the distributor of ingredients
on the behalf of Tehmag Food Corporation

2012

STAR NET DOES NOT SELL COMPUTERS

Sometimes, names may not suggest what it means.

Initially, the name Star Net was given because we started out selling candy dolls. Though it was still a mystery how candy dolls had any link with stars or net.

Mr Yau Tong Ngee

The founder, mastermind and mentor of Star Net Marketing Pte Ltd. Single handedly create a multi-million dollar business within a span of 10 years.

His youngest son, Anson, saw potential in the business in 2007 and took over the operations within the year. Although inexperienced and many mistakes were made, Anson managed to expand the company to today as what it is. The biggest breakthrough was to penetrate into Malaysia market in 2011.

Cliente

At present, our customer base totals up to over 2000 accounts which include popular bakeries like BreadTalk, Bakerzin, Polar Puffs, Four Leaves, Crystal Jade, Bake Inc, Cake History, Lavender, Seasons, Moonlight, Verbena, RT Pastry, Tong Kee, Rosemary, Free Mori and many more.

OUR SECRET BUSINESS MODEL

is no secret. We function very traditionally and also believe in providing the best service and giving more values will generate returns in the long term. Our business model was termed as a “Long-tailed”, meaning to have multiple niche products at the same time.

MAYBE WE DO

have something slightly different in the way we work. We adopt a open concept where there are no office cubicles, partitions or whatsoever. Communication is open between departments. We have flexibility in our operations as we believe that there should not be any hard and fast rule. Flexibility also leads to creativity and innovation. At least we believe so.

“Always think option. What are the available solutions to solve the problem?”
- Yau Tong Ngee



SOCIAL RESPONSIBILITIES

Star Net has been involved with Singapore Corporation of Rehabilitative Enterprises (SCORE) by donating cash tokens. Our contribution towards charity is no firework, not many notable mentions. However we are very involved in encouraging entrepreneurship in Singapore.

WE TEACH YOU TO FISH, BIG TIME

Our involvement with tertiary institutions is great. Often organising competitions and seminars for local students, exposing them with our experiences in business and money. Being successful is never satisfying when people around you cannot enjoy the fruits together. People may get skeptical about us when we want to help them to set up businesses, but that really is our passion!

“Someone once told me, ‘It is lonely to be at the top’. I’d say, then let’s bring some friends along.”

- Anson Yau



SALES FIGURES & ANNUAL TURNOVER

| | |
|-------------|----------------------|
| 1992 - 1996 | Not Worth Mentioning |
| 1997 | S\$1.05M |
| 1998 | S\$1.21M |
| 1999 | S\$1.25M |
| 2000 | S\$1.44M |
| 2001 | S\$1.40M |
| 2002 | S\$1.72M |
| 2003 | S\$1.50M |
| 2004 | S\$1.66M |
| 2005 | S\$1.83M |
| 2006 | S\$1.79M |
| 2007 | S\$1.96M |
| 2008 | S\$2.81M |
| 2009 | S\$3.22M |
| 2010 | S\$3.45M |
| 2011 | S\$3.64M |
| 2012 | T.B.A |