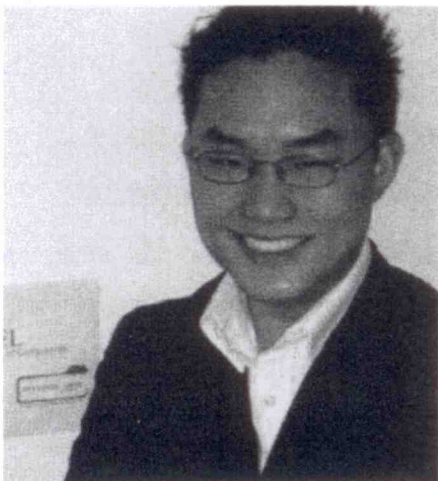
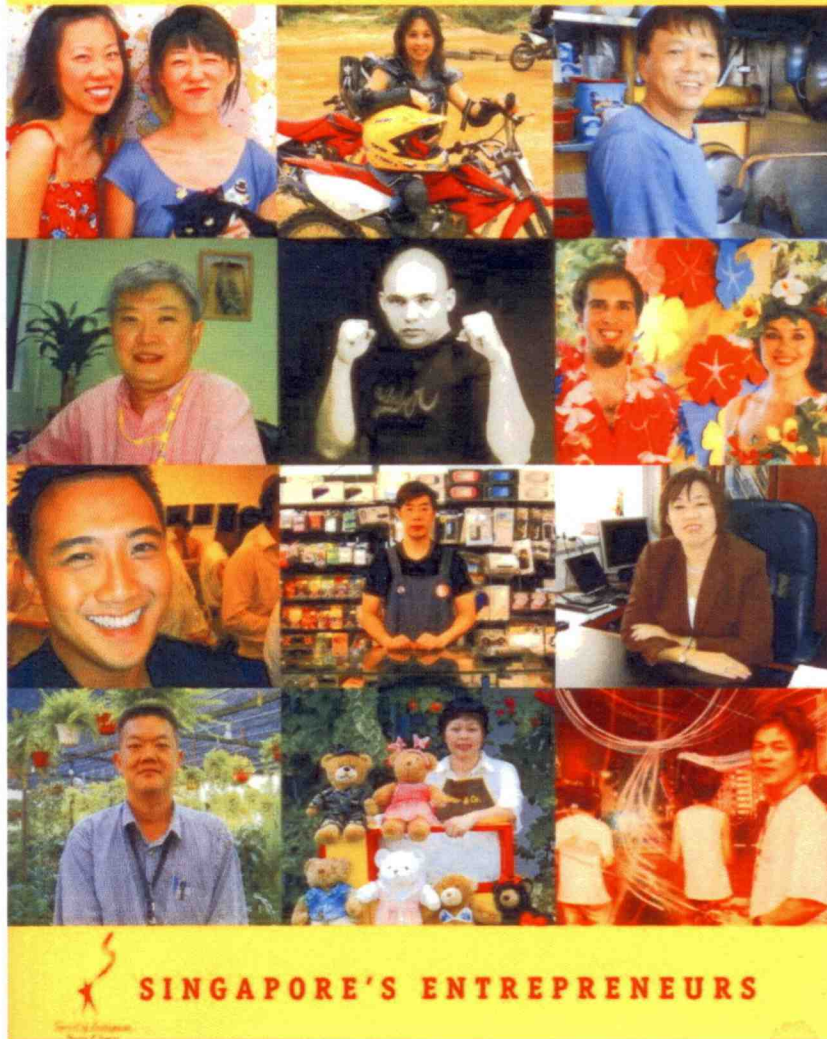


Top Secrets To Becoming An Entrepreneur



Focus required

Samuel Chai, DC Samuel Pte Ltd

Mr Samuel Chai runs a group of companies specialising in marketing and communications. "Economic cycles are getting shorter, and with the market saturation rate growing, it's not going to be helpful. Seeking to understand trends will therefore be very important. Even if you plan to move to Malaysia, Thailand or anywhere else, these countries are all packed with entrepreneurs. You have to focus on customers' true needs and the demands to excel."