

Step by step

AT 29, **ROBIN SU** HAS CLIMBED THE CORPORATE LADDER AND ALREADY HAS AN ENVIABLE LIST OF ACCOMPLISHMENTS, **MICHEALLE TORRES** FINDS OUT MORE ABOUT THE YOUNG ENTREPRENEUR

Robin Su's foray into the world of business management started early. Now the director of BathWorld, a leading supplier of luxury sanitary fittings and bathroom products, Su's passion for marketing started during a short stint at Zingapore Grill (now Seoul Garden) in 1997 when he was still a student. "I was scouted to be the right hand man for the general marketing manager," he recalls. "Needless to say, I had a very enriching experience and picked up numerous pointers for running a business and planning marketing strategies for an F&B entity." After completing his accountancy course in 2000, Su felt that he wasn't cut out to play the numbers game and so got a degree in Business Administration at the University of Wales, Cardiff, and eventually embraced the spirit of entrepreneurship after completing a course in enterprise development.

Today, the director has his hands full overseeing the operations of BathWorld, which takes up most of his time. It was in 2005 that Su realised the demand for the products and services they offer. "My business idea started one fine day when my partner, who is also my uncle, and I saw a market gap for the trading of quality sanitary products serving the mid-high to luxury-project clientele," he says when asked about how he became involved in this business. "Then came the



arrival of BathWorld, which started with a five-man team. We catered solely to the wholesale segment, supplying sanitary fittings to the property developers and contractors of residential projects... Once the corporate vision was put to paper, we've never looked back."

Being one of the youngest company directors in the industry was not without its challenges. Su was met with criticism, which he overcame through plenty of determination and hard work. "I saw my relatively young age of 25, back then, as a unique opportunity to be a trailblazer in this trade and prove critics wrong," he says proudly. "It was tough to make business decisions that are often challenged by detractors, but the key advantage of being young is our ability to be a sponge. To constantly absorb the knowledge and lessons dished out by detractors. Take in criticism with a pinch of salt and to stay positive always." Su never doubted his ability to steer the company forward, with the help of his uncle, and to this day remains fascinated with the latest innovations in his industry. And to aspiring businessmen who also want to make their mark in the world, he has this piece of advice: "Every successful business starts with a clearly defined vision. Pen it down, don't look back and enjoy the journey." ■

TALKING BUSINESS

I am driven by... my passion to succeed and thirst for knowledge. Monetary rewards remain a by-product.

Customers need... a personalised business solution always. You facilitate the education process.

INSPIRATIONS

I am inspired by... my mentor Andy Ong (CEO, ERC Institute) — a self-made millionaire at 26.

My greatest indulgence is... exploring the newest spas around the region.

My most precious possession is... time.

SINGAPORE LIVING

My favourite local haunt is... Newton Food Centre.

Living in Singapore has taught me... the importance of not remaining complacent at all times. Zero growth equals downward progression.

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34

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REPORT**

*Belinda
and Sabrina*

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