

ENJOYING THE RIDE ALONG THE WAY

From the get-go, Prime Group chairman Mr Neo Nam Heng had the charge of responsibility thrust upon his young shoulders. "My father was a pa ong chia taxi driver, and my mother ran a small poultry farm," he recalled. "My family was very poor, and I could see that it would require a lot of hard work and determination to better our situation and make something of ourselves," added Mr Neo.

Seeing opportunity where others see adversity, Mr Neo's brainchild now serves as a testament to his vision — with approximately 2,300 vehicles (including taxis, rental cars, and limousines) to show for. Today, Prime Group also deals in businesses outside the motoring space, including fuel cards marketing and retail of electricity, registering an accumulated group turnover of over \$500 million.

Despite this, Mr Neo is not one to rest on his laurels — accounting for evolving market dynamics. "Having the foresight and experience helps in business. Also, having the humility to work closely with regulators, employees, and partners is key. The value of personal touch must never be underestimated."

You may contact Prime Group at 6872 3113 for any car enquiries.

By JUSTIN FRANCIS CHUA

5Qs

1. WHAT DO YOU ENJOY DOING OUTSIDE OF WORK?

Spending time with my family.

2. IF YOU WERE TO DESCRIBE YOURSELF IN 3 WORDS, WHAT WOULD THEY BE?

Innovative, enthusiastic, and committed.

3. ELECTRIC, PETROL OR HYBRID?

I currently drive a Toyota Alphard Hybrid, and as with all hybrids, it is very quiet and comfortable to drive.

4. WHAT'S YOUR LIFE MANTRA?

Ambition gives life meaning.

5. WHAT WOULD YOU SAY IS THE MOST FULFILLING PART OF YOUR JOB?

To be able to see myself and the company grow from a small set up of two (my brother and myself) to a diversified group today of more than 200 employees.

Tip of the day:

Choose a reputable service provider so that your best interests are taken care of.

