

• ESTABLISHED ENTREPRENEUR •

## ATELIER TANG PTE LTD

Coming from humble beginnings, Korene Tang describes her simple childhood where girls were expected to take care of the household and not commonly encouraged to study. At the age of 16, Korene began having questions about life and success. Determined to succeed, she worked three jobs and saved enough for two years in college, then continued working part-time to put herself through university in Australia.

Korene is grateful for her experiences as she believes that these have equipped her with the skills and values to succeed. She describes herself as a positive person who constantly seeks new challenges to overcome and grow from.

This led Korene to create Atelier Tang Pte Ltd, an entity aimed at taking architecture to the next generation. Since establishment in 2008, the company has grown exponentially. They were able to secure significant projects and gradually build their client base. She is a firm believer in personal involvement in customer service and excellent follow-through service, which has worked its way into the company culture.

In 2013, she was faced with the challenge of leading the sales pipeline, staying ahead of the competition and having united employees. In 2014, Korene restructured the company and ensured every tier had a qualified leader.

From a passionate boutique interior design company, Korene has since added M&E and carpentry divisions to Atelier Tang with the aim of supporting the core activities of the group, she is also looking to stabilise them and further develop the management over the next few years.



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MS KORENE TANG  
DIRECTOR • ATELIER TANG PTE LTD  
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