

multinationals  
the Asian financial  
19, when he realised he  
his own boss.

and growing its team of talents.  
The duo's big break was when they  
clinched their first major projects in

Over the next 160 months,  
double to over 160 multinationals.  
With more and more multinationals

making vital business decisions about  
exploring new frontiers."

**David Pang,**  
Award (EYA)

**Entrepreneur**  
Award  
2015

**Early Now!**

more than 5 years.  
of aids suitable  
style and budget.  
previous ones I  
so much more.  
more comfortable

I am another

Leong Yin Kwan  
by Clariti customer  
at [www.clarithearing.com](http://www.clarithearing.com)

**SS TALK**

6653 3066 or  
clarithearing.com

30 Nov, Mon  
1, 1 Dec, Tue

**clariti**  
hearing care professionals  
well. Love well.

**TEST**

com

# Trust in tenacity

APRIL CHONG

WHAT Ms Karene Tang once considered as "stupidity", while juggling a difficult business start-up period and a young family, has finally paid off.

She reflects how this "stupidity" in her younger days was actually tenacity in disguise, which has borne fruit in the form of a successful boutique design-and-build company.

Says Ms Tang, director of Atelier Tang: "The main investment was time spent away from my family, away from my two young children, time I had to spend focusing on building my company, brick by brick, tile by tile."

She would start in the early morning, burrowing through her mails, doing the accounts, and making cold calls to customers she had never met.

She then spent the rest of the day handling the projects and worked into the night, bonding with her team or networking with customers.

One of the defining moments in the journey was when she was finally able to buy her own office space.

"It signified that Atelier Tang had a permanent home and we are here to stay for the long run," she says.

Her entry into business had been a meeting of coincidences and chances.

After graduation, she worked as a draftsman in a traditional design company. It was a stable job and steady income, but she was young, curious and wanted to know what else the industry had to offer.

When the opportunity presented itself for her to take on a role in business development and sales in another company, she grabbed it.

"Business development opened a lot of other doors and opportunities for me, not just within the design and construction industry but also in other industries.

"It gave me opportunities to work and develop myself in multinational organisations dealing in consumer retail and re-usable energy sectors," she says.

Being agile and adaptable are two



Ms Tang followed her instincts and helmed a boutique design-and-build company.  
PHOTO: ATELIER TANG

key traits vital to her.

Says the Entrepreneur of the Year recipient: "Tough times come and go, and they come in many different ways in this industry.

"The key here is that we have to react and react fast, be nimble on our feet and re-position ourselves to face the adversity."

Her tenacity and drive — or stupidity as she calls it — has been her

key to success.

"I never gave up on myself, my team, our vision or our customers. Till today, I still don't want to know what 'giving up' means.

"Follow your instincts and stick with it. There are many roads that lead to Rome, some longer than others, some bumpier, but if you persevere on, you will get there in the end."

**sph** newspapers: special

EDITOR Leong Phei Phei PROJECT EDITOR Yarrilim Lim CONTRIBUTORS April Chong, Hazel Tan, Mike Lee, Gwyneth Teo CHIEF SUB-EDITOR Ursula Venkatasaman ART DIRECTOR Chris Tan  
ART AND DESIGN Sara Tan ADMIN MANAGER Tan Atridi ADVERTISING SALES Lawrence Chang  
(9229-4919), Duane Sng (8138-8986), Jaclyn Sim (8333-5665), Lina Tan (9620-1356)

For reproduction of articles or reports of photographs, call SPH Information Resource Centre: 6396-5508 or 6396-5725. E-mail feedback to [sphinfo@comsg.com](mailto:sphinfo@comsg.com)