LIM KIAN HENG
Carport, Customer at Pioneer Road North Industrial Estate

“The proximity to my customers has helped my business to grow. We’ve become a support centre for the companies around us. We support them and they support us.”

What made you decide to open your own business?

I had limited formal education and my turning point came when I enrolled in the PSA heavy diesel mechanic scheme in 1975. It taught me the basics of mechanics. Together with my friend’s help to pay the deposit for renting a workshop in Pioneer Road North Industrial Estate, I started my own motor repair vehicle business in 1985. My company was amongst the first to move into this estate that is located in Jurong Industrial Estate.

Why did you choose to locate your factory at where it is?

We saw many factories opening in Jurong Industrial Estate then. These factories and the ships at Jurong Port and the shipyards required supporting services. When the ships arrive at the nearby shipyards, people from our estate will be there to check on the spare parts or maintenance services that these ships need. If they need something that I can’t provide, my neighbours will take the job.

The proximity to my customers has helped my business to grow. My customers can send their vehicles in the morning and collect it in the evening as they’re only ten minutes away. We’ve become a support centre for the companies around us. We support them and they support us.
You started a trade association for the estate called the Pioneer Road North Trade Association (PRNTA), together with other business owners in the estate. Tell us more about it.

The association was formed in 1994 and it now has about 60 members representing more than 50% of the businesses at the estate. JTC regularly consults with and seeks the inputs of PRNTA on improvement initiatives for the estate.

For instance, part of the estate’s recent refurbishment and redecoration works included better lighting, road improvement works, as well as new canopies for the workshops. During a feedback session with JTC representatives, I shared that the businesses needed financial assistance to help offset the costs of constructing the canopies for the workshops. After some discussion, JTC agreed to co-share the cost for lessees.

What is more interesting about Pioneer Road North Industrial Estate is our strong community spirit. To promote social bonding, PRNTA organises recreation activities as well as annual celebrations such as the annual Dumpling Festival, Dragon Boat Festival and Chinese New Year “lo hei”. The kampong spirit here is very good.