



**JR Life Sciences Pte Ltd
For Enterprise 50 Award**



Zong Zijie
NoonTalk Media
Holistic Way Ambassador

Yeo Yann Yann
Golden Horse Award Best Actress
Holistic Way Ambassador

Yixin
Artiste-Co
Holistic Way Ambassador

Business Model, Management Ideals, and Innovation



About JR Life Sciences



JR Life Sciences Pte Ltd (JR) was incorporated in 2007 by its founder Mr. Ricky Ong.

Motivated by the potential of the business, and inspired by his enthusiasm for success coupled with over 30 years of experience in the health food and supplements industry, Mr. Ong has since established JR as one of the top three health supplements importers and distributors in Singapore through **self-assurance, hard work and perseverance**.

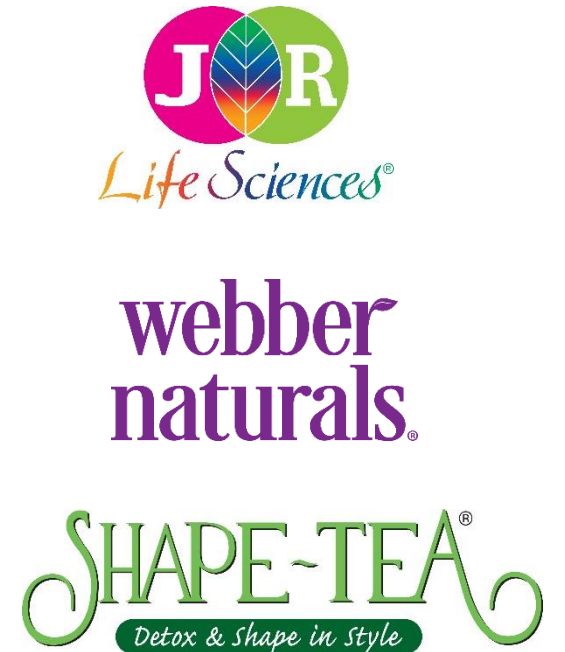


About JR Life Sciences



JR is an established distributor of vitamins, minerals and various health supplements, with “**Holistic Way**” and “**JR Life Sciences**” as two principal brands owned by JR, sold in over 300 counters in pharmacies, health and personal care stores as well as departmental stores in Singapore and online marketplaces.

As the owner and exclusive distributor for a wide range of world leading multivitamins, antioxidants and fish oil brands, JR’s products are natural health supplements which help cleanse and vitalise the body holistically to improve body immunity & wellness.



Key Milestones and Awards

- **2007**
 - Established JR Life Sciences Pte Ltd
 - Appointed exclusive importer and distributor of Holista products
- **2008**
 - Appointed exclusive importer and distributor of Webber Naturals products
- **2009**
 - Developed own brand – Holistic Way Health Supplement Brand
- **2013**
 - Developed own brand – JR Life Sciences Health Supplement Brand
- **2020**
 - Business Excellence (BE) Certification – Singapore Quality Award
 - Singapore Prestige Brand Award (SPBA) – Established Brand & Promising Brand
 - SME 1000 Award
- **2021**
 - Influential Brands (Top Brand)
 - Brands For Good (Business For Good) – Honouree
 - Golden Bull Award
 - SME 500 Award
 - Entrepreneur 100 Award
- **2022**
 - Superbrands
 - SME Excellence & Consumer's Choice Award
- **2023**
 - Superbrands
 - Great Place To Work (GPTW)
 - Influential Brands - Top 1 Brand 2023
 - Brands For Good (Business For Good) – Distinction
 - Prestige 100 award & Elite Enterprise Award

Awards and Achievements



Mission and Vision



MISSION

Our mission is to deliver **premium** health supplements, crafted with **consumers in mind** as our top priority, **locally and worldwide** to improve the quality of life for everyone to attain the highest degree of **optimal health**

VISION

JR Life Sciences aspires to be the **leading provider of health supplements** that are **loved, trusted and appreciated** by every household locally and around the world, and expand our distribution **network globally**



Core Values



COMMITMENT

We commit to providing **quality and value** to our customers, our people and our partners



INTEGRITY

We uphold the highest ethical standards with **honesty, fairness and accountability**



QUALITY

We strive to provide customer satisfaction with **product and service reliability**



PASSION

We take pride and ownership in what we do to bring out the **best in our achievements** at all times



TEAMWORK

We communicate, cooperate, coordinate and collaborate **single-heartedly as a team** at all times

Communication Approaches to Different Stakeholders

Internal Stakeholders

Employees

1

Inform

2

Feedback

3

Execute

External Stakeholders

Suppliers, Partners, and Customers

1

Inform

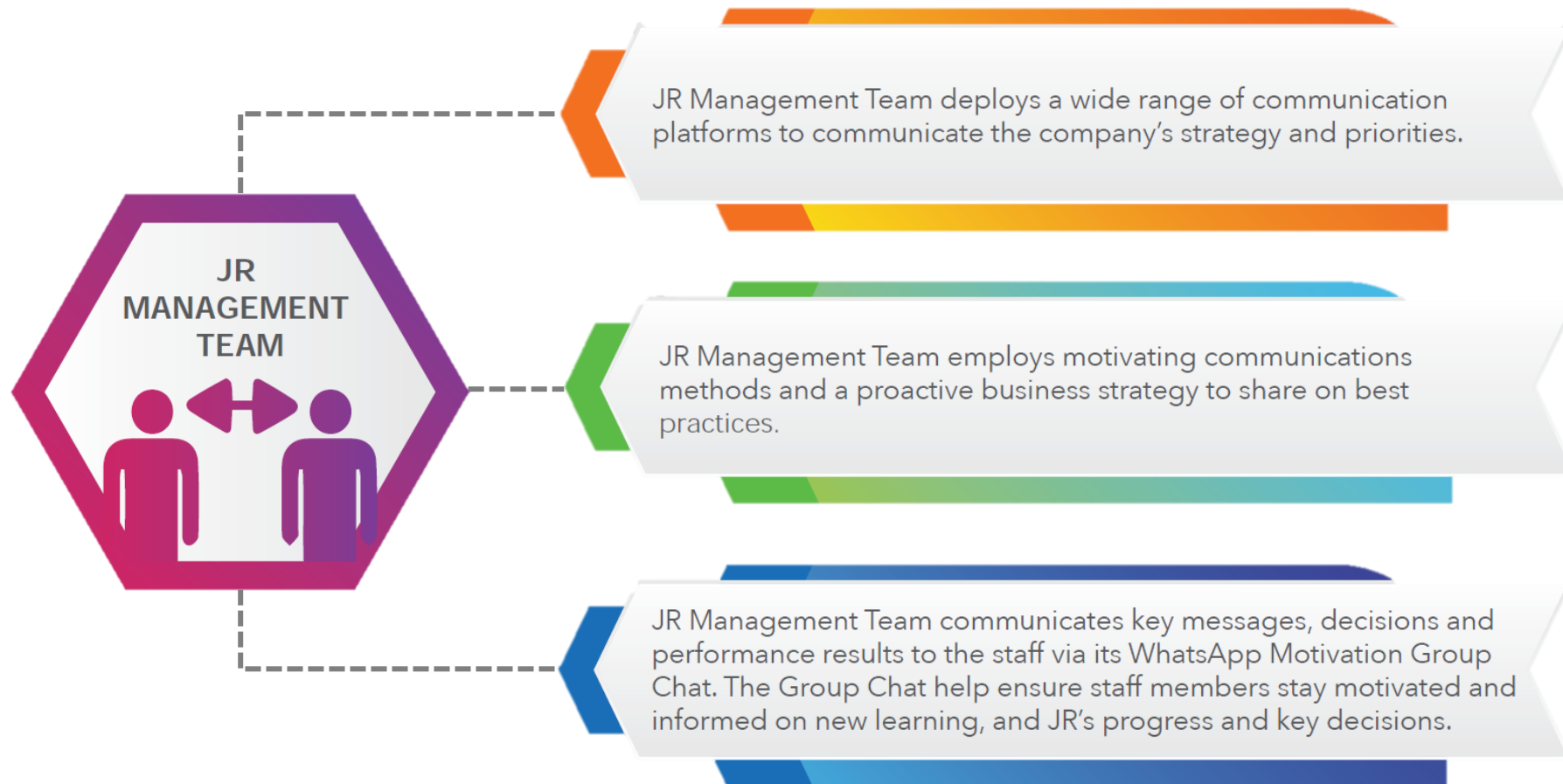
2

Evaluate/Feedback

3

Execute

Internal Stakeholders – Employees



Internal Stakeholders – Employees

1

Inform

COMMUNICATIONS CHANNELS	STAKEHOLDERS INVOLVED	FREQUENCY
Meetings Knowledge Sharing, weekly work-in-progress meetings, learning, open door policies	All Employees	Weekly
Training Onboarding programmes	All Employees	As required
Internal Communication Brainstorm session, emails, WhatsApp Group Chat	Relevant Group	Randomly as and when

Internal Stakeholders – Employees



2

Feedback

COMMUNICATIONS CHANNELS	STAKEHOLDERS INVOLVED	FREQUENCY
Meetings Knowledge Sharing, weekly work-in-progress meetings, learning, open door policies	All Employees	Weekly
Feedback Channels WhatsApp Group Chat, Appraisal, Employee Satisfaction Survey, open door policies	All Employees	Yearly as and when

Internal Stakeholders – Employees

3

Execute

COMMUNICATIONS CHANNELS	STAKEHOLDERS INVOLVED	FREQUENCY
SOP Creation	Relevant Group	As required
Audit Financial Audit	Relevant Group	Yearly
Rewards Performance reward, Incentive trip, Healthy Employee Award	All Employees	Yearly / Monthly

Communication Approaches to Different Stakeholders

Internal Stakeholders

Employees

1

Inform

2

Feedback

3

Execute

External Stakeholders

Suppliers, Partners, and Customers

1

Inform

2

Evaluate/Feedback

3

Execute

External Stakeholders – Suppliers and Partners

1 Inform

COMMUNICATIONS CHANNELS	STAKEHOLDERS INVOLVED	FREQUENCY
Meetings / Emails Change in policies or new product brief	Suppliers and Partners	As required

2

Evaluate/Feedback

COMMUNICATIONS CHANNELS	STAKEHOLDERS INVOLVED	FREQUENCY
Meetings Internal review and evaluation of terms and policies, product evaluation	Relevant Group and Sales Promoters	As required
Feedback Channels Emails, calls, personal visit	Suppliers and Partners	As required

External Stakeholders – Suppliers and Partners

3

Execute

COMMUNICATIONS CHANNELS	STAKEHOLDERS INVOLVED	FREQUENCY
Meetings Contractual agreement	Relevant Group	Half yearly

External Stakeholders – Customers



1 Inform

COMMUNICATIONS CHANNELS	STAKEHOLDERS INVOLVED	FREQUENCY
Dissemination of Information Media release, marketing activities, sales promotions materials, websites, social media platforms, corporate events, product showcase, One to one sales interaction	Marketing and Business Development Group	As required

External Stakeholders – Customers



2

Evaluate/Feedback

COMMUNICATIONS CHANNELS

Feedback Channels
Email, website, social media

STAKEHOLDERS INVOLVED

Marketing and Business Development Group

FREQUENCY

As required

3

Execute

COMMUNICATIONS CHANNELS

SOP Creation

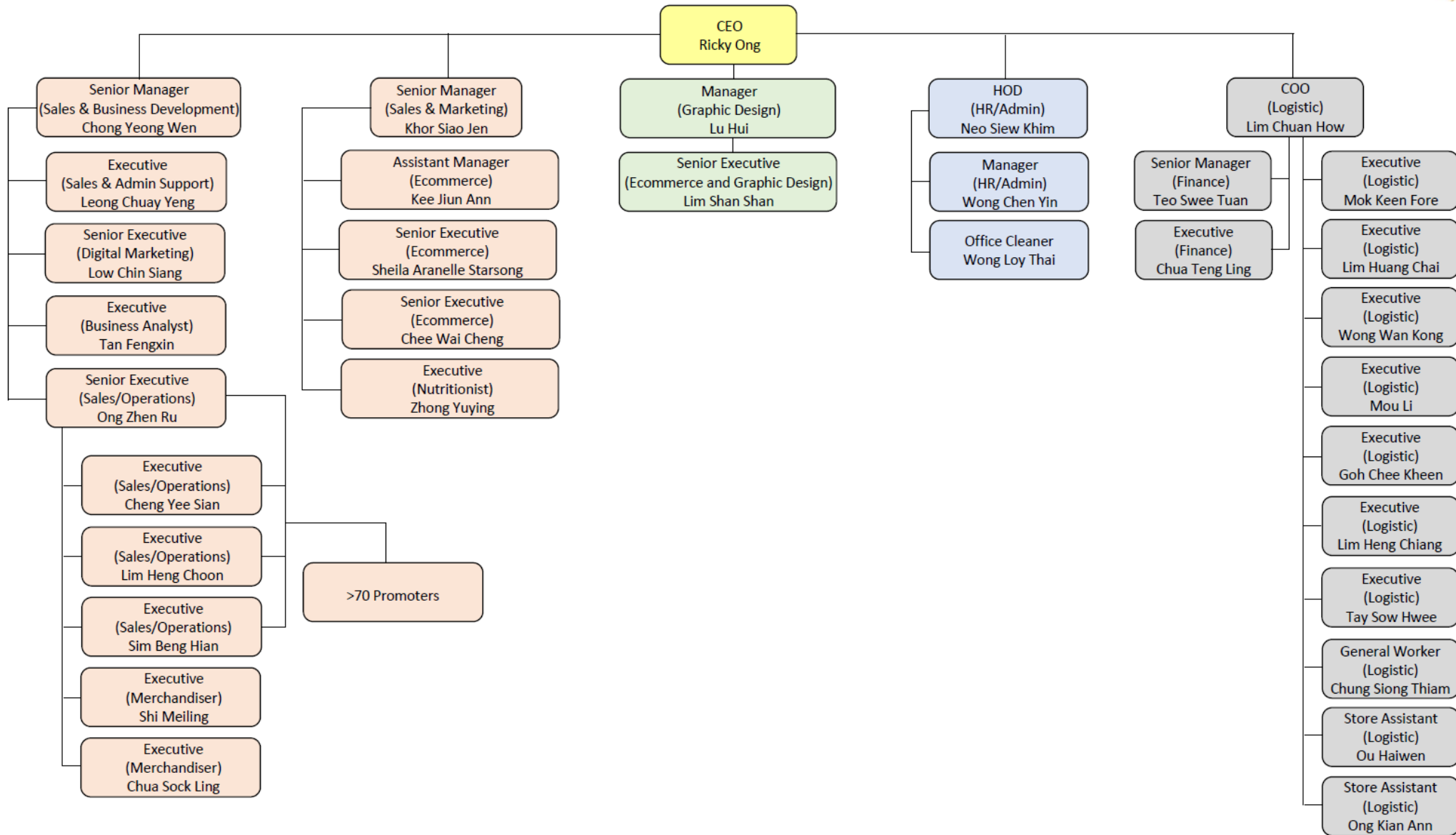
STAKEHOLDERS INVOLVED

Relevant Group

FREQUENCY

As required

Organizational Structure



Viability and Sustainability of the Business Model

REGULAR REVIEW AND ANALYSIS			
STRATEGIC PLANNING EVENT	OBJECTIVE	FREQUENCY	STAKEHOLDERS INVOLVED
5-year Vision Sharing And Management Review	To share goals and projections for the next 5 years.	Yearly	Senior Management and key representatives from all departments.
Yearly Work Plan Review	Department yearly work plan reviews across all departments to align KPIs to business goals.	Yearly	Senior Management and key representatives from all departments.
Bi-annual Managers Meeting	For middle management to have close engagement with senior management to brainstorm on strategies and key issues.	Twice a year	Senior Management.
Weekly Operations Meeting	A meeting to discuss and review work-in-progress and day-to-day issues, and align development and operations support.	Weekly	Management Team.



The strategy development will produce short and long-term goals that:

- **Respond** to market changes
- **Forward**-looking
- **Goes beyond** a business operation plan, incorporating a dynamic business model and new employee acquisitions.

Viability and Sustainability of the Business Model



Financial budgeting and manpower allocations are conducted in a yearly manner

- Discussed among JR Management Team at Q3 of the previous year
- **Reviewed regularly**
- **Continuous feedback, comments and guidance to staff** on work direction in the course of weekly updates

STAGES OF INITIATIVES	STAKEHOLDERS	RESOURCES ALLOCATION	TYPE OF RESOURCE
Planning	Key Management and Staff	Pre-planned	Finance and Human Resource
Early Execution	Key Management	Need Basis	Process and orders from Management
Continuing Execution	Quality Management Team and Staff	Need Basis	Finance, Equipment and Training
Feedback	Key Management and Staff	Need Basis	Research and analysis

Organizational Direction

To achieve JR's vision to be the **trusted** health supplements company in Singapore with market penetration in every household, the company focuses on **key strategic priorities** to ensure that business strategies are **aligned internally and externally**



Organizational Direction

To keep JR's competitive advantage amongst an immensely competitive industry, the company recognises the following **key success factors**



Key Performance Indicators (KPIs)

DEPARTMENT	TYPE OF KPI	KPI	
Management	Financial ratio and staff evaluation.	Net profit and net profit margin return on equity ratio.	Monthly and half-yearly review of financial statement ratio and annual review on staff evaluation.
Sales	Beat hourly sales	Comparison of monthly counter sales while sales performance is pegged to monthly set targets.	Half-yearly sharing and year-end review.
Warehouse	Productivity, quantity of output, products quality and efficient delivery.	Comparison of man-hour savings before and after the implementation of productivity initiatives.	Half-yearly sharing and year-end review.
Accounts	Accounting excellence.	Avoid new and recurring accounting lapses.	Half-yearly sharing and year-end review.



The KPI is shared half-yearly and performance is **reviewed on an annual basis.**



The KPI results are translated into individual staff commitment and contribution which measures their **overall performance.** Non quantifiable elements are kept to the minimum in the assessment.

Succession and Career Progression Plan



Grooming of future leaders is part of JR's efforts to ensure **succession** and **successful transfer of knowledge**. JR's management places strong emphasis on **identifying future leaders** and **guiding** them through business decisions and empowerment.

1

Involve key talents in most of our business decision making process and the decision itself with Mr. Ricky acting as a mentor.

2

Encourage team members **to take ownership** of assigned task and run it like our own.

3

Require team members with assigned tasks that will act as project leaders **to be familiar** with the cost and profit margin of the sales or business transaction.

4

Task team members to **take over** the reins of colleagues' workload when on long or urgent leave

Succession and Career Progression Plan

JR Management Team actively grooms this pool of potential future leaders through ***character-building opportunities*** such as:




- Assuming leadership roles in business functions, or
- Being appointed as key organisers for employee engagement programmes.

Such appointments also create ***platforms*** for the management team to ***provide mentorship and guidance***, such as providing word of advice, to the future leaders.



Innovation Management Process

The innovation management process largely involves the management, staffs, suppliers/partners, and the customers.

	<p><u>Management</u> Involved in key areas; concept development, preliminary testing, and selection</p>
	<p><u>Staff</u> Involved in most stages of the innovation process and are duly rewarded for contributing ideas that will increase the initial phase of product brainstorming and preliminary testing</p>
	<p><u>Customers' feedback</u> Involved in post-product launch. Products that are well-received will be retained as part of the permanent offering.</p>

Innovation, Research and Development - Process

The innovation management process is made up of three key stages.

TYPE	PROCESS FLOW	KEY FEATURES	STAKEHOLDERS
Ideation	<ul style="list-style-type: none"> ↓ Business Concept ↓ Strategic Planning And Development ↓ Market Survey ↓ Product Brainstorming, Filtering and Discussion 	<p>Internal Sources: Benchmarking, Organisation Reviews, Ideas Sharing.</p> <p>External Sources: Feedback, Seminars, Partners' industry studies, Market Survey, Nutritional and dietary supplements journals.</p>	<ul style="list-style-type: none"> • Staff gather information, inputs and feedback from customers and partners. • Staff translate surveyed results into requirements.
Evaluation	<ul style="list-style-type: none"> ↓ Preliminary Testing ↓ Selection Based on Business Concept ↓ Product Development ↓ Quality Assessment ↓ Management Decision 	<p>Key Criteria in Evaluation: Idea surface to Management for evaluation and inputs, Cost benefit analysis, Production on-boarding, Consensus among business units.</p> <p>Development of Products: Nutritionist to identify and evaluate requirements, Connect with relevant supplier and partner, Consult staff and stakeholders.</p>	<ul style="list-style-type: none"> • Staff and management prioritise and validate against requirements. • Staff and partners identify constraints and requirements. • Partners, suppliers and customers contribute solutions, and staff propose and develop the concept.
Activation	<ul style="list-style-type: none"> ↓ Launch Rewards ↓ Product Monitoring ↓ Product / Process Optimisation ↓ Permanent Offering 	<p>Implementation: Product launch via retail and eShop channels.</p>	<ul style="list-style-type: none"> • Staff, partners, customers and suppliers involved in the process give feedback for review and product improvement. • Staff, partners, customers and suppliers review the new process and make recommendations for implementation.

Goal



The company strives to **create quality natural health products** by utilising:

- Information derived from competitor analysis
- Partners' industry studies
- Nutritional and dietary supplement journals.

Initiative

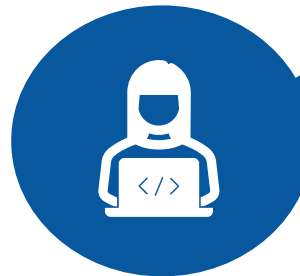


The hiring of **in-house Nutritionists** to:

- Create space for new product **research and development, manufacturer engagement**, effective **regulatory environment monitoring**
- Provide a good resource for **understanding market trends** to facilitate new product development while abiding to authority requirements
- Deliver **quality products** to the market **consistently**

Measures to Improve Productivity

Technology and Systems used



- Company Share Folder
- SAP Accounting System
- Network Server
- Windows Server 2012 Operating System
- Desktop PCs
- Adobe Creative Cloud web based
- Apple iMac Desktop Computer
- eStore HTML web browser
- Power BI Excel
- Web based sales reporting system
- Whyze HR system

Measures to Improve Productivity

Improved warehousing and procurement system

Japanese 5+1S workplace organisation method

To organise **warehouse for efficiency and effectiveness** by:

- Identifying and storing the products at the right temperature
- Maintaining the floor area and items
- Sustaining the workflow efficiently in the warehouse

Resulting in

- Reduced operation costs
- Higher quality
- Increased productivity,
- Greater employee satisfaction
- Safer work environment.

JR Warehouse scanning system

Helps to **churn out immediate delivery orders** upon scanning

The process **saves time for its delivery workflow** within the central system as well as **logistics** and delivery to product advisors.

WhatsApp Group Chat Ordering System

Procurement platform that allows product advisors to procure and deal with the JR Warehouse Team **digitally** instead of manually calling to place their orders.

It allows better

- Ordering management
- Efficient sorting and packaging
- Timely delivery arrangement



Measures to Improve Productivity



Digitalizing accounting processes

JR has moved towards *digitalising manual accounting and work processes* to *improve productivity and reduce costs*. This is using the SAP accounting system



Time savings achieved

Time savings of **50%** were achieved and human errors were minimised



Effective analysis

Allows the company to identify

- Sales off-take trends for products ordering
- Growth planning
- Revenue maximisation



Significant and precise results

Allows the company to *analyse and visualise data*, including historical data from revenue & contracts.

This enables management to *predict future trends* and translate them into actionable insights.

Approaches to Measure Productivity

Operations



- Inventory turnover report to monitor turnover
- Power BI Excel to generate report to measure productivity (eg. ROI, P&L etc.)
- Daily stock movement report

Internal Management



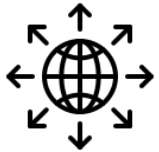
- Annual appraisal to assess employee's contribution, ability to meet target and overall effectiveness
- Time-based analysis (tracking time spent on activities and comparing estimated versus actual time for completion)
- Efficiency measures which includes analysing metrics

Internationalisation



Internationalization Plans

As we have a stable local Singapore market, we have opened up the opportunity to go into neighbouring markets by leveraging on **Singapore Market Readiness Assistance (MRA) Grant**



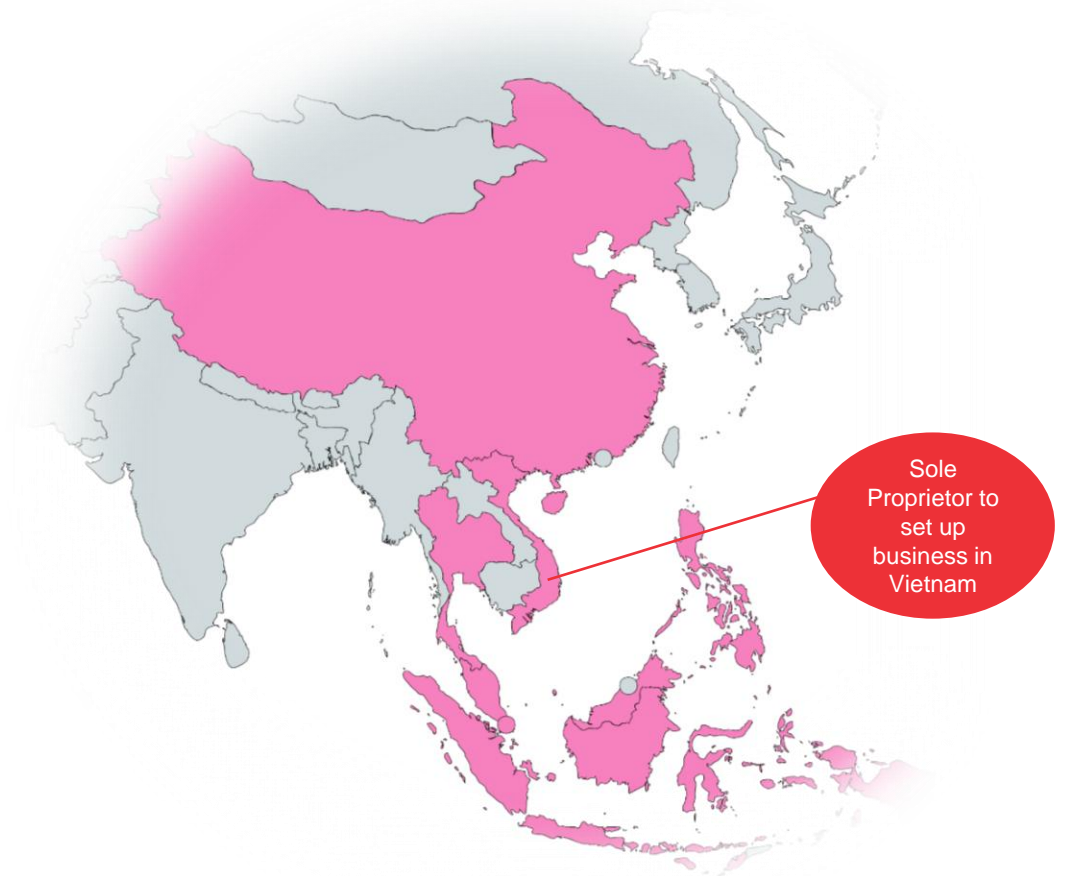
JR is discussing with overseas distributors and looking into business expansion in **Malaysia, Indonesia, Thailand, Philippines, Vietnam, China, Taiwan and Cambodia.**



The internationalization plan uses a combination of **partnership, distributorship and cross-border channels.**



Marketing strategies involving **localized marketing** materials, **digital** campaigns, and trade shows or **exhibitions**





Opportunities	Plan	Goal
<p>Increasing demand from:</p> <ul style="list-style-type: none">• Older consumers due to exposure to the benefits of products• Younger generation to improve their vision and memory• Middle class population being increasingly health conscious	<ul style="list-style-type: none">• Engage Innovative Hub's service to establish unique brand voice and personality• Marketing initiatives, including digital content advertising and setting up product displays at pop-up locations.	<p>Launch our products into retail pharmacy, health & beauty stores, departmental stores, supermarkets, medical halls and online platforms.</p>



Opportunities	Plan	Goal
<ul style="list-style-type: none">• Well developed retail infrastructure• Existing well established brand name in the Malaysian market	<ul style="list-style-type: none">• Execute by Q4 2023 with Johor Bahru as headquarters• Gummy range as first launch• Followed by Holistic Way health supplements & other food products	<p>Launch our products into 100 pharmacy stores and supermarkets in prime areas (Kuala Lumpur, Klang, Johor Bahru and Penang) by Q4 of 2024.</p>

Knowledge Initiatives



CONTINUOUS LEARNING

- We expand our skill-sets in response to the changing environment and new development
- We keep an open mind to learn and improve continuously



Sales Training



- Internal training for our Sales Associate every 2 to 3 months to strengthen their product knowledge, selling and communication skills.
- This provides an opportunity for bonding as well

Enhancing Existing Talents



- Constantly sending staffs for courses that are needed to brush up their knowledge and skills
- Examples: Enterprise Leadership for Transformation (ELT) Course, Career Conversion Programme (CCP), TikTok Fundamentals and Advertising, etc

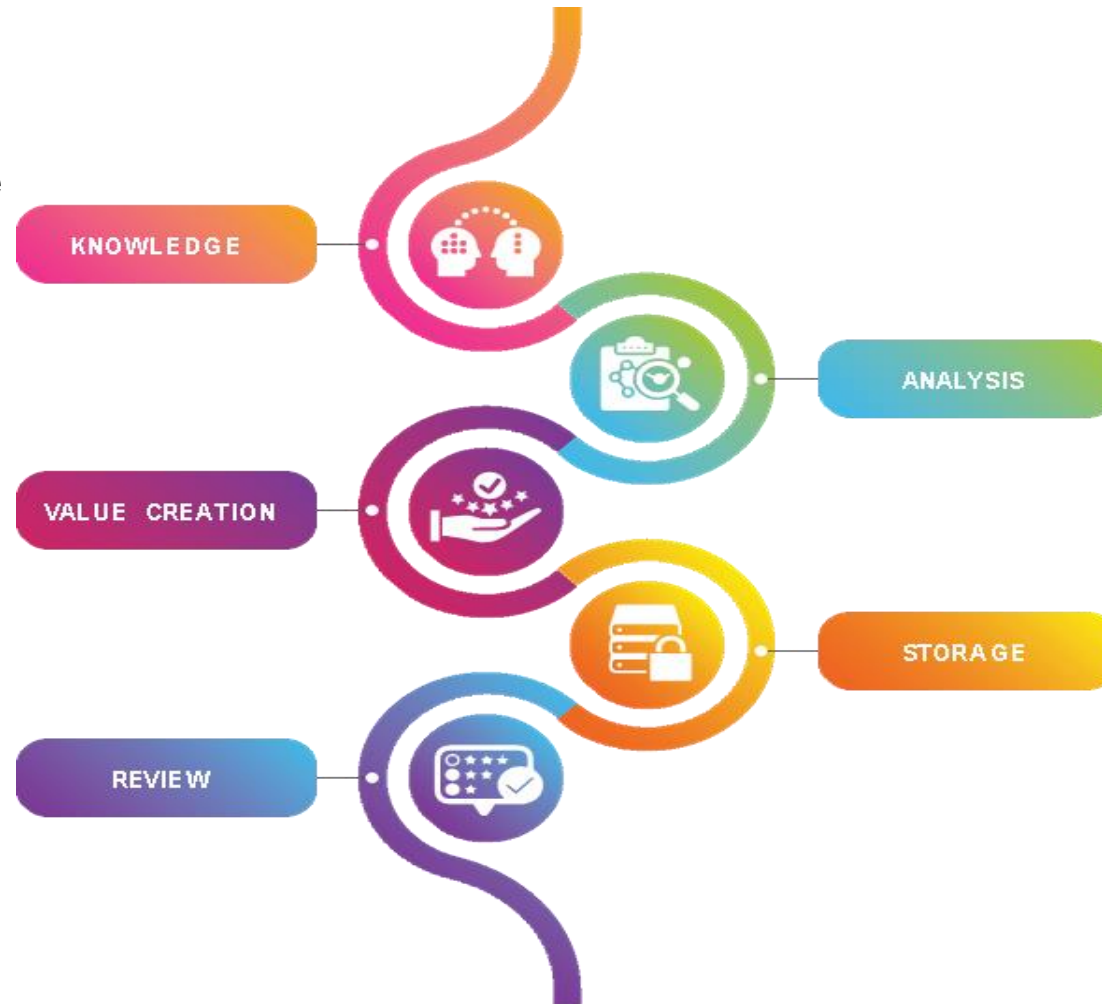
Knowledge Initiatives

The knowledge management process

To improve customer responsiveness, we **leverage technology to support knowledge management**

JR-Share Folder value adds by providing a space for **effective and quick knowledge management control**

The business information will be **retrieved by staff** sat in any work station in the office.



This allows employees to analyse and share information for effective decision-making via a common share folder called **JR-Share Folder**.

The shared folder provides a platform that facilitates the work process in **collating work and business information**

Knowledge Initiatives

THE TABLE BELOW SUMMARISES THE FOUR MAIN DATA TYPES COLLECTED FOR KNOWLEDGE MANAGEMENT

DATA TYPES	EXAMPLE OF DATA OBTAINED	KNOWLEDGE OWNER	STORAGE FOLDER	REVIEW OF DATA	DATA USED FOR:		
					STRATEGY / PRODUCT	DECISION MAKING	ORGANISATIONAL LEARNING
Customer	<ul style="list-style-type: none"> CRM Feedback platforms Third-party surveys 	<ul style="list-style-type: none"> Sales And Marketing Training 	<ul style="list-style-type: none"> JR-Share E-commerce and online feedback platforms 	<ul style="list-style-type: none"> Weekly 	✓	✓	✓
Market	<ul style="list-style-type: none"> Comparison of competitive products & pricing strategies Social media analytic tools and ad agency 	<ul style="list-style-type: none"> Sales And Marketing Business Development 	<ul style="list-style-type: none"> JR-Share Folder 	<ul style="list-style-type: none"> Weekly One-off for new project 	✓	✓	✓
Purchase	<ul style="list-style-type: none"> Price lists and product lists of overseas suppliers Inventory list from retailers 	<ul style="list-style-type: none"> Purchasing 	<ul style="list-style-type: none"> E-procurement system 	<ul style="list-style-type: none"> Bi-annually for product development Monthly for inventory management 	✓	✓	✓
Financial	<ul style="list-style-type: none"> P&L Credit control processes 	<ul style="list-style-type: none"> Finance 	<ul style="list-style-type: none"> Finance Server 	<ul style="list-style-type: none"> Monthly Yearly 	✓	✓	✓



The information are collected and shared during weekly meetings. Internally, staffs are **empowered to apply the information** to decision-making on operational and customer needs.



The data serve as a structured guide to systematically **gather** information and **translate them into knowledge, learning and insights**.



We select and collect information that enables us **to effectively carry out our key business processes** such as provision of products, marketing management, invoicing, payment collection and customer service.

Knowledge Initiatives - Grants

The following grants are claimed from government or statutory boards for training or productivity programmes within JR Life Sciences

SKILLS *future*

- SkillsFuture Enterprise Credit (SFEC)
- Absentee Payroll Funding

Enterprise
Singapore

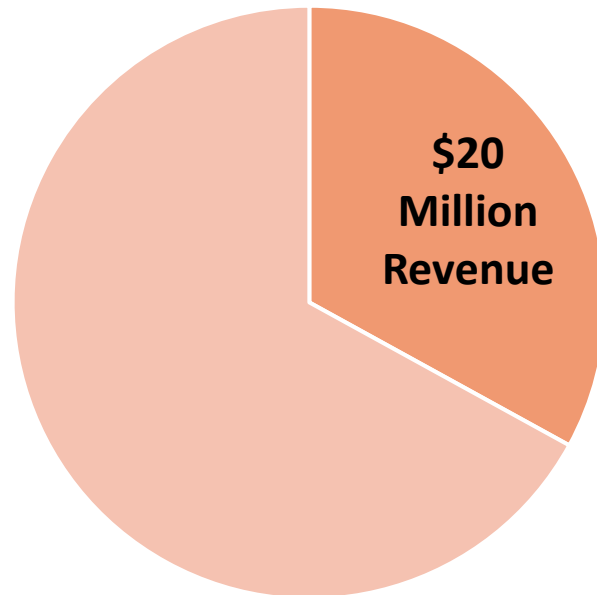
- Productivity Solutions Grant (PSG)

Market Branding and Presence



Market Branding and Presence

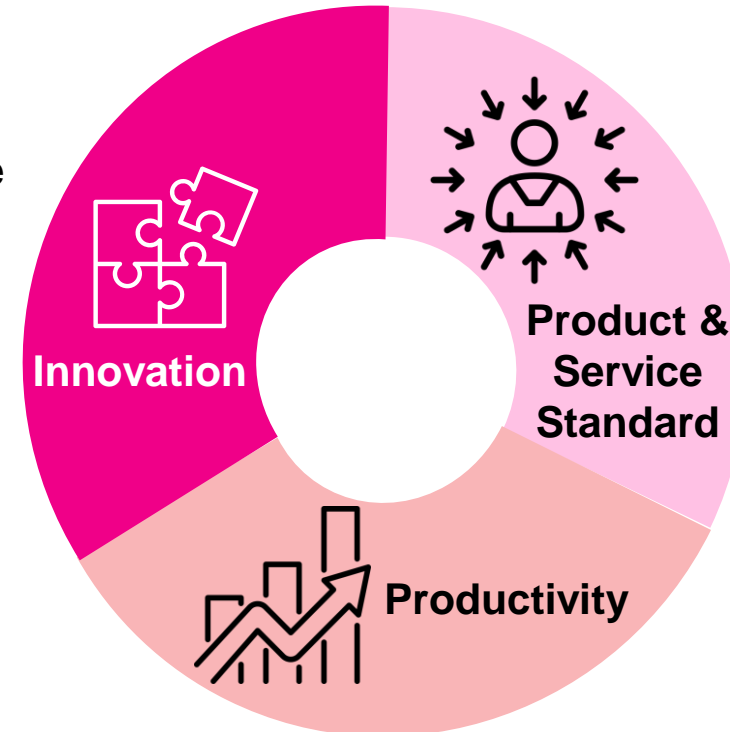
JR has a market share of approximately 33% in the retail pharma industry in Singapore



Total Market Value of \$60 Million Revenue

JR is consumer-centric, aims to deliver high quality products with innovation and productivity

- 1 To be open-minded and sensitive to the market trend
- 2 To be forefront of new product development and offering



- 1 Understand customers' need and deliver quality products
- 2 Ensure product safety and quality

To ensure sufficient manpower to promote and deliver our products

Market Branding and Presence

75% of total revenues come from **physical stores**



Departmental Stores

MUSTAFA, BHG, VENUS, ROBINSONS, OG & METRO

Pharmaceutical Chains

WASTONS, GUARDIAN, UNITY, BHG WELCIA, AIRPORT PHARMACY, etc

25% of total revenues come from **E-commerce platforms**



HW e-STORE, Shopee, Lazada, Qoo10, REDMART, Amazon and in most online marketplaces in Singapore

Market Branding and Presence

Short Videos Content



Welcome to another episode of WhaSupp. Ex...
 episode of WhaSupp Try Holistic Way Super Lutei...
 holisticwaysg 15
 holisticwaysg 13



See the world through a... of WhaSupp

JR ongoing series "WhaSupp" on Tik Tok

Online Campaigns



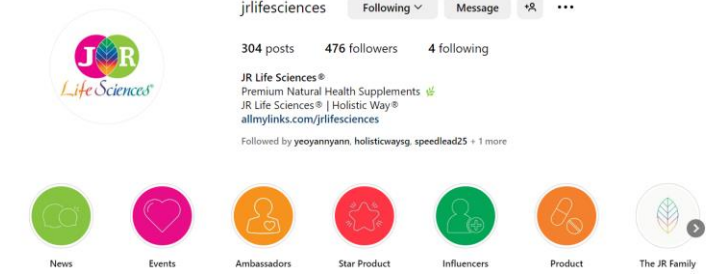
Market Branding and Presence



Online Media



Facebook



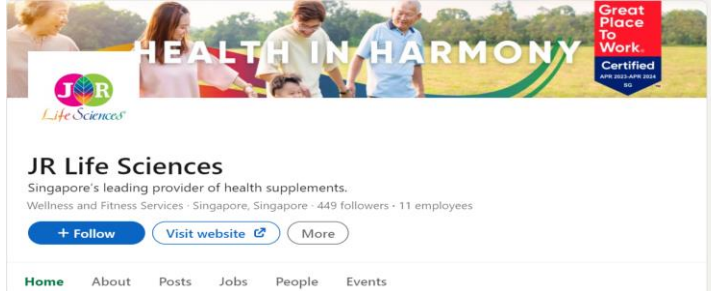
Instagram



Tik Tok



Youtube



LinkedIn



XHS

Market Branding and Presence



Press Ads & Media

中年创业闯出 缤纷康庄大道

近年半百时，站在人生交叉口，王金益选择迎难而上，白手起家，创立自己的健康公司。他经过十几年的时间，证明了自己当初坚持最正确的选择，公司旗下的保健品牌全益康 (Holistic Way)，其七彩缤纷的标志已成为家喻户晓的名字。

王金益，一位在人生半百时，站在人生交叉口的中年创业者。他选择迎难而上，白手起家，创立自己的健康公司。他经过十几年的时间，证明了自己当初坚持最正确的选择，公司旗下的保健品牌全益康 (Holistic Way)，其七彩缤纷的标志已成为家喻户晓的名字。

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Sunday, August 9, 2020 | The Sunday Times | 107

OUR SINGAPORE, WITH LOVE

FROM JLR LIFE SCIENCES/HOLISTIC WAY

A local feast for the eyes

Superior eye health is a must for everyone. The reason? Our eyes are the windows to the world. Besides seeing, protecting, refreshing, and exercising our eyes is a must. JLR Life Sciences has stepped many nutritional barriers in the world. Besides seeing, protecting, refreshing, and exercising our eyes is a must. JLR Life Sciences has stepped many nutritional barriers in the world.

Lutein
Nutrients: Lutein, Zeaxanthin, Carotene D-10

Super Vision
Nutrients: Vitamins A, Lutein, Multi-vitamins

Eye Care
Nutrients: Vitamins A, Lutein, Multi-vitamins

Oyster omelette (yei hok)
This omelette dish packs a culinary punch with plump and juicy oysters topped a bed of egg omelette and leafy greens. Oysters are a particularly rich source of zinc.

By The Straits Times

THE BUSINESS TIMES

Tuesday May 30, 2023

BT f t i o
businesstimes.com.sg

BRANDS # GOOD 2023

Giving hidden stars in the community a chance to shine

Through a staff contribution fund for charities, JLR Life Sciences taps the power of the arts to transform lives and communities.

A single supporter performed a magic about the power of the arts to transform lives and communities. The company's support for ART DOTS and other initiatives to provide opportunities for disadvantaged people to shine in the community is a testament to the company's commitment to social responsibility.

Through charity work, we hope to inculcate the spirit of contributing back to the community in our employees, especially the younger generation, and help the less fortunate. It's not just about giving back, it's about creating a better future for everyone.

By Business Times

PRIME

TREATING BELLS PALSY • COLONOSCOPY SCREENING • ASIAN FLUSH SYNDROME • PILES: DEBUNKING THE MYTHS

PRIME INTERVIEW
Mr. RICKY ONG
JLR LIFE SCIENCES AND HOLISTIC WAY
FOUNDER

RAINBOW MAKER

THE MAN WHO PAINTED THE COLOURS OF HEALTH OVER AN ENTIRE NATION

Mr. Ricky Ong, founder of JLR Life Sciences and Holistic Way, is featured in Prime magazine. He is known for his work in treating various health conditions and for his commitment to community health.

By Prime Magazine

Market Branding and Presence

Personality Endorsement



Violet Fen Ying
FM97.2 DJ
Holistic Way Ambassador



Zong Zijie
NoonTalk Media
Holistic Way Ambassador



Yeo Yann Yann
Golden Horse Award Best Actress
Holistic Way Ambassador



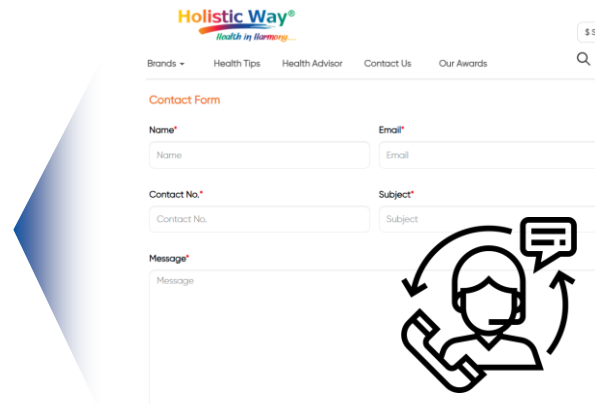
Yixin
Artiste-Co
Holistic Way Ambassador

Consumer Engagement Strategy



Consumer Engagement Strategy

Reputation Management Process



Holistic Way®
Health in Harmony...

Brands - Health Tips Health Advisor Contact Us Our Awards

Contact Form

Name* Email*

Contact No.* Subject*

Message*

- 1 JR receives customer feedback or complaints via our promoters, enquiry emails, phone calls, and e-commerce platform chat rooms
- 2 JR has a target of **2 working days** to resolve customer's requests and complaints. JR's next target is to resolve all customers request and complaint to within 1 day
- 3 JR would evaluate their feedback, verify the root cause of the issue, followed by attempts to offer satisfactory solutions
- 4 JR practises a '**no-questions-asked return policy**' for our customers

Strategic Plans for Brand Expansion

SHORT-TERM STRATEGIES (1-3 YEARS)

- Enhance Brand and Marketing Development capabilities
- Intense advertising and activations
- Push earned, paid and owned media content in online and social media platforms
- Enhance Business and Service Excellence
- Increase productivity focusing on retail chains and e-commerce
- Step up Product Advisor hiring through incentivising word of mouth recommendation and maintain onsite and offsite initiation programme for new hires
- Leverage current staff strength and experience to move up the value chain focus on better training and higher value work in both retail front and e-commerce platforms

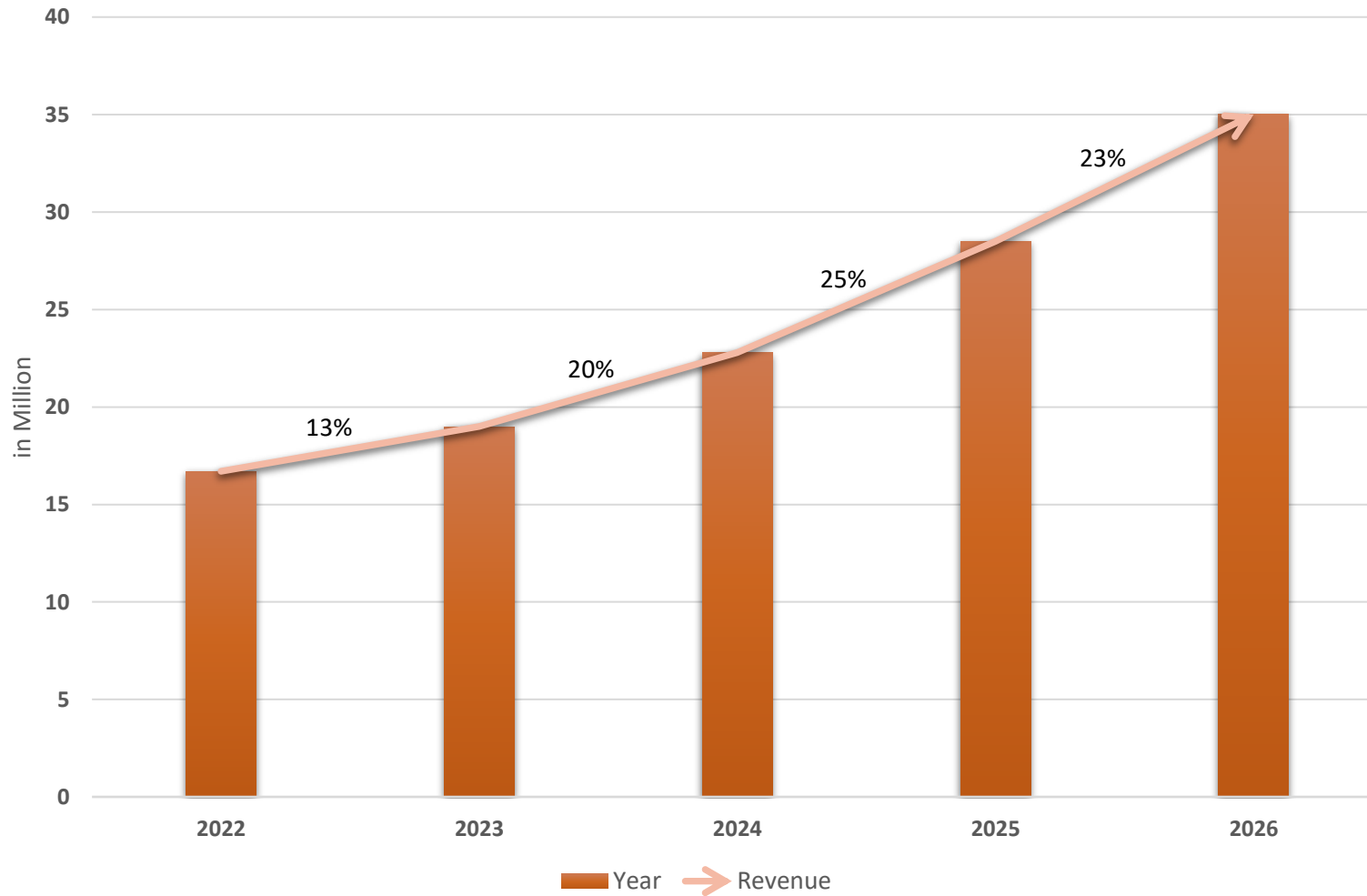
LONG-TERM STRATEGIES (4-5 YEARS)

- To be the leading provider of health supplements that are loved, trusted and appreciated by every household locally and around the world, and expand our distribution network globally
- Increase number of counters by 10% per annum
- Implement appropriate technological systems to help and align the business to increase productivity and efficiency
- Products expansion; introduce innovative and natural health supplements with scientifically-proven benefits and preventive care
- Strive to be the best employer in the health supplement industry

Revenue Forecast



JR Life Sciences Revenue Forecast



Risk Management and Governance



Risk Management Strategy



JR Management Team puts in place continuity plans **to assist staff in identifying risk factors and alleviations**, and ensures that they are periodically reported, reviewed and managed.

Risk Management Strategy

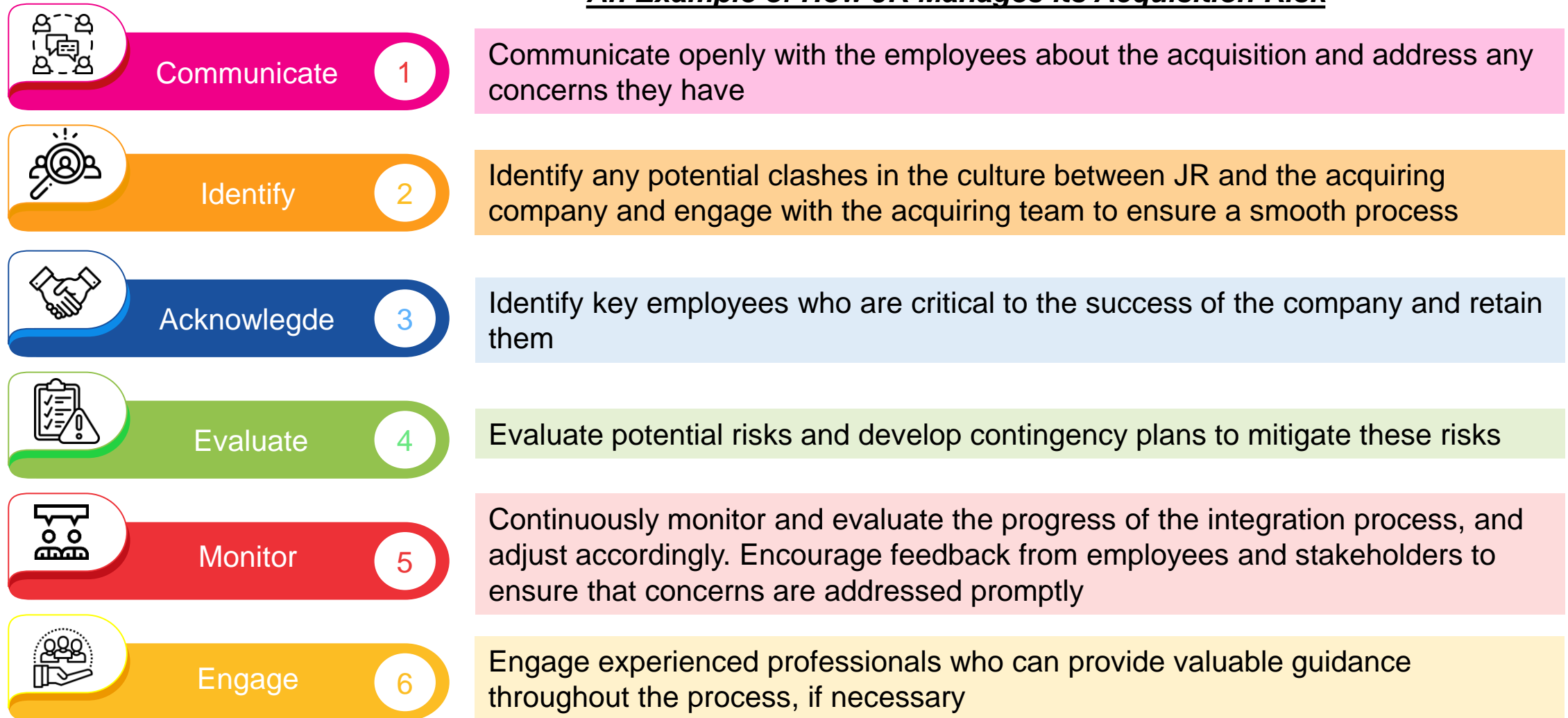


JR has identified the following risks and comes up with ways to mitigate them

PLAN	TYPE OF RISK	ORGANISATIONAL RISK	RISK LEVEL	MANAGE ORGANISATIONAL RISK
E-commerce	Intensified competition between brands	Reduced revenue	Moderate	Diversify into alternative and in-demand products such as those identified based on market trend findings and development to differentiate ourselves in the market.
More Sales Touch Points	Products pilferage at counters	Affects bottom-line	High	Working with retail chains to employ mirrors at counters and electronic tag surveillance to prevent theft.
Product Shelf Life	Expiring products	Revenue loss	Moderate	Establish SOP for Product Advisors to apply FIFO (first in first out) products display and monitor product shelf life and return any products that are less than 12 months to expiry date to the company. These products will be cleared at other channels through higher discount or clearance sales to prevent revenue loss.
More Product Variety	Shortage of supplies	Supplies lapse due to manufacturing delay, lost in transit and natural disaster	Low	Buffer inventory based on products and UTC, and continuous sourcing of other suppliers to procure similar products.

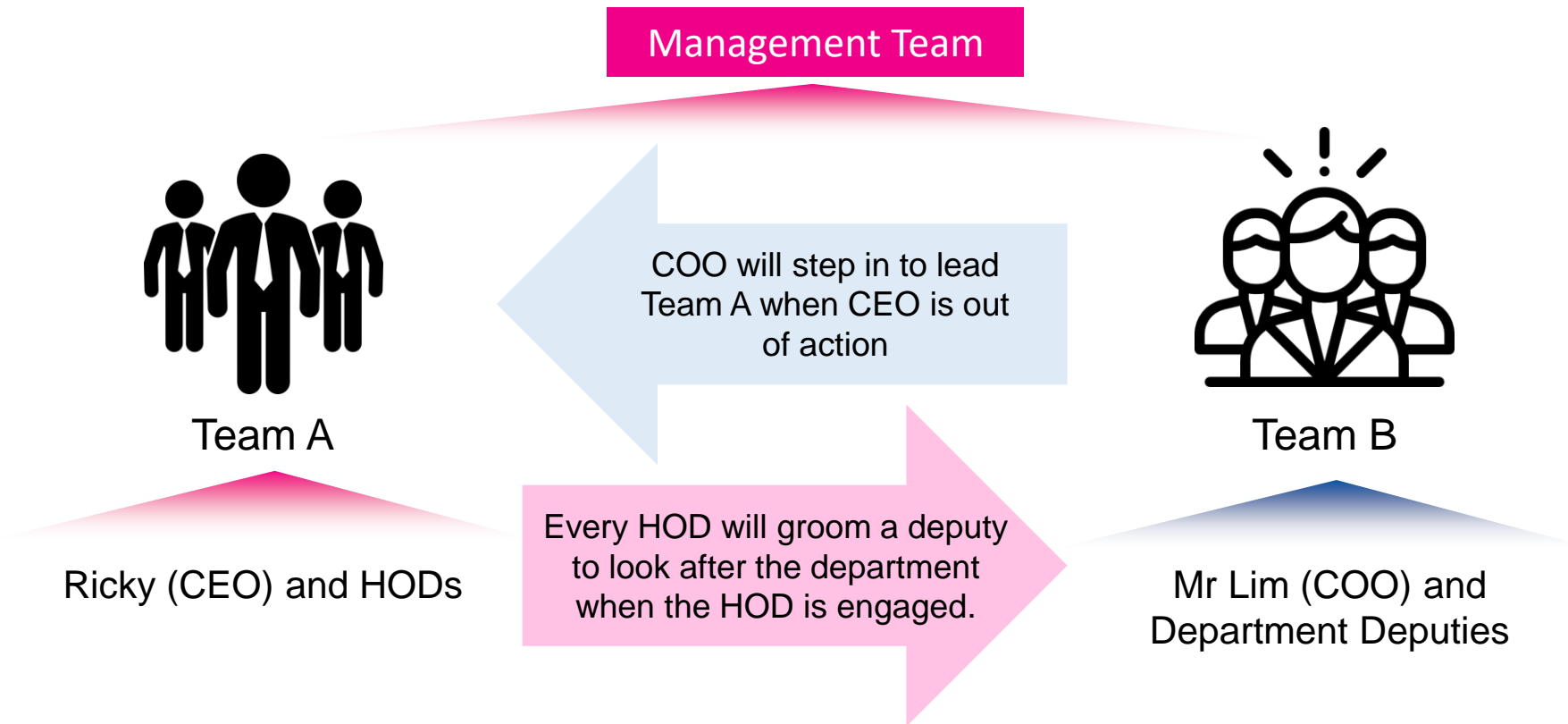
Internal Risk Management Process

An Example of How JR Manages its Acquisition Risk



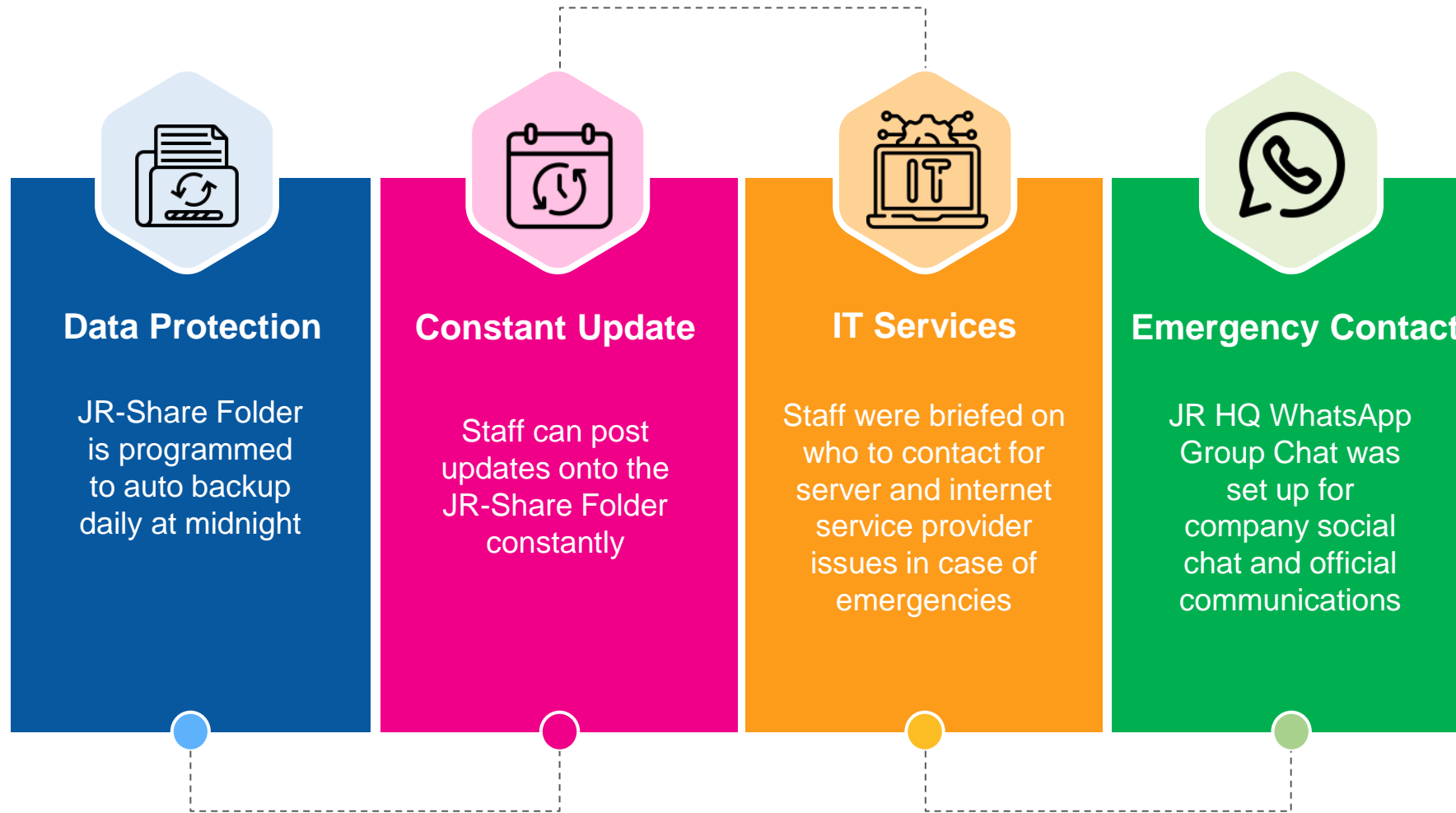
Business Contingency Plan

JR has in place a business contingency plan to mitigate against potential risks



JR has **key person insurance** to provide the liquidity to keep the business running.
JR maintains a minimal **40%** of required cash flow on a daily basis

System Protection and Continuity Plan



Bad Debt and Reputation Risk Management

Credit Management



Retailer

- 1 JR gives retailers a 30 days credit term for payment
- 2 JR Accounts personnel to alert management once collection hits certain red flag

Relationship Management



Supplier

- 1 JR management and Finance Manager always ensure timely payment to suppliers
- 2 Early payment allows JR to negotiate for better rates with suppliers

Sustainability

**ENABLE
EMPOWER
ENGAGE**

Through our pathways, persons with disabilities learn to express themselves, gain skills to be confident and leverage their own strengths to reach for excellence.

Be our ally in creating a more inclusive and diverse community.



Connect with us

- Bedok, Bukit Merah & Changi
- www.artdis.org.sg
- [@artdis.singapore](https://twitter.com/artdis.singapore)
- UEN 199500567G

ART:DIS
ARTS & DISABILITY
SINGAPORE



JR Product Contribution to Environmental Sustainability



1



JR takes effort in reducing carbon emission by **using more paper box** so to minimise plastic bottle usage

2



JR offers consumers **economy pack** that is more value-for-money and sustainable as compared to individual bottles, thereby reducing plastic waste

3



JR encourages consumers to be **environmentally conscious** by recycling the bottle after usage

JR Internal Practices to Environmental Sustainability

REDUCE



- Adoption of AGHRM, which enables employees to apply, view leave application and payslip seamlessly using mobile app for reduced paper usage
- Electricity saving practice

REUSE



- Draft papers are reused for printing of unofficial documents

RECYCLE

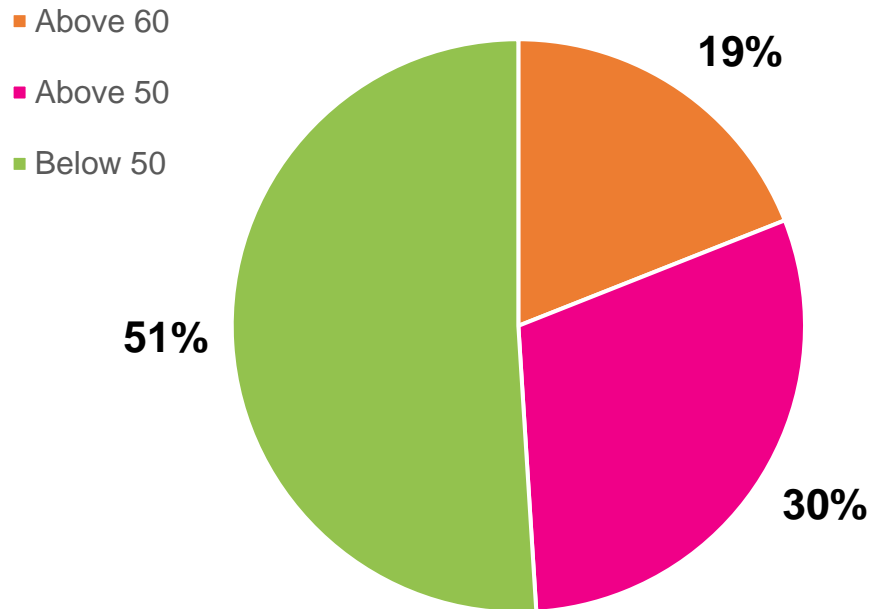


- JR has a recycle paper and plastic box in the office

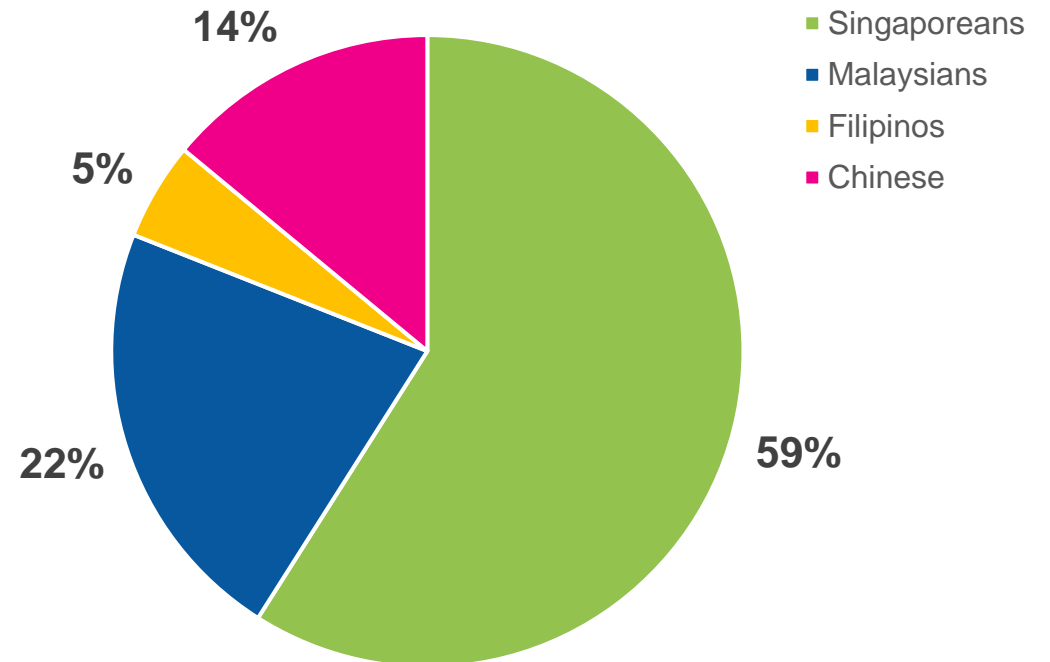
Socially Conscious Initiatives

Embracing age diversity Hiring of experienced individuals & local talents

Staff Age



Staff Nationality



Socially Conscious Initiatives

Supporting staff wellness & satisfaction

- 1 Establishing employee motivation via WhatsApp group



- 2 Annual incentive trips (pre-COVID)
We value our employees and recognize their hard work and achievements



Other welfares

3

Birthday Gift
Employee is presented with a birthday gift worth \$200.



Healthy Employee Award
Employee is entitled to \$65 cash for not consuming medical leave in one full calendar month.

Transport Allowance
HODs get a monthly transport allowance of \$2,000 if they own a car.

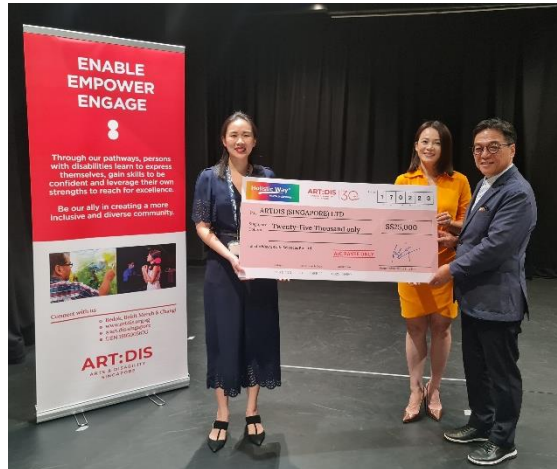


Staff Meal Allowance
Staff are entitled to \$6 meal allowance per working day.

Corporate Social Responsibility (CSR) Initiatives

Community engagement

We also prioritize giving back and actively seeks to create a positive social and environmental footprint.



- Top (from left to right)
- Donation to support ART:DIS (2023)
 - Metta Charity Run (2022)
 - Care & Share Programme (2021)

- Bottom (from left to right)
- Product donation (2021)
 - Visit Gifts of Love Home (2018)



Thank You