

返璞归真 以人为本

The Wholesome Goodness of Mr. Bean

小小黄豆，另有乾坤。当初以三千元和卢先生一起在珍珠坊小贩中心开始卖豆浆的江培生，并没料到十年后的今天，会创立了Mr Bean这个拥有十八间分店的新加坡地道品牌。由一个什么都不懂的门外汉，边做边学，到今天对这个行业的熟悉，江先生坦言一路走来，风风雨雨，但收获颇多。

江先生深明要在竞争激烈的商业环境中脱颖而出，就必须认清自己的竞争优势，否则不进则退的道理。这些年来，他不断地在产品品质、服务效率、员工管理以及商业机会各方面寻求突破。现代社会日新月异，所以他下足功夫，做好市场调查，并定时推出符合顾客口味的新食品。比如豆浆油条，Mr Bean基于健康考量，不卖油条，全力推出其他与豆类相关的食品。近期公司更是全面提升形象，刚在新加坡樟宜国际机场开张的Mr Bean店面设计，就现代感十足，让人眼前为之一亮。

江先生说他创业以来，最大的满足感是目睹员工们的学习和进步。他记得有一位中年女员工刚加入时，连计算机都不会使用，却在短短几年后擢升为其中一间分店的负责人。除了不余遗力地培训员工，他也强调与员工分享成果，让员工对公司具有归属感。在经济不景气时，Mr Bean还是坚持不裁员、不减薪；难怪全体员工在沙斯肆虐期间，依然“豆”志高昂，上下一心。

基本上，Mr Bean本着取之社会，回馈社会的信念，尽力为社会上较不幸运的一群，提供援助。去年五月，在为期五天的“佛牙舍利、五百罗汉暨佛教文物精粹展”，Mr Bean就免费供应豆浆予慈光乐陶苑的食品摊位义卖，并让数十名员工请假到场帮忙义卖，结果，总共为该中心的智障人士筹得四万四千元福利基金，成绩令人鼓舞！

由Mr Bean 最新的商业口号“Life's simple pleasures”，就可以看到江先生的生活理念。他觉得都市人都太忙碌了，容易在越来越快的都市步伐中迷失自己。所以他希望当人们来到Mr Bean，喝一杯豆浆或吃些小点时，可以让心歇一歇、静一静，从中找回生活的简单情趣。各位，您领悟到个中的道理吗？

-苏碧兰-

There are beans but there are beans. Who would have thought that soybeans could make good an entrepreneur who does a roaring trade selling soybean milk and is better known by a moniker that is associated with the diminutive bean?

Enter Mr. Kang Puay Seng or “Mr. Bean”, who first started out selling soybean milk a decade ago from a stall in People's Park Complex with his partner, Mr. Loh Jwee Poh. Despite trading \$3,000 for the modest stall, he had nary an idea of how to produce soybean milk, much less run a business. A graduate from the school of hard knocks, his thorny road to success was straightened by his keen sense of learning and conscientious efforts. Today, this self-made man has a renowned local brand and 18 chain stores under his belt.

To stay competitive, Mr. Kang continuously strives to achieve breakthroughs in quality control, service efficacy, management and business opportunities. Tempering the capricious nature of business-making with sound

market research, he consistently introduces new products to tantalize consumers' palates.

His greatest satisfaction is none other than witnessing the progress of his staff. A firm believer in developing his employees, he shares his gains with them, which allows them to have a stake in the company.

A principled man, Mr. Kang does not resort to retrenchment and pay cuts even when times are bad. At the point when most businesses were badly hit by SARS, the morale of his staff remained high and together they braved the crisis. Abiding to another principle of his, he frequently contributes to the society by helping the less fortunate. Last May, he provided free flow of soybean milk to Metta Home for sale during the Sacred Buddha Tooth Relic Exhibition and even encouraged his staff to become volunteers. His generous act saw Metta Home raising an impressive sum of \$44,000!

His latest business philosophy, “Life's simple pleasures”, is drawn from urbanites' hectic lifestyle. He hopes that they can sit back and enjoy temporal bliss through his delectable fare and cozy kiosks amidst the hustle and bustle. Mighty yet simple, such is the power of bean, Mr. Bean.

Meet Singapore's very own
Mr.Bean - Mr. Kang Puay

