

## THE MARKET

There are plenty of labels in the market competing for the attention of the fashion conscious consumer. Seasons come and go. Trends change. Savvy shoppers have always depended on Crocodile. The brand stands out among the competition because no other brand offers the same kind of value for money and fashion. Locally and internationally, consumer perception of the Crocodile brand has always been the same - high quality at reasonable prices, and this has influenced purchasing patterns in favour of the



brand with the easily identifiable logo. Dress shirts or casual wear, shoes or bags, each time customers need quality apparel wear or accessories, they reach for Crocodile, an enduring brand in the mercurial world of fashion.

## ACHIEVEMENTS

When Crocodile International Pte Ltd first started business in the late 40s, it already recognised the importance of branding. It thus moved from being a trading and manufacturing company of the brand to becoming a licensing or joint venture company in the 60s. It was the Crocodile brand that accelerated the company's expansion into many countries and strengthened its position.

Crocodile was a proud winner of the inaugural Singapore Promising Brand Award 2002, organised by the Association of Small and Medium Enterprises (ASME) and *Lianhe Zaobao* (The most influential Chinese newspaper in Singapore) to honour local brands with brilliant and innovative branding strategies.

## HISTORY

The company founder wanted to launch a clothing line and use an animal as the brand name and trademark. However popular choices on his list had all been trademarked. That was how Crocodile - a name that flashed through his mind - was launched by Dato Dr Tan Hian Tsin way back in 1947. Crocodile had no manufacturing base of its own in the beginning so it tied up with a factory in Hong Kong, with exclusive arrangements to make woven shirts in solid colours to be sold in Singapore and exported to neighbouring countries. Consumers were quick to note Crocodile's attractively packaged value for money products. Effective advertising also helped to push consumer awareness. Crocodile became very popular within a short period.

In 1949, Mainland China became a communist country and Crocodile's rival stopped exporting to Singapore. That gave Crocodile a fantastic opportunity to expand rapidly in Singapore and the rest of South-east Asia. T-shirts were added to the product line. Dr Tan was never short of brilliant ideas. For the Hong Kong launch, he arranged two live crocodiles as a promotion gimmick. This attracted huge attention from the media and the general public and it was here that the founder got the nickname 'Mr Crocodile'. The publicity helped catapult Crocodile to best selling shirt brand in Hong Kong and it opened exclusive stores to take on competing brands.

In 1961 Crocodile entered the Japan market and



within two years its golf wear became the most favourite brand among the Japanese. By this time Crocodile had expanded its products to include undergarments and slacks. In the 70s, due to popular demand, the range went further to include leather products like footwear. Initially catering only to men, a kidswear range was later introduced.

In the early years, immigrants in Singapore and Malaysia, who came from the Indian sub-continent, carried Crocodile products as gifts home for family and friends. This created brand awareness there and made it easier for Crocodile to venture into markets like India, Pakistan, Bangladesh and Sri Lanka. In the 80s, Singapore established diplomatic ties with China and this meant huge market potential. By the early 90s, a manufacturing arm had been set up there. One Crocodile gallery in Shanghai in 1993 grew to 400 galleries by 2002 and close to 1600 exclusive selling outlets and many factories throughout China.

From a humble beginning from a small shop in Singapore, the Crocodile brand is now an established trademark, thanks to the tireless efforts of its founder, now Dato Dr Tan, in promoting it aggressively throughout the region. From Taiwan to Thailand, China to Cambodia, Brunei to Bangladesh, the



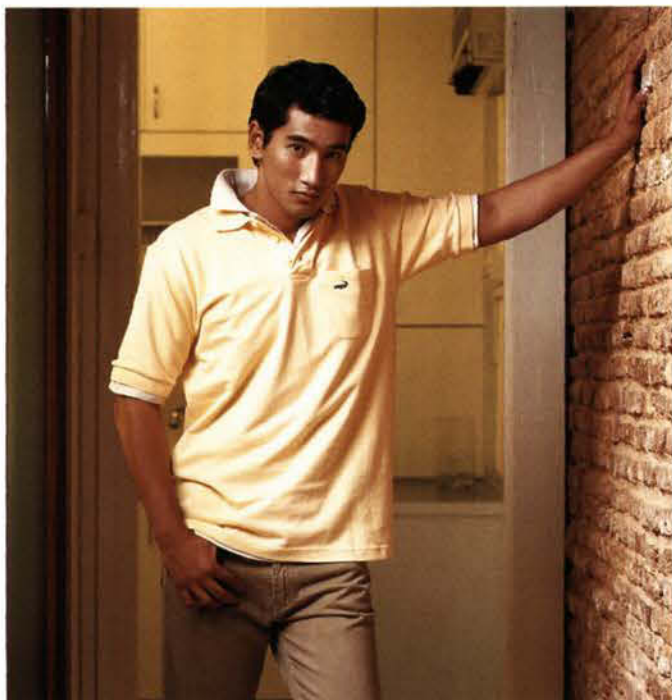
Crocodile name has lived up to its namesake - easy to identify, tough yet elegant, extremely enduring.

Dato Dr Tan is recognised as a key business personality in South-east Asia and has received Datoship from Malaysia and honorary doctorate degrees from Chinese and US universities, honorary citizenship from Shen Yang and the Magnolia Award from Shanghai.

### THE PRODUCT

The Crocodile brand started with good quality shirts at an affordable price. Within five years, the clothing line had expanded into undergarments, socks, handkerchiefs, slacks and sports shirts. This was further expanded to include men's accessories such as leather products, neckties, wallets and shoes to provide a complete range for men's lifestyle needs.

After building a strong brand awareness for quality men's wear, Crocodile started to license the use of its name for other product lines in the 80s and 90s. Leather goods, luggage, watches, eyewear, ladies' handbags and shoes and kidswear started appearing on the market, all carrying the Crocodile promise of quality goods at reasonable prices. From just men's wear the Crocodile brand now has something for everyone in the family.



### RECENT DEVELOPMENTS

Crocodile started off as a men's apparel brand. The crocodile's endurance of life under extreme circumstances perfectly matched the quality of Crocodile products, and this translated into a brand identity of being strong and no nonsense. However, with the recent inclusion of ladies' and children's lines, the Crocodile name is beginning to take on a slightly softer, more family oriented look in its branding culture.

To add a subtle hint of femininity, the updated Crocodile logo now features a strip of green, blue and red for visual interest.

Crocodile never rests on its laurels. After fifty years developing and expanding the brand locally and overseas, it is constantly exploring ways to strengthen its existing lines, expand product lines and market the brand aggressively to stay competitive and relevant.

### PROMOTION

Crocodile advertisements use the tag line 'Put on a Crocodile. Wear a Legend' to communicate the brand spirit. The slogan 'Feel the Strength' drives home the brand personality. Crocodile's marketing strategies to communicate the brand are achieved through various channels. It uses a combination of media such as print advertisements in newspapers and magazines, as well as TV commercials, and wherever possible taps visual opportunities like signboards and hoardings to display the Crocodile name.

Most Crocodile advertisements are straightforward and simple, with the logo displayed prominently to reinforce brand recall. The Crocodile logo is so striking that it is like a picture that says a thousand words. Hence, as far as possible, it is used as frequently as possible, appearing on packaging labels, hang-tags, boxes, store fronts, shop interiors, promotional cards, sometimes even on equipment. There is also a website for the convenience of its global customers, with useful links to various licensees.

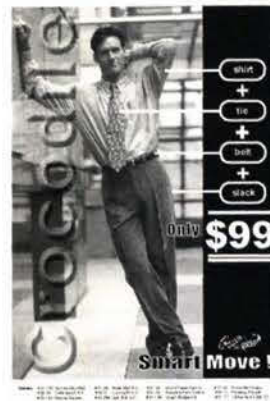
Crocodile believes that word of mouth is the best publicity and that a satisfied customer is the best promotional tool it can have. It thus puts a lot of emphasis on not just advertising the product but also on the quality and value of that product. It knows that brand loyalty is built on reliability and trust and that poor quality will never

attract repeat custom. Crocodile products bought as gifts by visiting customers to carry home result in satisfied customers overseas and an emotional attachment to the brand, resulting in goodwill for the company all over the world.

Crocodile operates boutiques with attractive store concepts designed for maximum visual impact. The stores at popular shopping malls make Crocodile merchandise more accessible to customers and are a constant reminder of the brand. At new launch campaigns and promotion activities, Crocodile always takes the aggressive approach, using creative ideas to push for maximum visibility.

It was the founder's philosophy that to be profitable in business and life, one has to learn the art of profit sharing. Franchising the shops, licensing the brand and going into joint-ventures with various partners, Crocodile expands its reach by every possible means.

Dato Tan is also a keen believer of sharing. Crocodile does this through sponsorship of numerous charitable and community projects.



### BRAND VALUES

The most up to date fashion, the highest value and the best quality products at affordable prices. That has always been the Crocodile promise and it has always delivered. The Crocodile logo, a symbol of prestige and quality, can be witnessed internationally. After fifty years, the brand has gained enormous respect and status as the premium brand for good quality clothing at affordable prices.

One of the most successful brands in Asia, Crocodile is a story that began in Singapore and achieved success overseas. A brand as visible as local icons like the Merlion has done Singapore proud, and we should celebrate it as part of our culture because Crocodile is not just a business enterprise. It has become an institution. Crocodile's first showroom at 6 North Bridge Road, where new Parliament House stands today, was a prominent landmark at that time.

### THINGS YOU DIDN'T KNOW ABOUT CROCODILE

- Crocodile was one of the first to license the use of its name in the early 50s
- Crocodile was the pioneer of the franchise system in Asia
- Crocodile was the pioneer in penetrating the difficult Japanese and Hong Kong markets in the 60s
- The Crocodile brand has consistently been commended by the Chinese government for product quality and outstanding sales
- Crocodile has over 100 product lines