

# UGS<sup>®</sup>

*energy solution partner*

## MARKET

UGS is Singapore's leading commercial LPG (liquefied petroleum gas) solution provider, offering gas supply, installation, piping and equipment services as well as structural gas supply products to a variety of customers in the F&B and industrial sectors. UGS' customers are coffee shops and hawker centres at prominent locations. Its restaurant customers are located at swanky enclaves such as Dempsey and Playground @ Big Splash.

UGS believes that the trend of eating out will continue to grow as more women enter and remain in the workforce. As a result, a mushrooming of F&B outlets is seen in both the heartlands and the city centre of Singapore. This trend in turn contributes to a higher demand for LPG with the emergence of new outlets and increased usage of existing operators. Furthermore, with more F&B establishments setting up at old buildings outside shopping malls, hence resulting in a higher demand for LPG.

In the near future, UGS plans to further penetrate into higherend F&B establishments. It is also constantly on the lookout for alternative types of energy sources.

## ACHIEVEMENTS

UGS has always been a star performer in its industry, having won many dealers' awards including BP's Quality Dealer Award, BP's Top



10 Dealers Award, Shell's Top Sales (Diamond Award) and Shell's Champion of Commercial Specialists Competition. Just recently in 2008, it became one of the first organisations in the LPG industry in Singapore to receive the prestigious ISO 9001:2000 Certification, which verifies that a company meets exacting standards to ensure an effective and non-disruptive operating flow and system. Having won both local and international awards, UGS sets the benchmark for business excellence in the Singapore commercial LPG industry. It has a track record for safety and no downtime for customers' gas supply. In recognition of this, UGS was awarded as one of the named achievers of The Professional Enterprise Certification Scheme. In 2009, UGS received the Singapore Prestige Brand Award (Established Brand category) and its founder, Mr Thomas Tan, won the coveted Entrepreneur of the Year award. UGS is awarded with Singapore Business Superbrands 2010 & 2012.

## HISTORY

UGS started its business in 1993 as a dealer of LPG for homes, when Unique LP Gas Services acquired Ready Gas Company and its existing clientele of 2,000 household customers a month. In just over two years, the clientele grew

to 8,500 household customers a month.

The company saw a turning point in its business in 1996, after a new business entity called Unique Gas Trading was formed to serve clients in the commercial sector. With no commercial customers on hand, the formation of the new business entity was a highly entrepreneurial move which would later transform its business.

As a result of a growing clientele from the commercial sector, sales volume grew steadily by 75% yearly between 1997 – 1999. In 2003, Unique LP Gas Services was sold off to allow the company to focus its resources on the commercial market. By 2009, most coffee shop food chains in Singapore obtained their LPG supply from UGS.

The company name was changed from Unique Gas Trading to UGS – Unique Gas Solution – which better reflects its capabilities to offer turn-key services for gas, from piping installation to gas supply.

## PRODUCT

UGS offers a range of products and services to meet the needs of its commercial customers. These include providing LPG supply services, turn-key services which cover the installation of equipment and piping maintenance, piping consultation for shop layouts involving piping

design and installation to ensure that pipes do not affect shop renovations, recommending contractors for quality and workmanship, and selling complementary products such as stoves and cooker hoods.

As one of the biggest players in the LPG market, the company takes pride in ensuring that all staff members are well equipped with the necessary safety knowledge to better serve its customers. The company's accident-free record is an added assurance to customers of UGS' reliability. This is further certified by its CI UKAS ISO 9001:2008.

UGS guarantees service for emergency maintenance within 24 hours of any service request. It also strives to provide holistic solutions for the convenience and ease of its customers. UGS offers commercial owners unique options to help their businesses grow, be they in sponsored advertisements for a fixed period, a trial period for free LPG usage and even sponsorships in awnings, tables, chairs, or cash subsidies for their renovations.

### RECENT DEVELOPMENTS

UGS conducted a massive overhaul to its operational system by implementing a digital billing system. By using PDAs, UGS delivery and service men who are mostly illiterate are able to easily conduct data entry while ensuring that billing activities are more accurate, transparent and immediate. With their PDAs automatically linked to current gas rates, all that is needed is to enter the meter reading, and the charges are tabulated. Receipts and bills can be printed on the spot and customers can immediately verify the amount. As the information is electronically automatically obtained and filed, the efficiency of delivery teams has increased three times and saves UGS' reliance on paper data by cutting up to 90% of the required paperwork. To add, each PDA is password-protected to safeguard sensitive information should any delivery man lose his PDA.

### PROMOTION

UGS invests in advertising across major newspapers such as Straits Times, Business



Times, and Lianhe Zaobao, as well as trade magazines. The company also takes part in sponsorships of various activities such as cooking competitions, charity dinners and sports events such as the 4th World Dragon & Lion Dance Championship organised during the International Popular Sports Festival in Shanghai between 9th and 12th May 2009.

Ultimately, UGS believes that its best form of promotion is through word of mouth. On top of its impeccable safety and no downtime track record, UGS goes the extra mile to upkeep its customers' premises, such as providing thorough cleanup services after a piping installation and regular maintenance to keep gas cabinets looking new.

### BRAND VALUES

UGS is a forward thinking company that looks beyond its present business in LPG. It constantly seeks to provide efficient, cost effective and innovative energy solutions for its customers, and also strives to keep its customers even closer as they grow the business.

UGS believes in elevating and instilling pride amongst its people with respect to their work. This belief stems from a group of values that UGS shares with its employees, which include happiness, diversity, learning and work integrity. These simple yet insightful values cultivate work-life balance, a positive work attitude, a celebration of community diversity, an appetite to learn as the business grows, and the principle of honesty and integrity in working ethics among its employees.



[www.ugs.com.sg](http://www.ugs.com.sg)

### THINGS YOU DIDN'T KNOW ABOUT UGS

- Contrary to common belief, UGS proves that LPG is not a sunset industry. Every staff member in its delivery and service teams are equipped with a high-tech, customised PDA, cutting paper work to almost zero.