



Prospect Logistics Pte Ltd

Ramanan

“Possibility In Every Direction”

‘Street Smart and Book Smart’ would be how peers describe Mr Ramanan, the Managing Director of Prospect Logistics Pte Ltd. His company was registered in 2016 to handle container trucking, transportation and warehousing facilities for the international relocation industry.

Mr Ramanan had to climb the ranks to get to his current position. Coming from a humble background, Mr Ramanan started working part-time jobs at the age of 13 after school hours. He worked at a logistics company and had worked as a delivery driver, packer, delivery attendant and even warehouse assistant. Having learnt the trade at a young age, Mr Ramanan decided to start his own business to finance his overseas Law education.

While studying at the University of Sheffield, he had 2 staff in Singapore to hold down the fort. At that point, his company had a handful of customers who were very supportive and loyal to his business. They were aware of Mr Ramanan’s situation and gave him jobs despite occasional hiccups in dealings. Upon graduating with an Honours, Mr Ramanan felt inclined to grow his business. Instead of practising law, he decided to focus on developing his logistics company and go down the path less taken to achieve greatness. Thus, he came up with a hybrid business model which balanced between outsourcing and self-operating processes, a strategy that is the first of its kind in Singapore. With this strategy, the operating costs were cut by as much as 40%.

Mr Ramanan “was able to seize opportunities that others were afraid to take up, applying his legal background and past experiences to assess risks when engaging contracts. That being said, there were still challenges in Mr Ramanan’s journey especially since there were “no model answers”. His business model is unique and he had to be adaptable to changes. The other difficulty was bank financing as banks were reluctant to finance new private limited companies. Mr Ramanan overcame this through negotiating back-to-back credit terms with his customers and contractors to facilitate operations. Language barriers with customers who did not speak English was also an issue. To overcome this, he would bring a translator with him.

Many other players in the industry call him a ‘disrupter’ due to his unconventional business model and did not believe the company would survive. However, Mr Ramanan proved them wrong and obtained a 10-year contract right at the infancy stage of the business and approximately \$3 million in sales in its second year. The company works with many reputable international relocation companies, serving MNCs. Some clients that Mr Ramanan assisted to relocate include schools, embassies, and also residential/office moves of Ministers and Members of Parliament. Mr Ramanan gets a sense of satisfaction from favourable customer feedbacks. With his current team of 18, he strives to continue serving his customers well. Mr Ramanan aims to reinforce the company’s position in the market and for it to be a reputable and well-known company in the logistics industry.