

How to beat your business rivals by being different

DARE to be different to outdo the competition and reap the rewards – that's the theme behind a new Singapore book on finding your niche in the market.

Secrets To Dominate Your Niche is co-authored by award-winning local entrepreneur Thomas Fernandez and marketing consultant Sant Qiu.

It focuses on how a business can succeed by implementing specific strategies to differentiate itself from the competition, such as being a specialist, through pricing or via design.

The book has many examples of local business success stories, including footwear and retail fashion chain Charles & Keith, pest controller PestBusters and fried rice restaurant chain Chen Fu Ji.

After each chapter is a section designed to help readers apply what they have learnt.

The authors hope that the book will be useful for local business operators keen to take their firms to the next level.

Mr Qiu said: "The book was created for local entrepreneurs, business owners and managers who want to succeed by introducing something different from the big companies."

Mr Fernandez, the chief executive of PestBusters, said the 328-page book can also be used as a reference work for students.

"It can be used even on a personal level...we want to give tomorrow's experiences today," he added.

The book was launched yesterday. It is available at all major bookstores at \$31.55.

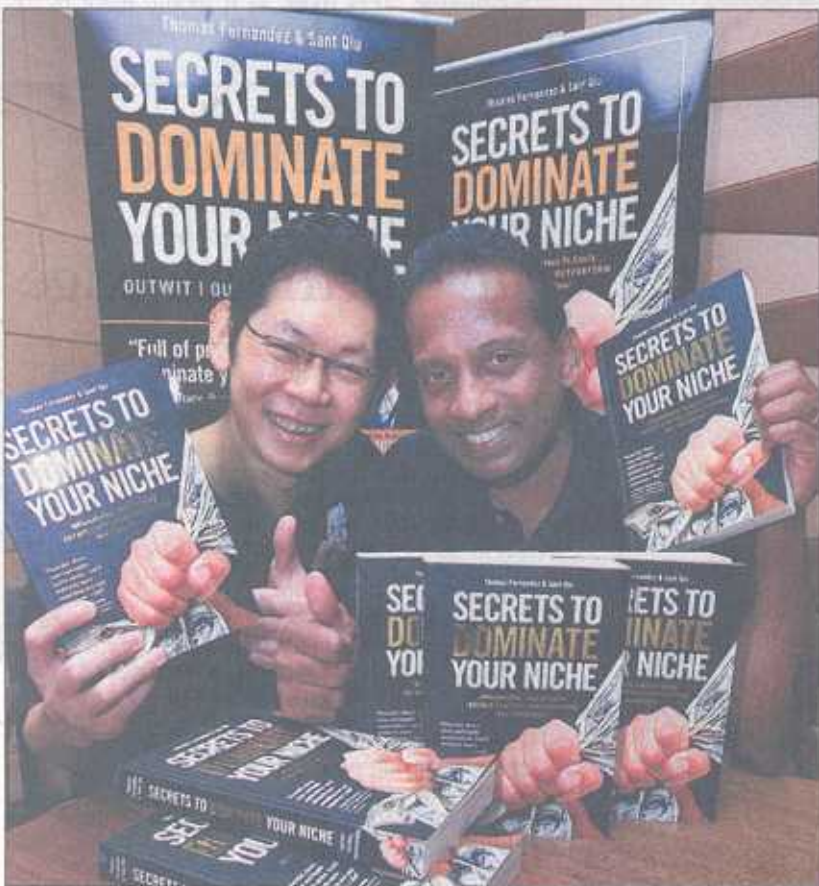


PHOTO: LIANHE ZAOBAO

STAND OUT FROM THE CROWD: The new book, co-authored by Mr Qiu (left) and Mr Fernandez, focuses on how a business can succeed by implementing specific strategies to differentiate itself from the competition.