

Brief

Onestop is headquartered in Singapore with production capabilities in China and Indonesia. The founders sought to differentiate from competitors by introducing furniture and fit-out pieces from China and other parts of Asia to new international markets of significance.

Initially, Shaffiq Olia—Managing Director and Co-Founder—was concerned about sharing a Business Development Manager (BDM) with another businesses; however, upon meeting the other client, he realized they were complementary, and Onestop would benefit from increased exposure.

Solution

Onestop engaged a BDM for for 50% of her time, and because of the fractional salary scale, they were able to minimize operational costs in the region.

Because the BDM already knew the market and the local clients, she secured an order within the first week after training, almost instantly achieving a profitable ROI.

“Our Business Development Manager knows the local market, culture, language and target audience. We were also able to acquire the Enterprise Singapore Market Readiness Assistance grant to recover some of the costs of entry.” Shaffiq Olia | Onestop, MD & Co-Founder

Case Study:

Onestop

Holistic furnishing solutions for top resorts, prestigious hotels, and more. Onestop custom manufactures attractive, premium joinery and exquisite showpieces, providing guests a memorable experience of their stay.



“Repserve’s fractional approach provided an experienced business development expert for a fraction of the cost in a highly sought-after market.”

— Shaffiq Olia

Result

- **Penetrated the UAE market with Southeast Asia’s craftsmanship and manufacturing practices, providing their clients with exclusive solutions.**
- **In the first month of operations, Onestop formally signed their first deal.**
- **After 6 months, with such a positive response from customers, they engaged another BDM.**
- **Onestop retained an elite business development expert with deep local connections without the burden of her full monthly salary.**