

Platinum
CATEGORY



**RCS
Engineering Pte Ltd**
● Christopher Sia



The big picture. That's what Mr Sia wants to see – as it moves to a design and build specialist from an engineering installation firm. Now the M&E firm he set up in 2001 focusing on data centre infrastructure derives 80% of its turnover from designing and building data centre projects.

"We need to more focused on the targeted market segment and think BIG at the same time - of brand awareness and the relevant organizational structure like marketing, hiring right professionals and sourcing working capital" said the 47-year old RCS Engineering Executive Director who is into precision air-conditioning, redundant electrical distribution, fire prevention and protection systems.

"To handle such work requires not only immense engineering skills and design knowledge, but also project management skills to complete within a very short time, and with sufficient financial resources" he said, adding, "A good working relationship with specialist vendors and engineering partners is critical to win bids and ensure a smooth execution."

Regretably, not long ago, the former Malaysian with his over two decades of industrial experience was still "very much involved in all company aspects – from engineering design, sales, marketing and operations to securing projects. So I needed to break away from the cycle of being too tied down by small, extraneous details!" groused Mr Sia.

With workload delegation, he would get a better perspective of his company's continuous but careful expansion (in view of limited resources) and also more time for staff and family. Thankfully, his company survived the dotcom bubble burst as the Sim Lian Group took a 51% stake and revived RCS Engineering with funds and referred in-house residential and industrial projects.

Today the company with its 45 staff of mostly engineers (from three, initially), while committed to handling between 10 and 25 per cent of Sim Lian projects (from the 70 to 80 per cent during the downturn), outsources all the outer aspects of their jobs to architects engineers and contractors, who working with its staff design, construct and install the facilities.

"Find not only a niche market for yourself, but also work out a good balance between technical capacity, managerial skills, marketing, operations and finance to help you to chart your directions within one to two years."



- [Print Article >](#)
- [Marketing Info >](#)
- [Send Trade Enquiry >](#)

BACK