



**Starlite Printers (Far East) Pte Ltd** is an established offset printer with over 20 years of experience in commercial and packaging printing. Our key business activities include the printing and manufacturing of custom designed packaging boxes, manuals, and instruction booklets for electrical, food, pharmaceutical and medical, computer and other products. Many of Starlite’s customers are multi-national companies, who in turn supply consumable products to the global markets.

We are part of the **Starlite Holdings Group (HK)**. Our packaging group comprises six subsidiaries in Shenzhen, Suzhou, Guangzhou, Shaoguan, Singapore and Malaysia deliver retail merchandises to individual and corporate customers directly.

In today’s age of growing uncertainties and with the many instances of crises as case studies, e.g. 2002 Bali bombings, 2011 Japan tsunami and the recent SMRT service breakdowns, the prosperity and survival of companies depends on how well they are prepared for unexpected situations. The inability to manage crises can result in severe ramifications to the companies.

The importance of BCM was first highlighted when many Starlite’s MNC customers made it a pre-requisite for their vendors to be BCM-ready. We are already strong in operational risk management, having implemented enterprise risk management (“ERM”) three years before. We see BCM as a natural progression to make ourselves even more resilient against unexpected crisis situations. I foresee that BCM will increasingly be the gateway to serving customers, especially MNCs, in the times ahead.



Our Singapore Team

Our BCM journey began in September 2011. All operations and support staff was involved in the implementation project that took almost 6 months to complete. We have had help from the consultant, which proved to be crucial to enable us better understand and to design and efficiently implement the BCM system.

Having earlier implemented ERM programme, we saw that building the BCM system into company-wide processes and procedures was not foreign to the project team. In fact, during the project phase, our staff also picked up practical skills to help them better deal with their daily work situations. They saw the need for all functions to work closely together during crisis situations. So today, with the BCM system in place, our staff and employees are much more ready than before to face with any crisis situation head-on with resoluteness.



left Mr HC Chai (Asst BCM Coordinator); right Mr CY Ng (BCM Coordinator)  
Ms Serene Ler (GM)

During project implementation phase, we identified *critical business functions* that, if disrupted by any eventuality, could result in unacceptable impact on our ability to service our customers. We developed strategies, identified critical actions, and established crisis management teams to deal with them. These are formalised into *business continuity plans*. Our six production facilities present us with much back-up opportunities. These BC Plans are integrated in J<sup>3</sup>BCM, which is a software programme that enables us prepare *incident management plans* within minutes to deal with any emergent crisis situation. We also instituted the *Crisis Management System 4A*, and rehearsed it to test if our people are able to execute the plans. There is mechanism in place ensuring the BCM system to remain updated into the future.

I would take this opportunity to thank SPRING and SBF for hosting the BCM initiatives. But, as a parting word, I would like to say that while achieving productivity and bottom-line targets are always important, it is more important for the organisation to be fit and resilient against potentially difficult situations. I believe that in any venture, we need first to be able to survive before we can attempt to prosper.

Serene Ler, General Manager Starlite Printers (Far East) Pte Ltd