

3E Accounting banks on efficiency, economy, and effectiveness on the road to success

| As one of Singapore's top 30 accounting firms, 3E Accounting strives to stand out.

It has been one year since 3E Accounting, a leading company in Singapore, expanded to Malaysia - and during this short span of time, this steadily growing firm is already being recognized for their quality services to their clients.

To call 3E Accounting a mere accounting firm would be an understatement - they are the first accounting firm among the top 30 companies in Singapore that does not focus purely on typical accounting, tax and auditing work. "We look beyond what an accountant should do and provide clients with one-stop-solution services to help them grow their business. From company incorporation matters to nominee director services, business license application, work pass application and smaller issues such as ordering of company stamp, company seal are part of our one-stop-solution services in addition to accounting and tax services," says Lawrence Chai, managing director at 3E Accounting.

Growth by expansion

By providing a single point of contact with whom to coordinate on various issues, they provide an efficient, hassle-free experience for their clients.

"3E Accounting Malaysia is extremely honoured to be among the first few batches of specialists to be recognized as a Goods and Services Tax (GST) Agent licensed by the Ministry of Finance, Malaysia on 28 April 2015. The license enables 3E Accounting to further enhance its services and provide a one-stop-solution centre to all businesses," says Chai of the company's recent accreditation.

As 3E Accounting is targeting growth in the form of expansion in all the ASEAN countries, some of the challenges the company has encountered includes creating a suitable system and structure for the new areas, as well as the search for compatible service partners per country. However, finding resolutions to these issues is a priority for further expansion.

"So far we have managed to shortlist a partner firm in Indonesia. We are actively marketing our network and are on the lookout for good firms from the ASEAN countries to start our negotiation with them for them to join our network as the

one-stop-solution centre service provider in the region. We are planning to look into expanding into Hong Kong and China after we have established all our ASEAN members," says Chai of their plans to expand into all ASEAN countries by 2017, if not sooner. "Our next target will be to venture into the wider Asia and global market."

Finding the best solutions

One of the key factors in this firm's success is its low employee turnover rate. The company, which started out as a husband-and-wife business duo, has grown in part because of the team behind the firm. "We value our staff and treat them as our valuable asset and we are confident that it will benefit our clients in the long run. [My wife and I] are always open to discussion on all matters until we mutually come to a conclusion with the best solution [with our staff]," says Chai.

"To us, 3E Accounting is not just for the interest of me and my wife but for the whole 3E team at large," Chai adds. At the same time, 3E Accounting is on the constant lookout for new talent to join the

firm in order to expand their current line of services further.

"It is our mission to offer the Three Es: efficiency, effectiveness and economy, all part of our One-Stop Solution services for our clients," he adds. "In Singapore, the choice is clear: for the best in accounting, taxation, legal, marketing and clerical support, clients need 3E Accounting, the leader in cost-effective professional solutions."

Constantly improving

Moving forward, as 3E Accounting gains a foothold on the ASEAN and the rest of the global market, the firm is set on this direction: to become a top service provider in the field by focusing on efficient, high-value services to exceed client expectations.

"3E Accounting is consistently striving to improve in everything that we do. We are always on the ball to provide the best value added services to our clients including to assist them to grow even in the international platform," says Chai. "We will continue to strive to become the leading corporate services provider both in the region as well as globally."

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