



DOCUMENTARIES / FACTUAL
BUSINESS

THE BIG TURNAROUND

The best businessmen are mavericks at heart. They seek to reinvent themselves, their products and business operations in order to stand apart from the competition. **The Big Turnaround** looks at 10 such SMEs that have re-written the textbook on surviving and thriving in uncertain times.

要成为成功的商人，你必须具有创造力以及敏锐的经商细胞；也必须与时俱进，适时改变公司的产品以及公司的经营手法，才能在竞争激烈的环境中生存。《The Big Turnaround》将带观众了解10家小企业如何和在这个变化急速的商界中立足求存。

Episode : 5 x 30 minutes

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Episode 1: Crazy Ideas Are The Only Ideas That Work

Two companies proved their critics wrong by building their businesses on unconventional ideas. Japan's 9H Capsule Hotel's swanky design and facilities switch up people's idea of capsule hotels. While Thailand's Tao Kae Noi transforms the humble seaweed into a snack loved by fans the world over.

非传统的生意概念如何在商界立足? 日本的 9H Capsule Hotel 就是以独特的概念与设计改变了消费者对胶囊酒店的看法。泰国海带供应商 Tao Kae Noi 改良了看似不起眼的产品, 让它变成了大家爱不释手的小吃。

Episode 2: I Like Road Blocks, They Help Me Find A Better Way

Two companies tap on an age-old idea and expand on it. Kaikado takes the 141-year old tea canister and make it relevant and trendy for the younger generation. While GoJek revolutionized Indonesia's motorbike taxi service with a mobile booking app.

两间小企业将旧时候的生意概念, 配合时代的需求加以扩展。Kaikado 把已存在了141年的装茶器业务现代化, 让这个百年业务以新的面貌吸引时下的年轻人。Gojek 彻底改变消费者对摩托车出租服务的印象, 以手机应用的方式来吸引年轻搭客。

Episode 3: Don't Change The Product, Change The Market

Two industry pioneers continue to dominate the market after decades in the business. Phuket's first and only hotelier the Thavorn Group is now one of the island's most popular luxury hotel chains. In India, FabIndia has built its web following while staying true to its eco-friendly and socially-responsible business practices.

两家企业先驱告诉你他们持续主导市场的成功之道。泰国普吉岛最著名的饭店集团 Thavorn Group 是这个岛上最受旅客欢迎的高级连锁酒店。在印度, FabIndia 在成功建立了网上业务后, 仍坚守环保与社会责任的初心。

Episode 4: Delivering Food To Customers, Our Way

Two food companies gain a massive following through a deep understanding of the market they serve. India-based Faasos has transformed into a food-on-demand service from a small joint selling wraps; while J.Co Donuts appeals to a younger, more image-conscious crowd in Indonesia.

要在商界生存, 商人得充分了解市场, 做足市场调查, 才能赢得忠实消费者。节目中的食品集团就因为了解消费者的需求, 才有今日的成就。Faasos 是家专卖卷饼的印度食品公司, 以食物输送服务来吸引食客。印度尼西亚公司 J.Co Donuts 则以清新的形象来吸引年轻人。

Episode 5: It's Not All About The Money

Two local businesses thrive in a market dominated by big foreign players. Instead of competing against big sporting brands, Thailand's FBT focuses on making their products affordable for the masses. While Elegance Hospitality Group works towards being the leader in the boutique hotel industry in Vietnam.

看两家本地公司如何在由外国大企业主导的市场中脱颖而出。泰国运动品公司 FBT 的策略是不与大集团正面竞争, 而是专注于为群众提供价钱大众化又高品质的产品。越南 Elegance Hospitality Group 则以精品酒店打响公司的名堂。