

# One Vibes: Vending Machines Transcending Borders

How One Vibes has crossed borders with their agile vending machine business model



Company: **One Vibes Nation Vending & Franchise Management Pte Ltd**  
Industry: **Vending Machines**  
Expansion market: **Turkey, Saudi Arabia, Dubai (UAE)**

## Challenges

- Information gap in developing a market expansion strategy
- Lack of strong business connections in the target market
- Struggled in setting up overseas operations and business solutions

## Outcomes

- Successfully identified and prioritised niche markets for the expansion journey
- Established new connections with reputable manufacturers in the frontier market
- Opportunity to collaborate with government ministries in the target market



Established in 2017, One Vibes Nation Vending & Franchise Management Pte Ltd ("One Vibes") is a Singapore SME that ventures in digital vending machines selling halal consumer goods ranging from food to Islamic clothing. One Vibes intends to create an omnichannel distribution channel for micro-enterprise owners to gain an offline presence with minimal startup capital.

After establishing a strong presence in the Singapore market with over 23 vending machines, One Vibes is ambitious to expand its portfolio to new markets. The founder of One Vibes, Amanda A Atan, approached GlobalConnect@SBF and was introduced to Mark Yeo, Region Manager for South Asia and the MENA region.

"However, One Vibes was unsure of which markets to prioritise; the information gap put their market expansion plans at the risk of a delay," said Mark Yeo.

Mark Yeo also pointed out that an effective market engagement strategy would help One Vibes embark on its first step in market expansion. Hence, the GlobalConnect@SBF team immediately evaluated One Vibes' business model, unique selling proposition, and the goals that One Vibes is looking to achieve in the potential new market.



## B2B matching and nurturing resolute collaborations

GlobalConnect@SBF came to learn that One Vibes was looking at establishing business-to-business (B2B) connections, specifically with the manufacturers of Islamic consumer goods in Turkey. Hence, the team advised One Vibes to establish its business presence in Turkey while strategically expanding to other countries around the MENA region, such as Saudi Arabia and the United Arab Emirates ("UAE").

Leveraging GlobalConnect@SBF's connections in Turkey, Mark Yeo immediately connected Amanda A Atan to the Enterprise Singapore ("ESG") office in Istanbul. Owing to the strong footholds between ESG and some local businesses, one Vibes could initiate conversations with its desired Turkish brands.

Rather than starting from cold-calling Turkey's manufacturers, the journey for One Vibes achieves acceleration with GlobalConnect@SBF as their pillar. With the supply chain established, One Vibes was all set to develop new business opportunities from Turkey, MENA region to Europe and the United States.

## Providing a better business frontier

Notably, GlobalConnect@SBF also managed to moderate a business pitching session between the Ministry of Tourism of Saudi Arabia and One Vibes to distribute holy water at the mosques via vending machines. This collaboration opportunity will be a milestone for the One Vibes' international brand recognition.

GlobalConnect@SBF surely has the upper hand when it comes to building connections with counterparts that can elevate the traction of these Singapore SMEs. GlobalConnect@SBF is viewed as the representing chamber for Singapore SMEs by foreign companies; this presents SMEs with opportunities to pitch their products that may otherwise be overlooked due to a weak brand presence.

## Setting up overseas operations and a legal entity

Parallely, One Vibes already has partners in the pipeline in the Dubai market, where One Vibes will export its vending machines as a franchise. However, this fast-moving SME was struggling with the complex process of setting up a representative office ("RO") in Dubai.

Hence, Mark Yeo and his team briefed One Vibes through the end-to-end procedures on setting up a RO in Dubai, including the costs, business activity restrictions, documentation, annual declarations, etc. GlobalConnect@SBF also linked One Vibes to a financial institution and third-party logistics, thus ensuring that the payment gateway, bank solutions and logistic solutions were all in place.



**GlobalConnect@SBF really understood my language. Mark understood where I was coming from and why I was doing this. On that note, it really helped us a lot, and he got me connected to the right people.**

Amanda A Atan, Founder  
One Vibes Nation Vending & Franchise  
Management Pte Ltd



**It is important for all our SMEs (in Singapore) to take the first step. There is never a good time to start than now. One thing that these SMEs can do is to start talking to us.**

Mark Yeo, Region Manager - South Asia & MENA region  
**GlobalConnect@SBF**

## Building up One Vibes' capabilities for internationalisation

As One Vibes continues along this expansion train with GlobalConnect@SBF, the team foresees the necessity to streamline their current work processes. As no one market can be painted with the same brush, the operational framework for One Vibes will need sharpening to support its expansion plans. This move will ensure One Vibes in terms of sustainability as it continues to grow into new markets.

It is always imperative for SMEs to future-proof their business by planning, and internationalisation is an important step. GlobalConnect@SBF urges Singapore SMEs to leverage the market expertise and wide network that GlobalConnect@SBF has farmed and always be ready to take a leap of faith.

**In the future, GlobalConnect@SBF envisions that SMEs should be expanding to international markets as part of their market strategy alongside growing their business in the home market.**



**The door of opportunities has opened; GlobalConnect@SBF will continue its stride down the lane with Singapore SMEs.**

globalconnect@sbf.org.sg  
+65 6701 1133

globalconnect.sbf.org.sg

**GLOBAL CONNECT@SBF**