





THE COMPANY

Company: **One Vibes Nation Vending & Franchise Management Pte Ltd ("One Vibes")**
 Industry: **Vending Machines**
 Year of Establishment: **2017**
 Vision: **Create an omnichannel distribution channel for businesses to embrace sustainability**
 Current Size:
>23 vending machines in Singapore
>1000 vendors on board

After establishing a strong presence in the Singapore market, One Vibes is ambitious to expand its portfolio to new markets. Due to limited resources, One Vibes faced obstacles in choosing the right target market that can help to scale up the business' supply chain and has potential market demand at the same time.



THE CHALLENGE

-  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






GLOBALCONNECT@SBF'S ROLE

-  Mentored One Vibes to curate a strategic market expansion plan
-  Assisted in setting up the overseas office and business solutions
-  Act as SME's frontier to create new business and partnership opportunities in a new market



OUTCOME

-  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



FUTURE OUTLOOK

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.

