

Interesting Shopping in our Town

New Century Nature Trading, Block 428 Jurong West Avenue 1, #01-254

Healthy food



Mr Lim Poh Hwa

An organic food store offering everything you need for an organic diet, except meat.

Mr Lim Poh Hwa opened his store four years ago in Block 442 and moved here two years ago. Before that, he lived in Perth – and now gets friends he made there to help him with Australian suppliers.

Some of his supplies he buys from local distributors, some he imports himself direct. They come from Japan, Taiwan, Italy, Germany, the USA and – 30 to 40% of them – from Australia and New Zealand.

He stocks fresh fruit and vegetables, dried fruit and cereals and all kinds of drinks and treats. “Everything you use everyday!” Except meat. A vegetarian for fifteen years – because he doesn’t like the killing of animals – he switched to organic food just before he opened this shop.

Everything sold in his shop is certified, but he thinks that it is more important to know the suppliers who are shipping it. “You don’t want to deal with people who are just in it for the money!” he said. But anyway, when you eat only organic food, he said you can actually taste the difference if a supplier sends you produce that is not up to scratch.

“Organic foods have a low profit margin, but the price of organic produce is much higher,” he said. His customers come from all income groups. He thinks they are learning about the benefits of organic foods from the media.

Customers shop here the same way you shop in the supermarket. They pick up a basket and walk around to fill it with their

week’s supplies. “Of course, some just a buy a few things. And some people ask me for advice, if they are still learning about the difference between organic and non-organic food.

With his son grown up and no family to support, he can manage with the income from his small store.

So if you’re wondering where to buy organic food in Jurong, go and see Mr Lim – and get some helpful advice into the bargain. When you check out, you’ll have a nice surprise. There’s no GST and he’ll give you a discount on everything but fresh produce.

Open 9:30 am to 8pm daily except Sunday, when he closes at 6pm. He has no fixed rest day.

Call 6565 9858 to check before you go!



Liu Zhong Electronics, Block 498 Jurong West Street 41, #01-482

Why buy new when you can get your old TV repaired?



Mr Tan Eng Chong and his uncle, Mr Tan Joon Lee (seated)

This store has won a great reputation for reliable electronic repairs and bargains in second-hand TV sets.

Mr Tan Eng Chong had worked for Panasonic for ten years before he and his uncle, Mr Tan Joon Lee, set up this shop over ten years ago. Now they fix hundreds of TVs every month.

“And, if we can’t fix a set, because it’s beyond economic repair or the parts are no

longer available, we can offer the customer a pre-owned model at an affordable price.” The prices vary with size and age, but start well below a \$100.

Some customers bring their sets to the shop – or just come to buy a replacement. But most of their business comes by telephone. A customer calls and they take down name, address, contact number, the make of the TV and the problem with it. Then they arrange for a serviceman to call.

“Very often he can fix the problem on the spot. If he can’t, he explains what needs to be done and how much it will cost. If the customer decides he wants the work done later, or can’t afford it, the serviceman charges a \$10 inspection fee. Of course, we explain our charges, on the phone, before the technician visits. Sometimes, if it’s a visit to Tampines, we’ll charge another \$10 for transport.”

If the TV set is huge, the technician calls their delivery driver to help him get it into the van. Sets that cannot be repaired on the spot are taken to the Tans’ workshop in the Henderson industrial estate. “There’s no room here for the repairs.”

Their business has grown over the years, mainly by satisfied customers recommending them to friends. At the moment they have three technicians and a driver working with them. But they have a wide circle of friends in the electronics business and can call in more help when they need it.

Besides direct customers, they do work outsourced by distributors. And now they trade, all over the island, as BQ Services.

There are few technicians with the skills, know-how and parts to repair an old TV set. We’re lucky to have a shop like the Tans’ right here in Jurong.