



以人为本 打造缅甸女佣市场



以人为本公开、
公平服务雇主，
以爱心包容女
佣，才能做好
女佣市场。

**United Channel
Employment
Agency Pte Ltd
董事经理
Ng Thiam Huat
黄添发**



从创业之初在加东购物中心一间150方尺的店面，扩展到今天五间店面。从创业资本不过区区1万新币，到如今横跨新加坡、中国、缅甸的业务，United Channel创办人Mr. T.H.Ng（黄添发先生）和合伙人一道，专攻本地缅甸女佣市场，开拓新的业务领域，五年间，打响了本地缅甸女佣的品牌。

创业 专注空白市场

黄先生与缅甸结缘，早在1998年，当时他的贸易公司，主要从事新、缅两地的商贸活动，以销售布料、食品为主，作为平价进口的企业，他在缅甸建立起良好的信誉。2007年8月，他决意进军女佣服务业，为新加坡各界提供缅甸女

佣业务。开业前，他做过比较详细的市场调查，当时市场上以印尼、菲律宾女佣为主，缅甸女佣个性温和，生活习惯与本地差异不大，遍布全岛的1000间女佣介绍公司，彼此间竞争十分激烈，加之政策不断地调整，始终站在市场前端的各地女佣介绍所，必定需要有各自立足市场的高招。

“天时地利人和”黄先生从缅甸引进的女佣迅速被市场接纳，为了服务好顾客，United Channel在缅甸开设了分公司，从新加坡派出专人，在当地集中培训女佣，从法律法规、生活习惯、语言等几个方面，对将来新加坡工作的女佣，进行系统的规范的培训。

女佣抵达新加坡以后，他们会安排女佣住进统一的宿舍，在生活上照顾他们，在业务上再进行培训，然后交到雇主手中。作为雇主与女佣之前的纽带，黄先生时常告诫员工，女佣背井离乡来新加坡打

创业小档案 (Business Profile)

初始资金 : \$10,000
创业地点 : Katong Shopping Centre
初始员工 : 1人
初始面积 : 150 sq ft
现有员工 : 28人

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拼，女佣介绍所就是他们的娘家，要多关心女佣的思想状况，遇到问题要公平公开，即不偏袒顾客，也不一味指责女佣，让女佣对中心有归宿感。

面对雇主，黄先生的原则是为其提供最佳的服务，多沟通了解，

摸清他们的准确需求，有针对性提供服务，遇到问题不拖不推，尽心协调让对方满意。

员工团队 打造企业品牌

被誉为“缅甸女佣专家”的

United Channel目前拥有28位员工，他们来自菲律宾、缅甸、马来西亚、新加坡，这样的“多国部队”就是让多元化的员工团队能更容易体谅感受女佣雇主不同的文化背景、生活习惯及思维方式，遇到问题由同国籍的员工出面，彼此有更多的亲切感，容易处理纠纷与不满。

和很多同行的女佣中心不一样，United Channel的员工极少跳槽，他们有一干就是4年，在这里，他们得到了专业培训，同时也深刻地了解服务行业以人为本的宗旨。

为了拓展广泛的市场，目前黄先生已经开始从菲律宾、印尼引进女佣，他认为，行业发展到一定阶段，必定会朝着多元化的道路发展，始终抱着缅甸女佣这一市场，很难将业务扩大，于是他将五间分店细化了业务的范围。有的专做缅甸女佣，有的专做菲律宾女佣，方便顾客找到心仪的女佣。

据黄先生介绍，缅甸女佣朴素、老实、要求不高，深得工薪阶层喜欢；菲律宾女佣语言有天赋，大多受过良好的教育，所以在高端市场占有商机；而印尼女佣比较善于烹煮，他们各有特

色，作为女佣公司就会根据雇主要求，提供相应的女佣服务。

开拓海外市场 创新经营模式

2012年，United Channel开始进军中国高端市场，他们与中国女佣介绍连锁机构“家之轩”合作，在深圳开始尝试着提供高素质的“管家”业务。

黄先生承认，中国市场非常广阔，新加坡女佣公司大都拥有良好的管理经验与理念，但因为一些法律条款的限制，所以聘请外籍女佣并不容易，于是他们大打本地牌，在中国寻找合适的人选，经过培训后上岗。黄先生计划能开办一所管家培训学校，将一批有潜质的年轻女佣送到本地系统培训，提升他们的专业技能、语言能力，从而在高端的“管家”市场占有先机。让新加坡的品牌在中国发扬光大。

Introduction

United Channel Employment Agency Pte Ltd. (United Channel) was established in Sept 2007 by Mr. TH Ng and his partner Kerrie with a modest startup capital of SGD 10,000 and a mission to help families in Singapore to engage well-trained

and docile foreign domestic workers (maid). Mr. Ng and Kerrie both hailed from different professions, but they decided to combine forces and venture into the maid employment market. To differentiate themselves from their competitors and stand out amongst the many maid employment agencies in the market, they decided to specialize in the recruitment of Myanmar nationals. They operated from a 150 sqm office in Katong Shopping Centre, which now serves as the head office for their five branches islandwide.

United Channel is one of Singapore's foremost maid employment agencies to

specialize in the recruitment of Myanmar maids. Since 1998, Mr Ng had an affinity for Myanmar and has forged strong business connections in the country when he was running a trading firm. Upon further research, He discovered that the locals in Myanmar have a similar lifestyle and culture to the local Singaporean, and their gentle nature and demeanour also make them the ideal domestic worker for the Singaporean home. United Channel set up a Training School in Myanmar to provide comprehensive training for the newly recruited maids. The maids learn about the culture, the languages and also the habits of the local Singaporean household. The Myanmar maids proved to be



immensely popular as they are well trained and acclimate readily to their new environment.

Today, United Channel is an award-winning maid agency which specializes in the procurement of qualified foreign domestic workers for the local household. Their maids come from neighbouring countries such as Myanmar, The Philippines and Indonesia.

Our Promise

United Channel provides a list of suitable candidates based on customers' requirements and assist in the screening & short listing of maids. They will match the appropriate candidate to the employer to foster a good working relationship. They also provide good support for the maids and act as mediator between employer and maid. They empathize with the maids and believe that there should always be open communication between both parties.

United Channel provides training for the selected maids, both in their home country and in Singapore. Training will be conducted while awaiting approval for their application from the authorities. Continuous training is also available in Singapore upon the arrival of the maids. Training includes areas like laundry,

housekeeping, and basic cooking skills. The maids are also given safety training to enhance their work performance. Statistics have shown that such training will enable the maids to assimilate to the Singaporean culture at a faster rate.

Besides domestic help, United Channel also offer other Human

Resource solutions. They recruit skilled & non-skilled workers from developing countries like Myanmar, Indonesia, Philippines, Thailand and China to meet the labour demands of the various industries like construction, manufacturing, service & ship building.

United Channel also provide a full range of maid associated services like transfer application, renewal of Work Permit/Passport, personal/medical insurance and security bond, renewal/cancellation of Permit, consultation and counselling, holiday drop off, medical check-up and home services.

Our Vision

United Channel aims to be the premium provider of foreign domestic workers in Singapore. They strive to provide service par excellence for the customers and have acquired a sterling reputation for the quality of their work.

After their success with Myanmar maids, United Channel has diversified into the supply of maids from other neighbouring countries like The Philippines and Indonesia. They have also franchised to China, and hope to replicate their success in the China market, where they have plans to train professional Housekeepers to cater to the demands of the high end market.

Our Philosophy

Since their inception, United Channel has always adhered to the principle that Customer Satisfaction is the most important factor in the business. The United Channel standard for customer service distinguishes them from the ordinary housecleaning services. They employ a total staff strength of 28 to provide customized and personalized service for their customers in all their branches. The five branches have all been assigned to specialize in maids from the different nations. The staff consists of nationalities from Myanmar, Philippines and Indonesia and most have served with the company for a minimum of four years. They provide efficient and reliable service and ensure that the maid and the employer maintain a harmonious relationship. United Channel was awarded the Asia Pacific Brands Awards in 2012, an attestation to their dedication and professionalism.

