

***“It’s important to try to finish the race in first position. But it is even more important that you finish the race, regardless of your position.”***

## Up Close & Personal

### **What made you pursue a business in this field?**

Having served as a valet, I noticed that there were inefficiencies in the market, so I pursued to be a major player in the market to correct these inefficiencies, which were typically general management and staff safety issues. Most importantly, at that given point of time, I was very driven and had the ability to bring together the resources and capabilities needed to correct the inefficiencies I had marked out.

### **What is the main driving force and motivation for you?**

My passion for cars is my main driving force. As a young child, I have always had the passion about the engineering, the design and the art of cars. It is this passion that kept me working as a valet for more than a decade. For a good while, I used to work as a valet after my day job. I love driving and never see it as work. Hence, I enjoy every moment in this field.

### **What advice would you give to aspiring entrepreneurs?**

When one is looking to spend their life in something they love, the most important element is to treat financial concerns as

secondary. If the main benchmark is measured by the practicality of what one does and how it results in the amount earned, one will inevitably limit their possibilities to what is predictable and getting to do what they love will be a challenge. On the other hand, if one permits himself to pursue his inquisitiveness, he will find himself in the position of power and, eventually, in the position to earn wealth on his terms.

Being connected to one’s individualistic interests and aspirations and being spurred on to be one’s true self, equips one with power in their chosen field of discipline that no one can declare entitlement to because this unique fit of interests will be a representation of who you are. With such drive and zeal, one will never feel that it is work being done, whereas others will see what you have chosen to do as a huge task. When the work you undertake complements who you are so well, you stand out and make a statement of being outstandingly and uniquely capable, powerful and impactful. With time, the better you get at expressing yourself through the work you do, the higher your earning potential will be in that capacity.

marketing, online recruitment platforms, etc,” he explains, determined to progress forward rather than become stifled in stagnancy.

Today, safety is a hallmark of Hope & Haim Pte Ltd as well. Certified with Bizsafe 3 and 4, the company operates on a self-designed set of Standard Operating Procedures (SOP) and Safe Work Procedures (SWP), with frequent inspections carried out to sustain their current standards. “Our professionalism is our virtue,” Mr Jackson says modestly, “Our rich experience as valets ensures that our quality of work is of the highest standard.” Aiming to turn the company into a trendsetter in the industry, and to be acknowledged as a leader in innovative parking solutions with an excellent service performance, he continues to reduce safety risks, creating a happy and safe environment for his employees whilst strengthening the company for their stakeholders.



# A SERVICE UNLIKE ANY OTHER

## MR B P JACKSON

*Hope & Haim Pte Ltd*

Leveraging on a team of committed, professional, and genuinely enthusiastic staff, Hope & Haim Pte Ltd is revving up for an exhilarating future. The company was first established in 2008 and in 2012 began offering valet services. Since then, however, its growth has been nothing short of spectacular; much of its success can be attributed to Founder and Managing Director Mr B P Jackson’s expertise and intimate experience in the industry.

Offering car valet services for businesses, valets for private functions, drive-home services, chauffeur services/ part-time drivers, and car park management services, the company today services a total of 9 clients, having managed 15 events in 2014 alone. “We take care of our customers by serving them in a reliable, timely, and helpful manner, focusing on high quality and actively taking the initiative to meet their needs,” remarks Mr Jackson.

Indeed, the company’s tagline – Service Beyond Expectations – sums up his approach to customers. Committed to an exceptionally high standard of service, he continually emphasises the importance of sourcing and retaining the right staff. His own experience as a valet for 17 years, along with a personal passion and interest in cars, further bolstered his ability to select the right people. “I personally interview and train each and every employee, so as to achieve service excellence,” he professes, keen on hiring only the best for the job.

Despite facing numerous obstacles, and citing high employee turnover as one of their toughest yet, Mr Jackson is quick to note that their failures are embraced rather than feared. “We capitalise on the values of inbound marketing strategies through a variety of avenues such as social media