


HST Profile

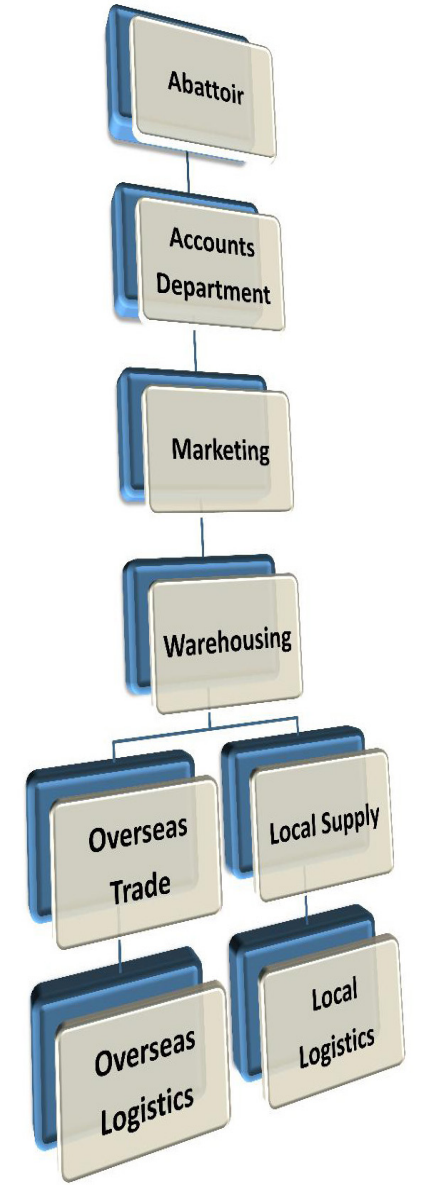


A nighttime photograph of the Singapore skyline. The Marina Bay Sands hotel is prominent on the left, with its three towers and skybridge illuminated. In the center, the Esplanade - Theatres on the Bay is lit up. To the right, a dense cluster of skyscrapers in the financial district is visible, with various lights reflecting on the water in the foreground. The sky is dark, and the overall scene is vibrant with city lights.

With the understanding of health consciousness growing worldwide and the advantage of having the access to natural food products in Australia, Hai Sheng Tang, namely HST was established in Singapore and is operating business all over South-East Asia region. Headquarter located in Singapore.

Company Establishment

Company Structure





Hierarchy

- > Eric Chong
Chairman
- > Michael Xie
Executive Director
- > May Seeto
Financial Director
- > Alvin Pong
General Manager
- > Janj Jong
HR/Administration Officer

Individual Profile

> Eric Chong Chairman

> International entrepreneur Eric Chong is the Chairman of Hai Sheng Tang PTE. LTD., a company operating business across seven countries. His passion for promoting health consciousness is the drive for exploring natural food products in the F&B industry.

> Alvin Pong General Manager

> Running back-end operation at a tick-tock pace is Alvin's specialty. Facilities and logistics managing is crucial part of making sure customers getting the best quality of natural food products.

> Michael Xie Executive Director

> Having a critical role for the growth of the company, Michael devotes his efforts not only to market expansion on geographical basis but also to satisfaction of customers by providing best quality natural food products.

> May Seeto Financial Director

> May's extensive financial knowledge and experience helps us see the business in a numerical form, which can visualize how the business is running in terms of figures.



Business Vision

Our business vision is to become an image of natural food in the industry not only by supplying natural food to our customers, but also promoting and anticipating health consciousness in the society we all live in.



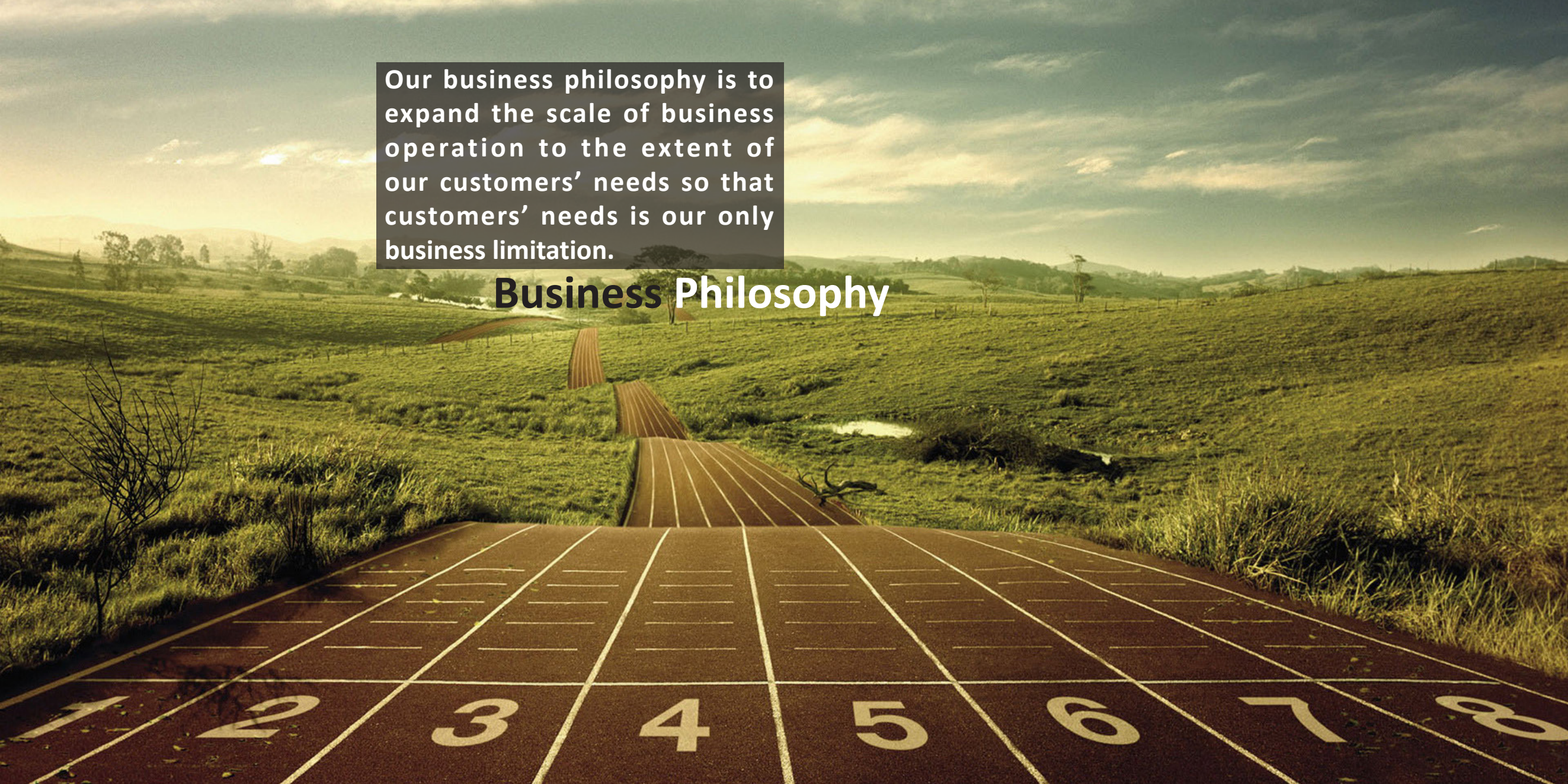
A close-up photograph of several hands holding interlocking puzzle pieces. The scene is lit with a warm, golden light, creating a soft glow. The puzzle pieces are arranged in a circular pattern, with some pieces being held by fingers. The background is a bright, hazy yellow, suggesting a sunrise or sunset. The overall mood is one of collaboration and building something together.

Our business mission is to consistently deliver a wide range of natural food products with excellent value and best quality to our customers, as being a most trusted business partner and reliable supplier in the industry.

Business Mission

Our business philosophy is to expand the scale of business operation to the extent of our customers' needs so that customers' needs is our only business limitation.

Business Philosophy





Business Route Map

Our business, being a wholesaler, is operating all over South-East Asia region including Singapore, Australia, Hong Kong, Taiwan, Indonesia, Malaysia and China.



Australia is well known for its natural environment reservation, none environmental contamination and natural food resource. Thus, we only choose Australia as our product source territory.

Source Territory



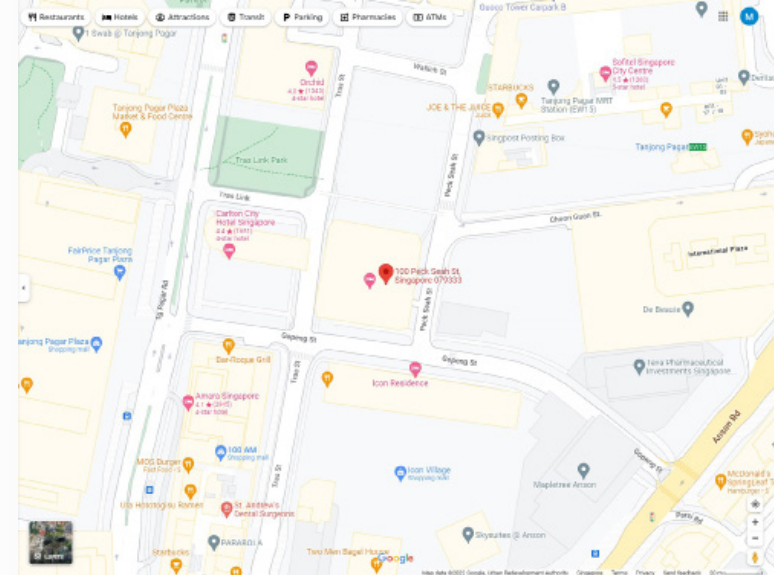
Product Categories

Our business has 3 major product categories which are Seafood, Meat and Dairy. Within each category our registered business customers can find their desired products and place orders directly through purchase portal on our business website. In Singapore we also have our frontage sales section open daily from 3pm-6pm to welcome local and foreign walk-in customers.

Business Website

We sincerely welcome all customers browse through our business website and Facebook to establish some ideas of our products, business news updates, sales promotions, product information, etc. And if any question occurred about our business, customers are most welcome to contact us via the details listed on our business website and Facebook.

Contact us



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