

# How a two-man microbusiness achieved double digit growth on Alibaba.com



## Location

Singapore

## Industry

Engineering & construction machinery

## Business type

Import/export/trading

## Company size

1 - 5 employees

## Founded in

1993

## Alibaba years

7

## Business objective

Reach business buyers  
Expand to global markets

“Demand has shifted to e-commerce given the situation, and I believe this will be the inevitable trend for the future.”

### Banhock Tan, owner

Drillrig Equipment & Accessories



## OVERVIEW

Two-man microbusiness Drillrig Equipment & Accessories has evolved into an international reseller with an annual revenue of more than US\$1M since its foundation in 1993.

Drillrig sells machinery and spare parts both to other resellers and to end users. Tan noticed seven years ago that 40% of search results for machinery products on Google would direct to Alibaba.com. He decided to advertise on the platform and hasn't looked back.

A regular trade show attendee prior to COVID-19, Tan now runs his business fully on Alibaba.com.

**“Only 10-20% of our revenue came from Alibaba.com prior to COVID-19. Now it has doubled to more than 30-40%.”**

## Exclusive launch package

Get expert local support launching online Sign up as a new customer to WorldFirst and you could get your annual seller package reimbursed.\*

Platform features:

- Unlimited product posts
- Showcase products
- Receive & respond to enquiries
- Respond to RFQs
- ... and more

[\\*Full terms & conditions on website](#)

## Alibaba by the numbers



**22 years**

supporting SMEs around the globe



**100M+**

web visits per month



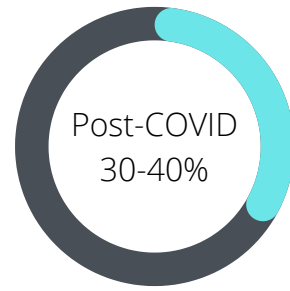
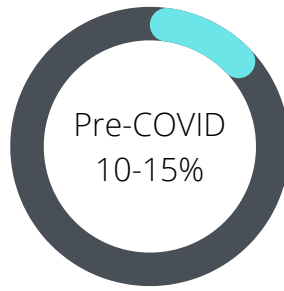
**26M+**

active buyers

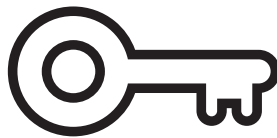


**340K**

product enquiries daily



## Percentage of revenue from Alibaba.com



## KEYS TO SUCCESS

Tan attributes his success not only to his expertise and knowledge of machinery, but to the tools the platform offers.



Real time messaging allows Tan to respond quickly to enquiries



Gold supplier tag helps him earn credibility with buyers



Comprehensive training allows Tan to stay up-to-date with the latest online tools

## Contact the team at WorldFirst Singapore

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Read the full story on <https://seller.alibaba.com/stories/pxc439v3-a-two-man-microbusiness-propelled-to-double-digit-growth-by-alibaba.com>