

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

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Alibaba by the numbers



22 years

supporting SMEs around the globe



100M+

web visits per month



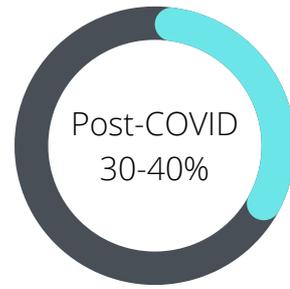
26M+

active buyers

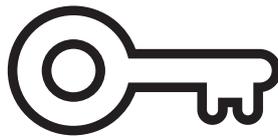


340K

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>