

Singapore Has No Distributor Channel. We Found That Out Before Our Client's First Visit.

US manufacturer entering Singapore needed one local partner. The route they assumed existed, didn't. Ewan found the real one, and delivered **four qualified partners**, a **clear competitive picture**, and a **logistics setup** before the client landed.



Quick Facts

Client

**Global sanitation
equipment
manufacturer**

Corridor

**US → Singapore +
Malaysia**

Asked for

**One qualified local
partner**

Delivered

**Four partners
across four market
roles**

Work

**Partner search,
market research,
competitor analysis,
logistics**

From one partner request to four qualified matches across four market roles.

Situation & Challenge

Situation

A global-scale US portable sanitation manufacturer needed to enter Singapore. They assumed a **traditional distributor channel existed** and planned to find **one local partner** to handle sales, service, and logistics.

Challenge

Singapore has **no distributor channel** for this category. The market structure the client assumed simply **doesn't exist**. Without this intelligence, the client would have arrived with **no viable path to market** and no qualified partners to meet.

What Ewan Did

A structured, intelligence-led approach, from first contact to a fully coordinated two-day Singapore visit with four qualified partners ready to meet the client.



- Contacted **23 companies** across Singapore and the region
- Two in-depth consultations with veterans (**26 & 20+ years' experience**)
- Shifted from distributor search to **local sales representative model**
- Mapped Chinese brands' gaps: **no local support, no spare parts, 2-week delivery**
- Found Malaysia logistics partner: **1-2 day delivery with credit terms**
- Recommended premium **Trailer Toilets** — no strong Chinese competitor here
- Identified **four qualified partners** across four distinct market roles
- All four partners met client in a seamless **two-day Singapore visit**



Results

01

Partners & Visit

4 qualified partners found the original ask was 1. Client met all 4 in a seamless **two-day Singapore visit**. Exclusive sales rep identified: **26 years in market, zero competing brands**.

02

Market Position

Client on track to be **first Western brand with spare parts stocked locally** in Singapore. Strategic Malaysia logistics partner engaged: **1-2 day delivery, credit terms** — unmatched by Chinese competitors.

03

Strategic Insight

Granular competitive picture delivered. Singapore and Malaysia reframed as **one unified market**. First container shipment targeting **July 2026**.



"We went into Singapore assuming a distributor network existed. Ewan told us it didn't, and delivered four qualified alternatives before we landed. The market intelligence changed how we're thinking about the entire region."

— *Asia Pacific Head, Regional Expansion Team*

Portable Sanitation | Industrial Equipment | Singapore | Malaysia |
Market Entry | Distribution | US → ASEAN

Thank You

For more information, please contact Ewan Business Solutions.

