



LEGACY:
Ng is grooming his son to take over his trade.



NEIGHBOURHOOD PAL: Ng's cosy corner lot at Jaya Shopping Centre.

Right at home with trade

He took over a failing business and turned it into a successful hardware trade. SAM CHEONG speaks to home improvement store owner Eddy Ng. N.S.T pg Q 7 10.5 07

WITH more than two decades of experience, one can consider Eddy Ng's home improvement store as an establishment in Petaling Jaya.

The 52-year-old runs the family business called Jaya D.I.Y. at Jaya Shopping Centre in Section 14. (He is grooming his eldest son to take over the business).

Ng's outlet is located at a corner on level two of the shopping complex.

Dealing in mainly hand tools, electric-powered precision tools, electronic gadgets and do-it-yourself peripherals, the outlet offers hundreds of different items that are neatly stacked and displayed along the aisles.

Locating a particular item can be a chore but if you ask the owner or his wife, they'll be glad to point you in the right direction.

Ng's customers comprise mainly residents of the neighbourhood.

A locksmith by profession, he ventured into his own business after taking over from the store's previous owner.

"The store was previously operated by another person from Singapore. Business was not good. Just as the bank was about to liquidate the premises, I took over. It was a turning point in my life and I have never looked back."

He relies heavily on his retail experience to run his trade. With some help from his wife and children, he has managed to sustain the business for more than 20 years.

"I am a second-generation locksmith. This venture was very different. I had to train myself to get to know my products as well as improve the selection of goods through customer feedback," he said.

The store also retails collector's knives.

Ng started selling high-quality factory-made knives in the early '90s to supplement his income.

"We started with a fine selection of Swiss Army knives. We now offer high-end fixed blade and folding knives."

A collector, Ng displays some of his collection in a special showcase at the entrance of the store.

"The display has become a conversation piece among my regular customers and other collectors.

"I learned much about steel quality and the purpose of different knife designs from the collectors. Some of my customers are very knowledgeable about their hobby."

He also retails high-end flashlights.

The outlet opens daily from 11am to 9pm. For details, call 03-7954-0509.

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KEEPING A CLOSE WATCH: Ng's wife checking the stock at the store.