

Featured Entrepreneur



Mr Kenny Cheong

Co-Founder, King Grouper Fish Soup



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Can you tell us about your entrepreneurial journey?

King Grouper Fish Soup was started by my Secondary School friend and me back in 2022.

My friend was in the fish farming industry and owned a farm rearing Groupers, a premium fish commonly served in restaurants. He used to export it out of Singapore until COVID-19 hit and he stopped receiving orders.

It then got us to think, why not bring a premium fish to the mass Singapore market so that more people can enjoy it?

It then led us to open a stall in a coffee shop selling fish soup at an affordable price and we have since expanded to almost 50 outlets.

What strategies have been key to your success?

I would think it is our pricing. We give our customers what others cannot offer - thickly sliced fish at an affordable price.

This can be achieved as we farm our fish and because we have a central kitchen.

The central kitchen not only helps us to be efficient and ensure consistency, but it also eases the difficulty of employing staff as the majority of preparation work such as slicing and marinating has already been done in the central kitchen - staff manning the stalls can focus on handling customers.



What's one piece of advice you wish you had received earlier in your entrepreneurial journey?

Don't wait for the right moment - if you have an idea or a goal, take action now.

Many plan to work towards their goal but ultimately do not get past the planning stage.

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What are some key lessons you've learned?

We started with plenty of manual work, including keeping track of our Finances and Human Resources (HR).

When the business expanded, we realised we had to slow down to organise the administrative work, and that was when we used software applications, such as a HR Management System to help us catch up.

How do you stay motivated during difficult times?

Some people have this mindset: when a decision is not "right", it is "wrong".

However, that is not the case for me; if I did not make the right decision, instead of feeling that I lost something, I learn from it.

For instance, sometimes we expect an outlet to do well but the results were otherwise. Instead of feeling discouraged, we reflect, reanalyse, and learn from there.



What legacy do you hope to leave through your work?

It is more of a personal achievement for me. I want to operate this business for as long as the mass market allows. As long as people like our product, we will continue to sell it.

Despite money not being our main focus, we believe that if we do things correctly (by giving value), customers will return, and in the long run, we can expand the business and share success with our staff.