



*The Leading Online Marketplace*

# PRIMARY LEADERSHIP IN CHALLENGING TIMES

20th January 2009  
SPH Auditorium, Singapore

BY MANOJ SHARMA

## **ABOUT ST701.COM**

*When C.A.T.S. started in October 7, 1969 with a tagline “Talk to C.A.T.S. and everyone listens”, the focus was very much on placement of Classified advertisements in The Straits Times over the telephone. Thus C.A.T.S stood for Classified Advertisements Telephone Service.*

*Over the years, C.A.T.S. has built itself up to be synonymous with efficiency, quality customer service, reliability and effectiveness. C.A.T.S. as a brand has evolved to become closely identified with Classified advertisements as the leading marketplace for advertisers and readers to find, buy and sell a plethora of products and services in Singapore Press Holdings English and Malay newspapers.*

*CATS Classified has established itself as the undisputed leader in print classified advertising. As the market evolves, opportunities have arisen for CATS to extend beyond its current dominance in Singapore to reach out to a broader global audience through the Internet. It is from this technological evolution that CATS Classified has now introduced our e-marketplace ST701. First launched on March 24, 2006 as a job portal, ST701 carries the initials of The Straits Times, Singapore Press Holdings' flagship newspaper and Singapore's national English broadsheet. The numbers “701” convey what the user will experience: 7 days a week search at the 01 place that matters*

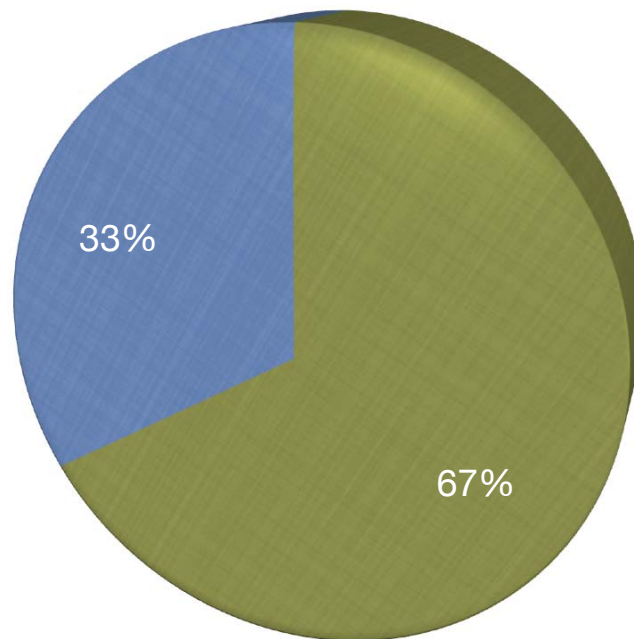
*While our job portal was making inroads into online recruitment, effort was simultaneously directed towards the development of verticals that would cover motoring, property and general merchandise and services. Retaining The Straits Times identity, these verticals are respectively known as ST701 Jobs, ST701 Cars, ST701 Property and ST701 Shops. Collectively, they offer the full range of classified products and services.*

*Now that all the verticals have been launched, we present to you the new ST701 – the e-marketplace dedicated to offering the most comprehensive and interesting marketplace for products and services.*

## **THE FOLLOWING IS THE FEEDBACK FROM THE AFOREMENTIONED WORKSHOP**

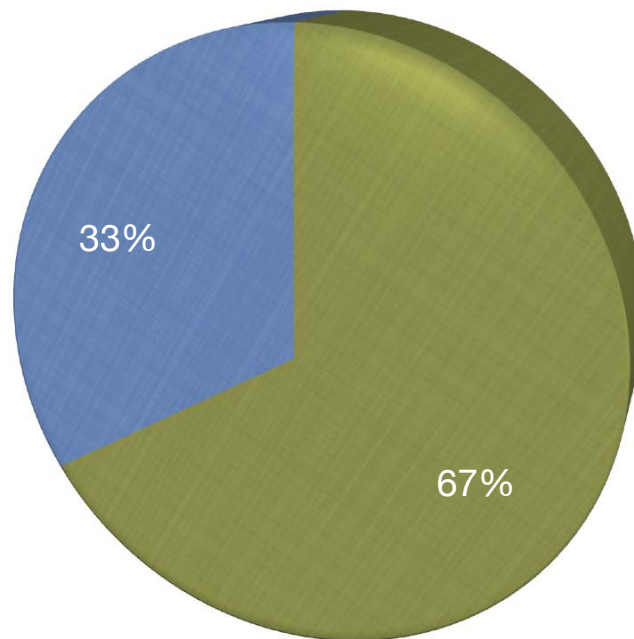
# How Would You Rate The Speaker's Knowledge Of The Subject

● Excellent ● Good ● Satisfactory ● Below Expectation ● Poor



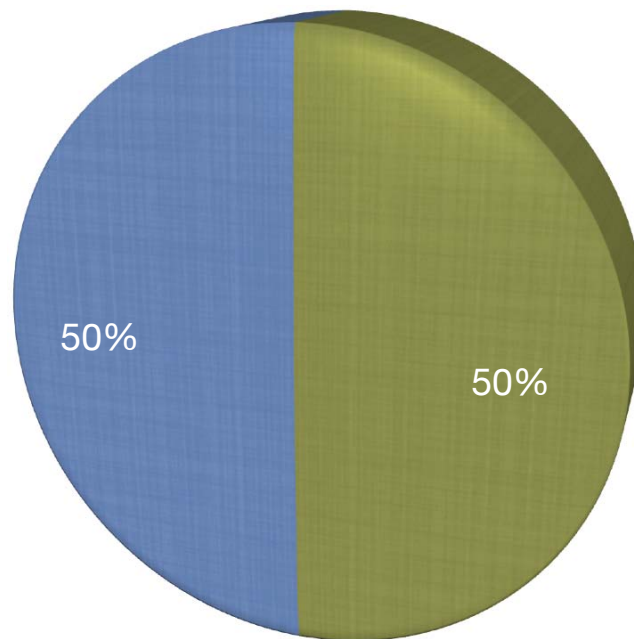
# How Would You Rate The Speaker's Presentation Skills

● Excellent ● Good ● Satisfactory ● Below Expectation ● Poor



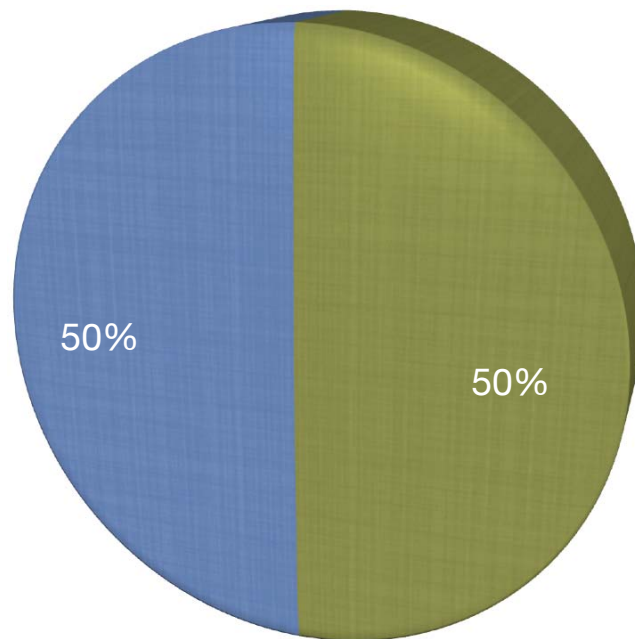
# How Would You Rate The Speaker's Room Handling Skills

● Excellent ● Good ● Satisfactory ● Below Expectation ● Poor



# How Would You Rate The Workshop Content

● Excellent   ● Good   ● Satisfactory   ● Below Expectation   ● Poor



Do You Have Any Other  
Comments/Feedback About This  
Seminar?

VERY, VERY INTERESTING  
PERSPECTIVE.

NOT AT ALL WHAT I'VE  
HEARD AND READ BEFORE  
BUT VERY REFRESHING