



The Leading Online Marketplace

TERTIARY LEADERSHIP IN CHALLENGING TIMES

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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

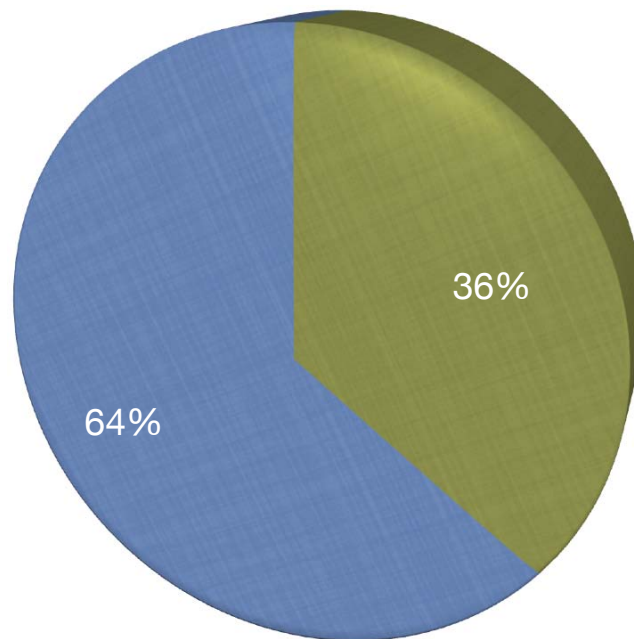
While our job portal was making inroads into online recruitment, effort was simultaneously directed towards the development of verticals that would cover motoring, property and general merchandise and services. Retaining The Straits Times identity, these verticals are respectively known as ST701 Jobs, 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

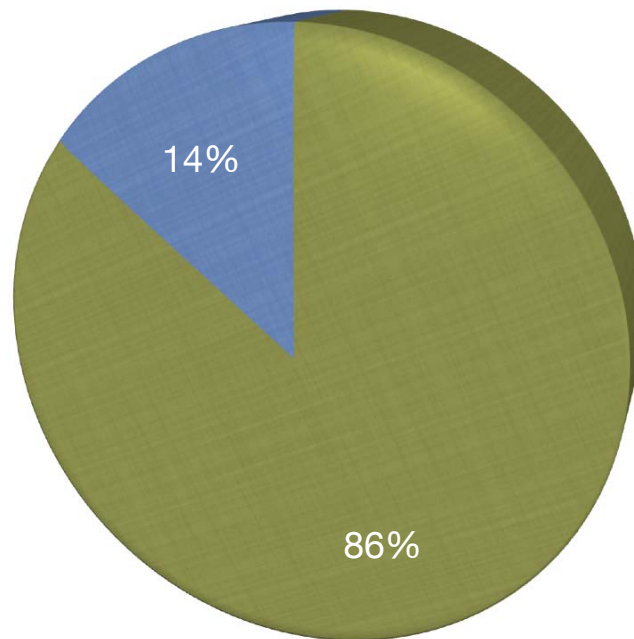
How Would You Rate The Speaker's Knowledge Of The Subject

● Excellent ● Good ● Satisfactory ● Below Expectation ● Poor



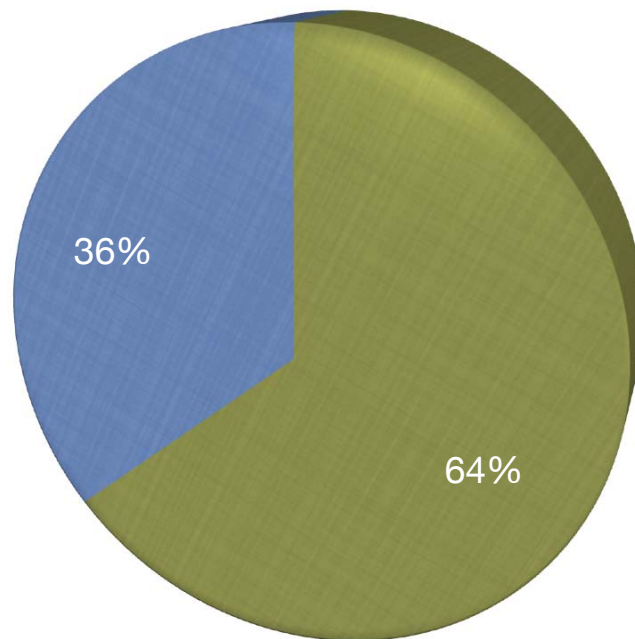
How Would You Rate The Speaker's Presentation Skills

● Excellent ● Good ● Satisfactory ● Below Expectation ● Poor



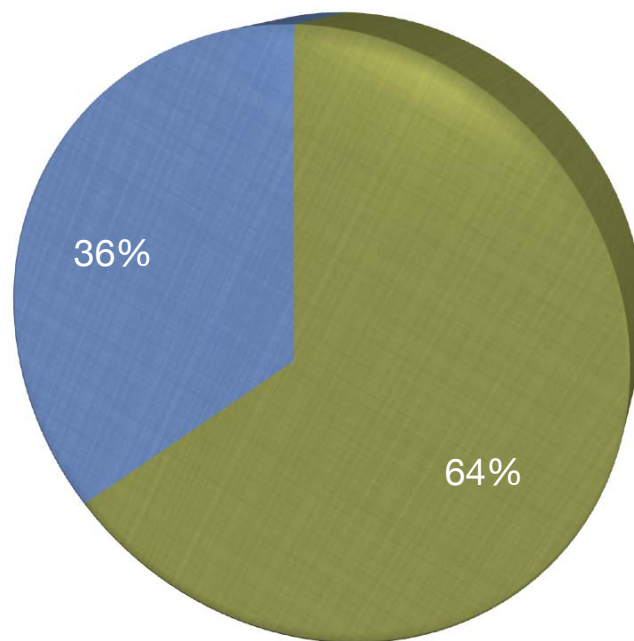
How Would You Rate The Speaker's Room Handling Skills

● 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 GOOD SPEAKER. EVEN TAKES THE
TIME TO COACH AND GIVE SPECIFIC
FEEDBACK TO EACH PARTICIPANT. ALSO
VERY HAPPY TO SHARE HIS TIME, NOT
IN A RUSH LIKE OTHERS.

IT WILL BE GOOD TO INCLUDE MORE
DETAILS ON HOW TO DEAL WITH EACH
SITUATION.