



## Dynamics Circuit: Tapping into the ICV

“ The advisor from the SME Centre@ SICCI guided us through the ICV application, which has been a big help to the business. The advisors at the centre are very supportive, proactive and friendly – and it comes at no cost to us.”

*Mr Kunasegar Raman  
Managing Director  
Dynamics Circuit*

When Mr Kunasegar Raman started offering troubleshooting and repair services for electronic equipment in 2008, it was a one-man show. This changed quickly as he found a receptive market for his services, and today, he has more than 20 staff across four offices in the region. Revenue has increased tenfold in the past five years and he has even bigger plans for the future.

One of the key developments for Mr Raman was securing several contracts from government bodies and private sector organisations. Not only did these contracts bring in significant revenue, they also enhanced Dynamics Circuit's reputation and image, and made it easier for the company to attract new customers.

It was a challenge to meet his clients' expectations, but Mr Raman took it in his stride and pushed himself to continuously improve his company's processes. "It all started with some of our larger clients requesting for our certification in quality and standards. I knew that attaining these certifications will help position our company better and gain the trust of our customers, so I approached the SME Centre@SICCI (Singapore Indian Chamber of Commerce and Industry) for advice," he explains.

The advisor, Ms Kamesh, met with Mr Raman to understand his business objectives and how the company could raise its productivity and service standards. "We advised Mr Raman to tap the **Innovation & Capability Voucher (ICV)** scheme to help offset the consultancy costs to achieve standards certification," she adds. "By standardising the company's work processes, the service quality will be more consistent."

Mr Raman has since successfully applied for the ICV scheme for ISO 9001 certification. "It was very simple to apply for the ICV. The SME Centre provided a lot of guidance with the application, so it was quick and easy, contrary to what many companies believe," notes Mr Raman.

While this is a small step, Mr Raman feels that the ICV helped improve the processes and put the company on the right footing for future growth. Indeed, Mr Raman has clearly seen the benefits of the ICV and is planning to return to the SME Centre@SICCI to apply for another voucher, this time to assist with overseas expansion, as well as getting some business advice on opening a new office in the Philippines as Dynamics Circuit continues to grow. ■