



One of the Summit's most anticipated speakers, David Whye Tye Ng, is the creator and director of the largest retail pet care chain in Asia, Pet Lovers Centre (PLC).

An educational engineer, David taught previously at the University of British Columbia in Vancouver, Canada. In April 2013, he launched Pet Lovers Centre in partnership with his younger brothers. The company has a unique style and ambitious strategies.



The introduction of a customized electronic planning system, Enterprise Resource Planning (ERP), has allowed the family businesses to grow at a fast pace. Today, the PLC network includes 112 stores in Singapore, Malaysia, Thailand, Vietnam and the Philippines. At the end of 2019, that number will reach 140. The company, which constantly invests in development, also will add a fully robotic warehouse equipped for 4,200 pallets.



PLC does not use paper. The entire workflow is automated, information is stored in electronic form, and the capabilities of artificial intelligence are actively used. Now, Pet Lovers Centre is working on fire protection of personal data.

In his report at the Zoobusiness Summit of Russia, David explained in detail how PLC's systems work, including the development of individual shops and building solid customer relationships. The success of his company as a leader of the retail market is proof that the PLC approach works.