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BALANCING ACT

What strategies can companies adopt to cope with rising staff costs?

The Business Times, 28 January 2008 – Daniel Yew, CEO of Spinn says: “Rising business cost seems to be the only certainty today. It is more important than ever that companies focus on their competitive advantages, understand the unique values they bring to their customers and focus on their respective niche. For us as a creative and professional services company, staff cost is everything. Unless we are able to price right, to match selling price with rising cost, profits will be at stake. Pricing right is not that easy to do. It takes recognition of your core strengths and competitive advantages and commitment to maintaining price positions amid competitive pressures.

About SPINN

SPINN is a leading creative video production company which specializes in producing videos for sales, marketing and corporate needs. SPINN consistently delivers high quality work with service excellence, making it the preferred creative provider amongst leading companies and organizations seeking to communicate their marketing and corporate messages in an effective and compelling manner. SPINN's creative videos help brand companies, close sales, launch events, raise funds and recruit talent.

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For more information, please contact

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