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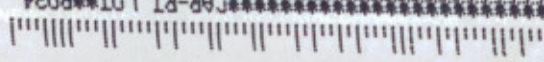
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GREENSBORO NC 27409-9665
611 HICKORY RIDGE DR
TIGER CONTROLS INC.
OWNER & PRESIDENT
NEETA SINGH
*****CHAR-RT LOT**R034

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32 Tiger Controls

Sleek, responsive & competitive - Tiger Controls sets the pace for others to follow

In the animal world, the tiger is at the top of the food chain. Fast, reflexive and muscular they are among nature's most majestic animals. In the business world these qualities are important as well. Tiger Controls of Greensboro has made its mark by being responsive to its customers, quick to adapt and fiercely competitive. It's a formula that has served this minority owned company well.

Created by Neeta Singh in 1999, Tiger Controls is on its way to becoming a national leader in electrical, electronic, and industrial supplies distribution through price-competitive order consolidation and engineering services. "Among our greatest strengths is our incredible responsiveness to the needs of our customers," says Singh, President of Tiger Controls. "Some bigger suppliers simply don't have the ability to service the customers the way we do. We'll jump through hoops for our clients, even if it means working Saturdays and evenings to find the part they need."

Singh opened Tiger Controls with a loan on her mother's credit card. A single mom with inside sales experience, she believed in herself and in the power of the service she envisioned. Soon, others began to catch her vision and by the end of its first full year in business the company had earned \$1.2 million in revenue. Singh had spent nearly

"Some bigger suppliers simply don't have the ability to service the customers the way we do. We'll jump through hoops for our clients." - Neeta Singh

seven years working for Newark Electronics, where she learned about distribution of electrical and electronic components. By listening to the suggestions of her customers, Singh designed Tiger Controls around needs that were not being filled by larger distributors. Jack Craven, a veteran engineering professional with more than 22 years of experience under his belt, joined the company shortly after its inception. It would prove to be a powerful partnership.

The company began small - filling orders of less than \$500 for small companies. Before long, however, the company began consolidating orders for volume discounts and developed a customer management system to predict repeat sales. It also

developed strategic alliances with companies allowing Tiger Controls to become a franchised distributor of their products. Today more than 25 percent of its sales are from franchised and/or special price agreements directly with manufacturers. Fueled exclusively by word of mouth, Tiger Controls has experienced year after year growth in excess of 20 percent, moving to a new two-acre location in 2002 and adding an engineering division for prototype and custom design work in 2004. Its revenues now exceed \$6 million.

While more than 90 percent of its sales are to Fortune 500 companies, including Duke Power, Progress Energy and General Dynamics, Singh and the others at Tiger Controls are committed to a diverse and expansive customer base, which includes utility customers in North Carolina, South Carolina, Virginia and Florida. The company also provides electronics for customers within 100 miles of Greensboro, with expansion in the foreseeable future. With a core management team with a combined experience in excess of 65 years in the electrical/electronic industry, its blended experiences in engineering, purchasing, and sales create a truly customer-centric component distributing firm.

"I do everything I can to improve my leadership skills and do everything to the

best of my ability," says Singh. "When I started this company, I was motivated to support my daughter and myself. Today I have 13 people who work for me and I strive everyday to be the best in everything that I do so I influence their lives in a positive way." In addition to being an SDB Minority Company, Tiger Controls was named Supplier of the Year in 2005 by the Minority Business Council. Additionally, Tiger Controls is a member of the NMSDC (National Minority Supplier Development Council), the CMSDC (Carolinas Minority Supplier Development Councils) and the VMSDC (Virginia Minority Supplier Development Council).

"Our ability to fill any request (one



Neeta Singh



TIGER
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Electrical, Electronic, and Industrial Distributor

A Minority Corporation

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stop shopping) with a custom online ordering program has helped us grow in the electronics business," says Singh. "Tiger Controls provides several advantages to the customer market. These advantages are lower overhead due to less inventory/single operating facility, ability to custom tailor billing and ordering requirement for the customer, we provide 24/7 support, one-stop shopping and technical support."

"We understand that our customers are everything. When they aren't productive, we aren't productive," she says. "We invite our customers to discover the difference in service, commitment to our customers, and outstanding pricing that only Tiger Controls can provide!" BL