



From left: Mr Marcus Wee, Mr Joe Wee and Mr Zen Lam with their Aftershock gaming machines.

ST PHOTO: MIKE LEE



# Top-notch service is the key



**BEST  
GAMING LAPTOP**

**A**fter being bowled over by a customised gaming laptop he bought from the United States, Mr Marcus Wee decided to start a business to build similar machines for gamers here.

When he presented his business idea in an entrepreneurship class as part of his undergraduate course at the Singapore Management University, a venture capitalist in the same class asked if he would be able to take the idea to fruition.

"I told him I would, but only after I gained some work experience," Marcus said.

The budding entrepreneur did just that. After working for two years in the IT industry, he roped in his twin brother, Joe, and long-time buddy Zen Lam, 29, to start planning for the new business which helps gamers build their dream laptops to handle playing demanding PC games.

Six months later, in June last year, the trio successfully secured PC

Aftershock laptops are winning over gaming fans because it goes the extra mile in its pre- and post-sales support. AARON TAN reports

components from suppliers in the region, and Aftershock PC was born.

Aftershock's main selling points are its pre-sales service and after-sales support, which are far from the norm in the PC retail business. While other companies, such as Alienware, let gamers cherry-pick the graphics and memory chips to pack into their gaming rigs, Aftershock goes a step further: it advises gamers on the right mix of PC components to achieve top-notch gaming performance. This is done through a live chat service in its online store.

"If a customer wants a certain frame rate in, say, Far Cry 2, we will recommend the right combination of components for their machines," Marcus said.

In addition, before they make

payment, gamers can test their games and other software on sample laptops at the company's 1,800 sq ft shophouse in Serangoon Road.

The relationship continues long after the sale. Aftershock also provides cleaning services and helps gamers troubleshoot their machines for up to three years.

With close to 1,000 gaming laptops shipped to customers in Singapore, Malaysia, Thailand and China so far, Aftershock seems to have struck a chord with gamers in the region.

The Aftershock Titan laptop bagged the Editor's Choice award for the best gaming notebook at this year's Digital Life Awards.

The brothers declined to give revenue and start-up capital numbers for their eight-month-old company, but they said the company was already profitable.

To get the word out on their gaming notebooks, they worked with companies, such as Garena, to showcase their laptops at gaming tournaments.

It has not been easy, they said.

Joe, who used to market laptops for Fujitsu, said: "It was hard at first to convince game companies to work with us, but when they saw that we were getting good reviews from gamers, they started approaching us."

Within a year, they plan to venture into markets such as Thailand and Malaysia by engaging distributors in those countries, Marcus said.

Even as they expand, the Wees are determined to maintain Aftershock's competitive edge.

Said Marcus: "We want to retain the elements that made Aftershock what it is today – the personalised service and experience for gamers when they build a system with us."

aarontan@sph.com.sg