

Finding opportunities in the sunset fruit industry was what Adrian Lee, Desmond Lee and Keith Tan did when they rode on the dot.com bandwagon in 1999. The trio set up FRESHdirect, an online fruit shop offering home delivery service.

Even though the dot.com bubble has burst, these entrepreneurs have survived because of their established network of customers.

"The Internet is an effective way to reach a wide pool of customers, but what's more important is building good relationships," said Desmond, one of the three founders of FRESHdirect. "Networking started from the first day of business."

From a humble turnover of \$240,000 to a present \$3 million, FRESHdirect has expanded its business to supplying to restaurants and wholesale markets. "We must learn to find new opportunities on old grounds," said Desmond, who plans to start a fruit chain.

Adrian Lee

Business Studies
Class of 1993

Keith Tan

Business Studies
Class of 1993

Desmond Lee

Business Studies
Class of 1993

Cofounders of FRESHdirect

