



“父女档”亲力合作 打造专业品牌

新加坡丧事服务郑海船 (Roland Tay)，从事殡葬服务行业数三十年。多年来，郑海船承办过无数丧事，经他手风光大葬的案例，包括震惊新马两地的黄娜命案，刘红梅加冷分尸案，裕华园地铁站跳轨案陈如川和义顺三尸命案的杨婕等。郑海船办事亲力亲为，亲自接待上门者，24小时随时候命，他致力于为往生者家属提供高品质的殡葬服务，保障往生者的尊严，让往生者走得安心。Direct Funeral Services 及郑海船已经成为新加坡知名的丧事服务机构。

女儿郑珍妮 (Jenny Tay) 清秀高挑，毕业于澳洲新南威士大学管理系，过去4年在两家跨国公司担任节目策划人，细心并具有创新力。

郑珍妮在去年接手父亲的公司后，要将传统与创新相结合，父女同心，要将郑海船这个成立了30年的响喻全岛的品牌打造成一个更全面、更具人情味的殡葬公司。

父亲精神感召 女儿继承父业

在世俗人的眼光里，殡葬业是一个特殊、神秘，甚至招来异样眼光的行业。

要在这个情系阴阳界的行业里摸爬滚打已经不容易，要像郑海船及女儿郑珍妮一样，把这项工作作为一项事业，对很多人来说，更是一件不可思的事情。

郑珍妮说，这个行业的意义，已经远远超过为逝者铺好人生最后人生的历程这么简单。她希望能通过殡葬业，尽自己最大的努力，像父亲做过的一样，能帮助社会上贫困的一群。她说，父亲帮助的，除了往生者之外，还包括往生者的家眷。让逝者有尊严地走完人生的最后一程固然重要，但活着的人，才是真正需要帮助的人。正因为这个理念，他们总是在最合适的时候，帮助更多需要帮助的人。

郑珍妮在采访时说到，从小看着父亲服务大众，帮助很多需要帮助的人，觉得特别有意义，在父亲这种精

神的感召下，她接手了父亲的公司，期望能尽自己最大的努力，将公司更好的经营下去，并继续发扬父亲的精神。

问她会不会觉得可怕？郑珍妮说：“死亡是人生必经之路，我不觉得可怕，这个行业，对于逝去的人是最好的尊重了。死亡并非代表一切终止了，尊重每一个生命，给予更多的人性关怀，只感到要更珍惜生命，更珍惜身边的人。”

推动公司企业化建立新加坡殡葬业品牌

郑珍妮将公司走企业化道路，打造成为更全面、更具人情味的殡葬公司。

公司企业化的两个主要重点是：

一、为丧家提供人性化的服务。她会在接到电话的那一刻起，亲自督导整个殡葬流程，保证所有环节的衔接顺畅。

二、提供价格透明化的配套服务，让顾客预先知道所需要支付的费用，并且不会有其他隐形费用。郑珍妮说：“父亲喜欢亲力亲为，强调个性化服务。而自己还会将新的想法贯穿到品牌的建立中。”

为逝者送上温暖的尊严，温暖地对待生者，温情地送别逝者，让生命的尊严得以延续，这是郑珍妮和父亲郑海船在做的，也是 Direct Funeral Services 的服务宗旨。

We believe that everyone deserves a dignified send off and are passionate about working with families in order to facilitate meaningful funerals.





Father & daughter team up to take company to greater heights

Direct Funeral Services was founded by notable philanthropist Roland Tay, who has more than 30 years of experience in the industry. Over the years, Roland handled numerous high-profile funerals, including that of Huang Na, the victim of a shocking murder; Liu Hongmei who was tragically dismembered; Chen Ruchuan who fell onto the tracks at Chinese Garden MRT station; and Yang Jie, known for the Yishun triple-deaths. Giving his personal attention to the smallest of details, Roland is committed to providing reliable and quality 24-hour funeral services. Today, Direct Funeral Services is well-known in Singapore for Roland's maxim of helping others to live with honour and to leave this world with dignity.



Direct Funeral Services – Living with Honour, Leaving with Dignity

Now meet Roland's daughter Jenny Tay. There is more to this elegant lady than meets the eye. She graduated from the University of New South Wales with a business management degree and successfully launched multiple campaigns in two MNCs in the last four years.



Taking the helm in her father's company last year, she has fused innovation with tradition to provide comprehensive services that focus on sincerity and compassion, and has led this well-established brand of 30 years to greater heights.

A heritage of inspiration and compassion

To the public eye, the funeral industry is mysterious, strange and even bizarre.



And for many, it is already onerous to grapple with the issue of life and death, not to mention dealing with it as a profession like what Roland and Jenny do.

But to Jenny, the significance of her profession has grown beyond helping others in life's final journey. She also seeks to do her best to support the needy, just like her father who impacted not just those departed,

but also their family and loved ones. Very often, it is those left behind who suffer the most and require help. As such, this father-and-daughter team has dedicated their career to providing timely support for those in grief.

Growing up, Jenny saw how her father served the community. Inspired by her dad's altruism, she is determined to do her utmost to grow the company and to create greater social good.

Is she fearful of death? "It is a final destination for everyone so there is nothing to be afraid of. Giving a proper funeral is the greatest dignity we can accord to the deceased. Death does not signify everything comes to an end. It is a reminder to respect life and to bring compassion to humanity," said Jenny. "Often, it causes people to treasure their loved ones even more."

Enhancing the company's operations and brand

Jenny is committed to develop the enterprise to provide comprehensive service known for its sincerity.

Two areas of focus:

1. To provide sincere and customised services. From the point of activation, she sees to every detail of the process to ensure the funeral runs smoothly.
2. To provide transparency in pricing of the funeral packages. This allows the family members to know the costs clearly well in advance.

"My father is very hands-on and emphasises customisation and sincerity. I also seek to innovate as I continue to build our brand."

Bidding the deceased a heartfelt farewell and touching the lives of the loved ones they leave behind have been the mandate of Roland and Jenny. It has also served as the mantra of Direct Funeral Services.

