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70-Year-Old Wah Chan: From "Half a Shop" to 55 Outlets

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Guest: Amanda Koo (Executive Director), Wah Chan

For 70 years, Wah Chan has been a Malaysian household name in jewelry. Now, with the third generation stepping in, the brand is navigating a major "reinvention". How does a 70-year-old legacy brand adapt to the modern market while staying true to its roots?

Executive Director Amanda Koo joins us to share her unique story. A computer scientist who first built her own successful digital jewelry brand in Singapore, Amanda discusses her journey into the family business, the lessons she learned from her father, and her mandate to build deeper, emotion-based customer relationships alongside digital expansion.

We discuss:

- The 70-year history of Wah Chan, from a Pahang goldsmith to a 9-figure business.
- Amanda's journey from computer science to founding her own digital jewelry brand.
- The challenges of navigating generational leadership in a family business.
- Her mandate to "reinvent" the brand by focusing on emotion and digital growth.
- Why the 55-outlet, 9-figure company has no plans for a stock exchange listing.

Presenter: Roshan Kanesan
Producer: Roshan Kanesan

legacy brand | generational succession | family business | retail | jewelry

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