

Through Bliss and Tears: A Year in the Pandemic

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BLISS

Increased Demand for Tents
Well-known companies started to recognize Tent King
Gradual Sales Recovery
The "Outdoor Trend" favor
Exceeded sales target at the end of the year 2021

TEARS

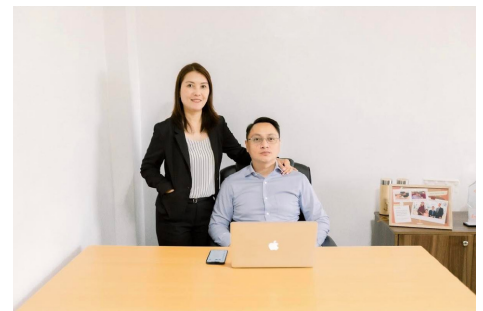
Cancelled Events
Sudden drop of Company's Sales
Deducted working hours
Cost Cutting
Employees Turnover

A year in the
Pandemic

Tears before Bliss

During the pre-covid days, the normal way of life is what we used to live for, even in businesses of different industries. Not until the day that a single virus came and changed the world. It is still a vivid scenario for everyone, especially for the employees who received a heart breaking news of needed cost cutting and layoffs of their companies due to lack of source of fund. Several Filipino workers was forced to do other jobs or side hustles just to survive each day of uncertainties.

Tent King's President named Joey Espiritu, always shares a story to his team about his sleepless nights of crying, asking, and thinking of what might be the other ways on how the company will be sustained in order for his employees to have a continuous provision for their families. The darkest hours that made him endure more and hold on to his faith stronger reflected to the company's culture, and now, this yields to ongoing and upcoming success of the whole team.



the Blissful Tour

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The Blissful Tour

Early Coping Mechanism

The start of pandemic has been one of the hardest days that everyone faces until now. Some of the surviving mechanism that the management of Tent King together with its 3 sister companies have done during those days are the following:



Work from Home Set-Up



Online Meetings



Limited Physical Meetings



Safety Suits Investment



The *Ayuda* for Employees



Packed Meals sponsorship to Frontliners

The early stage of pandemic was tough, but in this phase we have learned and proved that sharing opens the door of blessings.

The Birth of Hope

1 year of pandemic is not easy. It is a year of endurance in heart, mind, and body. The continuous surge of Covid-19 cases is not a good news for everyone, but this brings the best for most people and businesses and later lead to the birth of hope. For Tent King, tents have been a partner of many hospitals and businesses to combat the spreading of the virus. The surge of many covid-19 cases put the tent's demand on the pedestal. An overflowing patients in every hospital and an inevitable coming and going of employees to a company's establishment pave the way for its remarkable function to the society.

The heart of service and making quality products never stops.



Resilience to Recovery

There's a resiliency in every individual, all we need to do is to decide to wear it everyday until we can recover from what once brought us damage. The remarkable increase of demand for tents that continues until now makes Tent King to reach its target when it comes to sales and further improvements in its overall operation. Today, Tent King had already reached some of the milestone that gives us the drive to push further no matter what the situation is.

Comeback > Setback

Comeback is always greater than a Setback. Check some of our top clients below:



At some point, hardships do really break us. But it is also meant to bring out the best in us. For our next issue, we will show more of our customized tent projects.