



Entrepreneurs

LINDA DELA CRUZ

Building Business The Modular Way

For Michael Fox, the sky's the limit for the future of his company, Hawaii Modular Space.

The firm's future projects include a washing station for all the monkeys, tigers and other animals in the Honolulu Zoo; the zoo residents will get a 10-by-42 deluxe grooming area by the end

space. The chameleon-like building will be completed one month from now.

Fox's 18-year-old business provides a faster, cheaper way to get an office building completed on Oahu, Maui, Kauai, Hawaii and in Alaska. Some of the buildings they have erected are the

a also modular building. Some of the modular buildings can be used and reused.

The Punahou grad's goal is to grow the company through marketing and acquisitions of complementary businesses. He also wants to improve what he already has.

Fox. "Sales got smaller and smaller, and you think, this has got to turn around. It was very painful, and stressful; it was a phenomenal lesson in crisis management through tough times."

He had to cut expenses, and he created ways to increase sales and be more competitive: In 1996 Fox bid online to do two buildings in Alaska. He noticed the similarities between Hawaii and Alaska. Both places have everything shipped in and both places are remote. Since then, he's had a branch of Hawaii Modular Space in Alaska, and there are about five projects in the negotiation stage this year.

Now that business has recovered, he focuses on empowering

his 40 employees to volunteer and run his philanthropic committee that gives money to help non-profit organizations.

In empowering others, his advice to future business owners is to enjoy what you're doing and have fun.

"You want your workers to be happy. If customers see that your workers are happy, they will feel comfortable doing business with you."

The Hawaii Modular Space office is located at 91-250 Kalaeloa Boulevard in Kapolei. For more information, call 682-5559, or log onto the website www.HawaiiModularSpace.com

E-mail [Linda Dela Cruz at ldelaacruz@midweek.com](mailto:Linda.Dela.Cruz@midweek.com)



Nathalie Walker photo

Michael Fox (far left, standing) thinks it's important to have a happy staff at Hawaii Modular Space

of the year. Also on the cleaning front, his company will construct a 4,500-square-foot sterilization facility for Tripler hospital, which will metamorphose from an office building to a laundry unit and transform back to an office

Pearl Harbor branch of Bank of Hawaii, the Chaminade Education building, the SeaMaids Bikini Shop in Haleiwa, and a Honolulu Police Department facility. His own 3,000-square-foot office, located on three acres of land, is

"It's like a race car engine, you're always fine-tuning it," says Fox, a Kahala resident.

The entrepreneur fine-tuned one of his greatest lessons during the recession of the 1990s.

"It was devastating," notes