

= Money No Enough =

Money No Enough (Chinese : 钱不够用 ; pinyin : Qián Bùgòu Yòng) is a 1998 Singaporean comedy film about three friends with financial problems who start a car polishing business together . Written by Jack Neo , directed by Tay Teck Lock and produced by JSP Films , the movie stars Neo , Mark Lee and Henry Thia . Released in cinemas on 7 May 1998 , Money No Enough received mixed reviews from critics , but earned over S \$ 5 @. @ 8 million and was the all @-@ time highest @-@ grossing Singaporean film until 2012 . Its success helped revive the Singaporean film industry and pave the way for the emergence of other Singaporean cultural phenomena .

= = Plot = =

The plot revolves around the lives of three close friends : Keong (Jack Neo) , a spendthrift white @-@ collar worker , Ong (Mark Lee) , a general contractor , and Hui (Henry Thia) , a kopi tiam waiter . After an argument with his boss (Chen Zhao Jin) , Keong quits his job and is unable to get another due to his poor command of English , lack of academic qualifications and computer illiteracy . With bills (especially instalments) to pay and a family to support , he goes heavily into debt whereupon his wife leaves him , taking their daughter with her . Ong borrows S \$ 40 @, @ 000 from loan sharks , and plans to repay them after collecting a debt owed him by a friend who subsequently runs away . The loan sharks beat up Ong for not repaying the loan within the two @-@ week deadline , so he flees to Johor Bahru . Hui , who is single and lives with his elderly mother , wastes his meagre salary on 4D and pursuing an insurance agent who he has a crush on .

In an attempt to resolve their financial problems , the three friends decide to start a car polishing business together with the limited capital they have . However , at the opening ceremony of their business , Hui 's mother collapses and is taken to hospital , where she is diagnosed with leukaemia . Hui has three wealthy older sisters , but they refuse to help pay the medical bills , and his application for financial assistance is rejected because of his sisters ' high incomes . To compound matters , the loan sharks show up at the company to harass Ong . Ong and Hui ask to cash out their shares so they can pay the loan sharks and medical bills respectively , but all their money has already been spent on equipment and other business running costs . Hui 's mother then dies and at her wake , which raises ten thousand dollars of ' bai jin ' (contributions toward funeral expenses) . The loan sharks turn up , pursue Ong and are arrested after a lengthy police chase . Keong convinces his wife and daughter to enter an obstacle race where they win the first prize of S \$ 100 @, @ 000 , which he uses to pay his creditors , and his family is reunited . The car polishing business is successful , and the three friends go on to become the directors of Autoglym Singapore .

= = Production = =

In the 1990s , Neo , Lee and Thia became well known in Singapore for their performances in the Channel 8 television show Comedy Night (Wade @-@ Giles : Kao hsiao hsin tung) . Neo then acted in the 1997 Eric Khoo film 12 Storeys , and saw potential in the then virtually nonexistent local film industry . He wrote a screenplay about expatriates in the advertising industry , but decided the concept would not appeal to most Singaporeans , so he thought of writing a story about Ah Bengs (uneducated Chinese men) , drawing on the humble backgrounds of Lee , Thia and himself . Inspired , he contacted Tay Teck Lock , a former producer for Channel 8 , and suggested they collaborate . They decided on a plot about three Singaporean men facing financial difficulties . Neo spent eight months writing the script , while Tay helped develop the characters and jokes . Despite the Speak Mandarin Campaign , Neo chose to use Hokkien dialogue to " reflect real life " and " reach a different audience " .

Money No Enough was produced by JSP Films on a budget of S \$ 850 @, @ 000 . The production crew included Deri Ng as first assistant director , J.P. Tan as producer , Kamis as cinematographer , A. Supranamian as film editor , Anthony Ng as art director and Abdul Shukar Mohd as sound designer . Filming was plagued by financial problems , such as poor quality shooting equipment ,

confiscation of props that were not paid for , and a High Court petition against the producer which almost caused the project to be declared bankrupt . After the Board of Film Censors reviewed and approved Money No Enough , distributor Shaw Organisation released the film on 21 screens on 7 May 1998 . The success of the movie led to a dispute between Neo and JSP Films over their shares of the profits . To mark its tenth anniversary , Money No Enough was released in cinemas again and was followed by a sequel , Money No Enough 2 .

= = Reception = =

Money No Enough earned S \$ 50 @, @ 000 from sneak previews and S \$ 42 @, @ 000 on its opening day , then topped the local box office for a month . In total , the film made S \$ 5 @. @ 8 million , which remained the best box @- @ office showing by a local movie until the record was broken by Ah Boys to Men in 2012 . After its box office run , 70 @, @ 000 VCDs of Money No Enough were sold , which remains a record for a Singaporean film . Its success sparked the film career of Jack Neo , who won the Best Director Award at the 1998 Silver Screen Awards , and the development of the Singaporean film industry . Four more Singaporean movies were produced in 1998 , two of which were described by critics as copycats of Money No Enough . With its use of Hokkien and crude portrayal of Singaporean life , the film is also credited with paving the way for other Singaporean cultural phenomena such as mrbrown and TalkingCock .

The movie received a mixed critical reception with LoveHKFilm.com commending the film as " an effective satire of ... Singaporean culture " and noted that the actors " do a credible job representing characters from Singapore 's varying social strata " , while a Variety review described the movie as " initially fresh and amusing but ultimately too one @- @ note and local in its humor to travel far " . Francis Dass of the New Straits Times wrote that Money No Enough was " spot @- @ on " and " funny " , but criticised the " clichéd script and the director 's penchant for melodrama " .