OUR WHOLESALE TRADE INDUSTRY

Wholesale Trade is a key pillar of Singapore’s economy and is also one of our economy’s largest and most diverse sectors.

OVER 34,500 ESTABLISHMENTS
9% TOTAL WORKFORCE
15.7% GDP CONTRIBUTION

7 INDUSTRY SEGMENTS

- Agricultural materials
- Fuels & chemicals
- General merchandise
- Household goods
- Machinery & equipment
- Transport equipment
- Others (Metals & minerals, Construction materials)

Wholesale Trade is the business-to-business (B2B) transaction of goods

Source: Singapore Department of Statistics, 2017
The Wholesale Trade Industry Transformation Map (ITM), launched in September 2017, charts out strategies to ensure that the wholesale trade sector remains relevant amidst the changing landscape.

Strategies include:
- building trade connectivity through digital marketplaces and platforms;
- strengthening enterprise capabilities;
- growing a vibrant trade ecosystem of wholesale trade enterprises in Singapore; and
- developing industry-ready talent equipped with deep skills for digitalisation and internationalisation.

Source: Wholesale Trade ITM
Aligned to the ITM, the Industry Digital Plan (IDP) is part of the SMEs Go Digital Programme that helps to make going digital simple for SMEs.

SMEs Go Digital comprises the following:

**CTO-as-a-Service**
Assess your digital readiness, explore digital solutions and request for digital advisory and project management services.

**INDUSTRY DIGITAL PLANS (IDP)**
Step by step guide on digital solutions and training required at each stage of your business growth.

**PRE-APPROVED SOLUTIONS**
Proven off-the-shelf digital solutions pre-approved by IMDA to meet your business needs. Government grants, e.g. Productivity solutions Grant (PSG), are available for the adoption of these solutions.

**START DIGITAL**
Foundational digital solutions for new SMEs to get a head start in going digital.

**GROW DIGITAL**
Leverage Business-to-Business (B2B) and Business-to-Consumer (B2C) e-commerce platforms to go international, without a physical presence overseas.

**ADVANCED DIGITAL SOLUTIONS**
Advanced and integrated digital solutions to help you strengthen business continuity and build longer term resilience.
Digital Roadmap

Stage 01
Getting Ready for the Digital Economy
Streamlined Operations
Optimised Resources

Enterprise Resource Planning

- Sales Management
- Purchasing Management
- Inventory Management
- Distribution Management
- Customer Relationship Management
- Workforce Management

Stage 02
Growing in the Digital Economy
Connected Ecosystems
New Global Markets

- B2B e-Marketplace
- e-Procurement Hub
- e-Invoice / e-Payment Management
- B2B Trade Facilitation Platforms
- Supply Chain Financing

Stage 03
Leaping Ahead
Trusted Cross-Border Trading
Intelligent Business

- Predictive Sales Trend for Automation of Sourcing and Purchasing
- Predictive Price Analytics
- Artificial Intelligence for Processing of Trade Data
- Product Authentication
- Blockchain for Trade Documentation

Business Capabilities
Resource Management (including HR, Payroll, Accounting, Training Management etc.)

Note: This roadmap will be updated over time as digitalisation of the industry progresses and new technologies are introduced to the industry.
## GETTING READY FOR THE DIGITAL ECONOMY
Streamlined Operations, Optimised Resources

Streamline and integrate your business processes to enhance productivity and efficiency

<table>
<thead>
<tr>
<th>DIGITAL SOLUTION</th>
<th>SOLUTION DESCRIPTION</th>
<th>BENEFITS</th>
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| Sales Management       | Manage customers, sales orders, products and pricing information                     | • Track and manage sales effectively to capture business opportunities and minimise losses  
|                        |                                                                                      | • Convert seamlessly from customers’ purchase orders to sales orders to reduce human interventions and improve productivity  
|                        |                                                                                      | • Eliminate errors seen in paper-based processes                           |
| Purchasing Management  | Manage suppliers and products, and create and process purchase orders                 | • Track and manage purchases accurately to enable clear communication and smooth transactions with suppliers  
|                        |                                                                                      | • Eliminate errors seen in paper-based processes                           |
| Inventory Management   | Manage inventory within a warehouse - receiving, putaway, picking, packing, stocktake and movement of products | • Optimise warehouse activities to improve productivity  
|                        |                                                                                      | • Manage inventory effectively to minimise losses (e.g. First-In-First-Out or First-Expired-First-Out) |
| Distribution Management| Manage order fulfilments - picking, packing and delivery of products to end customers or channel partners | • Optimise delivery routes by minimising distance and time between stops to improve productivity  
|                        |                                                                                      | • Improve tracking and traceability of order fulfilment to identify areas to improve customer satisfaction |
| Customer Relationship Management | Manage customers and analyse their profile, needs and preferences | • Deepen understanding of customers’ demographics and preferences through data analysis to improve relationships with them  
|                        |                                                                                      | • Develop better customer retention strategies and improve the interactions with them to drive sales growth |
| Workforce Management   | Manage employees through work scheduling, performance tracking and skills upgrading     | • Optimise workforce to increase overall productivity  
|                        |                                                                                      | • Minimise operational disruptions to businesses by reducing conflicts in work scheduling  
<p>|                        |                                                                                      | • Improve staff morale                                                      |</p>
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<tr>
<th>Digital Solution</th>
<th>Solution Description</th>
<th>Benefits</th>
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| **B2B e-Marketplace** | Perform sourcing, buying and selling of products through e-commerce platforms | • Access to global markets for sellers resulting in higher sales opportunities  
• Reduce cost for buyers from the availability of more supply options |
| **e-Procurement Hub** | Consolidate suppliers for sourcing and procurement, billing and payment of products through online platforms | • Track and analyse the supply market with access tools  
• Optimise sourcing and reduce cost through economies of scale  
• Streamline and digitalise paper-based processes to achieve higher productivity |
| **e-Invoice / e-Payment Management** | Generate invoices electronically for billing purpose | • Streamline and digitalise paper-based processes to achieve higher productivity  
• Enable more timely payment and improve operating cash flow  
• Facilitate financing where invoice is a key collateral |
| **B2B Trade Facilitation Platform** | Facilitate electronic data flows between international trade parties and respective Government regulatory agencies involved in cross-border import/export shipments and declarations | • Increase efficiency through enhanced trade processes and data flows  
• Reduce manual efforts and errors resulting from data entry  
• Reduce reworks and penalties from inconsistent declarations to custom authorities in both importing and exporting countries |
| **Supply Chain Financing** | Obtain trade financing through online platforms which involve external finance providers | • Lower cost of financing as sellers receive payment quickly  
• Improve operating cash flow and working capital position  
• Improve relationships between buyers and sellers |
LEAPING AHEAD
Trusted Cross-Border Trading, Intelligent Business
Use advanced technology to make your business smart and trusted

DIGITAL SOLUTION

SOLUTION DESCRIPTION

BENEFITS

Predict and automate sourcing and purchasing needs with machine learning and artificial intelligence

• Get better customer insights

• Reduce lost sales by predicting and minimising stockout

• Optimise inventory holding levels

Predict optimal pricing for different customer segments and markets with statistical algorithms, machine learning and artificial intelligence

• Improve operations forecast

• Improve customer attraction and retention

• Optimise pricing to make full use of opportunities from price differentiation and arbitrage

Process and analyse complex trade data to detect, analyse and predict failed trades, and to provide solutions and pre-emptive measures

• Reduce the percentage of failed trades

• Increase efficiency and lower operational costs

Provide assurance to relevant parties on the authenticity of the products that are sold and distributed

• Build brand confidence with customers and reduce losses associated with counterfeit products

• Improve business relationships with trading partners

Carry out end-to-end processing of a trade including the exchange of documents between traders and their ecosystem partners with blockchain technology

• Improve trust by achieving full transparency and audit trails of events and information across stakeholders in the trade ecosystem

• Provide assurance of the authenticity of trade documents
DIGITAL SKILLS NEEDED

Digital skills are required for all wholesale trade job roles, to varying levels of proficiency. All job roles may require upskilling to support your digitalisation journey.

ALL USERS
Require broad based digital literacy and awareness

“TECH BASICS” COURSES

Broad-based innovation mindset and digital literacy / awareness

SSG funded broad-based courses – e.g. Skills Future for Digital Workplace

Solution-specific user level digital skills
Vendor solution specific training

ADVANCED USERS
Require higher proficiency digital skills

“TECH ADVANCED” COURSES

Higher proficiency level digital skills
Training mapped to the Skills Framework for Wholesale Trade and ICT

Marketing / Sales Assistant
Operations / Procurement / Sourcing Assistant / Executive
Marketing Manager
Head of Trading
Head of Risk
## Digital Skills Needed

**Digital Roadmap on Training**

### Stage 01
**Getting Ready for the Digital Economy**

**Wholesale Trade Tech I:**
- Driving Trade & Business with Enterprise Resource Planning
- Driving Trade & Business with Data Analytics

**Vendor Solution Specific Training**
- Introduction to Data Analytics
- Hands-on Data Protection Officer Training

### Stage 02
**Growing in the Digital Economy**

**Wholesale Trade Tech II:**
- Growing Trade & Business in the Digital Marketplace
- Growing Trade & Business 4.0

**Vendor Solution Specific Training**
- Professional Scrum Product Owner
- Squared Online Certificate in Digital Marketing

### Stage 03
**Leaping Ahead**

**Wholesale Trade Tech III:**
- Descriptive Analytics
- Predictive Analytics

**Vendor Solution Specific Training**
- Introduction to Python Programming
- Data Science I
- Practical Foundations in AI with Python
- Blockchain Networks

*Training programmes aligned to Skills Framework and emerging areas under SkillsFuture Series*

### Training Delivery (Legend):
- **Classroom**
- **+ Blended Learning**

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GET STARTED TODAY

You will be supported at every stage of your digital journey, through three simple steps:

1. **Is your business digital ready?**
   - Find out if you are digital ready by using the IDP resources [here](#) or scan the QR code.

2. **How do you get started?**
   - Tap on [CTO-as-a-Service](#) to complete your Digital Readiness Self-Check in the web app and select from the recommended digital solutions that best meet your business needs.
   - Visit [GoBusiness Gov Assist](#) to search for digital solutions and solution providers. If funding support is required, apply for the [Productivity Solutions Grant (PSG)](#) on the Business Grants Portal, before purchasing and implementing the digital solutions.
   - You can also apply for training subsidies under the [SkillsFuture Enterprise Credit (SFEC)](#).

3. **Where can you get help?**
   - Tap on [CTO-as-a-Service](#) for digital consultancy and project management services.
   - Visit [SME Centre](#) if you require business advisory.
BUSINESS ADVISORY

SME Centres managed by Trade Associations:
- Association of Small and Medium Enterprises (ASME)
- Singapore Chinese Chamber of Commerce & Industry (SCCCI)
- Singapore Indian Chamber of Commerce & Industry (SICCI)
- Singapore Malay Chamber of Commerce & Industry (SMCCI)
- Singapore Manufacturing Federation (SMF)

www.enterprisesg.gov.sg/smecentre
Enterprise Infoline: +65 6898 1800

FOR SME

DIGITAL CONSULTANCY & SOLUTIONS

CTO-as-a-Service
go.gov.sg/CTOaaS

SMEs Go Digital
https://imda.gov.sg/SMEsGoDigital

GoBusiness Gov Assist
https://www.gobusiness.gov.sg/productivity-solutions-grant/

Be Safe Online
https://www.csa.gov.sg/~media/csa/documents/publications/be_safe_online/be_safe_online_handbook.pdf

BUSINESS ADVISORY

FOR INDIVIDUALS

CAPABILITY UPGRADING & CAREER FACILITATION

Institute of Higher Learning

Course Directory

Fundamentals for Future Economy
https://www.skillsfuture.gov.sg/digitalworkplace

Skills Framework
https://www.skillsfuture.gov.sg/skills-framework

TechSkills Accelerator (TeSA)
https://www.go.gov.sg/TeSA

WSG’s Careers Connect
https://www.wsg.gov.sg/career-services.html

e2i Centres
https://e2i.com.sg/app

FOR ICM VENDORS

SMEs Go Digital
https://imda.gov.sg/icmvendors

This Digital Roadmap is part of the SMEs Go Digital programme
For programme information and feedback: https://imda.gov.sg/SMEsGoDigital
Singapore Digital (SG:D) is a nation-wide movement to unify Singapore’s digitalisation efforts. Whether it is help for different industries to start their digitalisation journeys, or creating new ecosystems, opportunities and capabilities for the future, SG:D is set to take us ahead as a leading digital global node. The :D smiley face icon in the logo signifies the optimism of Singaporeans advancing together with digital innovation. As we progress into the digital economy, it is all about the people – the heart of all we do.