The Retail Industry Digital Guide is for SMEs to assess their digital readiness and identify opportunities for digitalisation.

An Initiative by: 

Supported by:
Digitalisation for SMEs in our Retail Sector

Our Retail Sector

Digital Skills Needed

Get Started Today
01 - TRENDS IMPACTING OUR RETAIL SECTOR

While developments across the globe have increased the purchasing power of people, retailers will find that the rise in demand comes with increasingly complex expectations. Consumer preferences are shifting rapidly with the ebb and fall of trends. The wave of globalisation has also brought about an avalanche of shopping choices for consumers. In addition, the digital revolution has introduced new methods of shopping – be it through websites or mobile applications, or even through e-marketplaces – so retailers can no longer rely on their brick-and-mortar shops alone. To find new avenues for growth, businesses must be able to adapt to the changes with new technology and partnership opportunities.

Evolution of the Retail Landscape¹

E-Commerce market and online explosion

¼ of 400 million people in the ASEAN region shop online, and 150 million are digitally connected.² User penetration in Singapore is expected to reach 74%, with about 3.86 million online users by 2020.³

Growing customer expectations

Consumers are better informed and seek both personalised products and seamless shopping experiences across multiple channels.

Technology and digitalisation of retail

Retailers need to innovate across their operations and invest in digital channels.

The omni-channel approach

The shopping experience today must encompass multiple channels, from the traditional brick and mortar stores to desktops and mobile devices.

¹ Source: Retail Redefined: An Industry Transformation Guide, Sep 2017
² Source: Bain Southeast Asia Digital Consumer Survey, Nov 2015
³ Source: Statista, 2016
Retail is a sector that shapes the character of Singapore, underpins growth of the tourism industry and contributes to the enhanced quality of life for Singaporeans to live, work and play.

Key Sub-sectors

- Supermarkets & Convenience Stores
- Fashion & Sporting Goods
- Consumer Electronics
- Furniture & Household Products
- Department Stores
- Jewellery & Timepieces

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4 Source: Singapore Department of Statistics, 2015
The Retail Industry Transformation Map (ITM)

The Retail ITM launched on 15 September 2016 aims to create a vibrant retail industry by 2020 that comprises a mix of highly productive omni-channel retailers, local brand owners with global footprints, supported by a professionally skilled workforce.

The Industry Digital Plan (IDP) for SMEs

The IDP for SMEs serves to meet the productivity and innovation objectives of the ITM.

01 Industry Digital Guide
Understand where you are on the digitalisation roadmap

02 Pre-approved Digital Solutions / Digital Advisory and Consultancy
Gain access to digital technology and advisory services

03 Projects to Uplift Whole Sectors
Enjoy new growth through partnering large companies and industry leaders

04 Skills Framework
Raise employees’ digital skills

Provides SMEs with step-by-step advice on the digital technologies to use at each stage of their growth by sectors.
03 - DIGITALISATION FOR SMEs IN OUR RETAIL SECTOR

Industry Digital Guide

This digitalisation roadmap serves as a guide for you to follow on your digitalisation journey.

Stage 01

Getting Digital Economy Ready

Automated Operations, Self-Served Consumers

Digitalise your business operations with integrated solutions and optimise your existing resources for improved efficiency.

- e-Payment
- Integrated Point of Sales
- e-Commerce
- Inventory Management

Stage 02

Growing in the Digital Economy

New Local Market, Mobile Enabled Business

Capture new consumer markets and lower your operating costs through aggregation platforms and mobile-enabled solutions.

- Mobile Enabled Payment
- Mobile Enabled Order @ Shop
- Self Checkout
- Store Layout Optimisation
- Resource Aggregation Platforms

Stage 03

Leaping Ahead

Global Market, Intelligent Business

Exploit new and advanced digital platforms such as omni-channel to reach global markets.

- Omni-Channel Engagement
- Product Authentication
- Global e-Marketplaces
- Collaborative Digital Advertising
- Intelligent Concierge Robots

This digitalisation roadmap:

1) excludes generic solutions such as HR, payroll and accounting software that are adopted by SMEs today.
2) targets retailers which operate not more than 10 physical retail stores, has a staff strength of approximately 15 and has annual turnover of less than S$100m.
3) shall be updated over time as digitalisation of the industry progresses and new technologies are introduced for the sector.
Integrated Point of Sales
Combine payment collection with features such as stock management, customer records and accounting.

Key Benefits:
• Gain real-time visibility of sales conversions and stock availability at point of sale or fulfillment across one or more stores
• Synchronise inventory levels with operations

e-Payment
Enable customer payment methods such as card payment, account transfer, e-Wallet and QR code.

Key Benefits:
• Provide convenience to your customers through alternative payment options
• Save time in handling cash payment and trips to the bank
• Enhance your cashiers’ role to take on higher value-added customer service function

e-Commerce
Enable customers to buy over the internet.

Key Benefits:
• Increase your product exposure through online channel
• Your customers can make purchases at any time, anywhere
• Lower your costs with off-site storage or inventory as goods can be delivered from the warehouse
Inventory Management
Monitor stock movements with ease through a system

Key Benefits:
• Obtain real-time visibility of inventory levels, stock movements and locations
• Make informed decisions on product price, promotions and procurement
• Avoid unnecessary wastage arising from product expiry or overstocking
• Optimise storage space and cost
**Stage 02**

**Growing in the Digital Economy**

New Local Market, Mobile Enabled Business

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**Mobile Enabled Payment**

Enable customers to make payment through their mobile devices

**Key Benefits:**
- Save time in handling cash payment and trips to the bank
- Enhance your cashiers’ role to take on higher value-added customer service function
- Reduce waiting time for payment

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**Mobile Order @ Shop**

Enable customers to purchase products seen in-store through mobile devices

**Key Benefits:**
- Enable storage of inventory off-site
- Optimise shopfront space to display more products
- Enhance customer shopping experience in-store as the need to queue for payment is now eliminated
- Keep your customers updated of the latest promotions and offers while shopping

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**Store Layout Optimisation**

Provide insights based on in-store traffic flow patterns through technologies such as video analytics

**Key Benefits:**
- Improve in-store layout to optimise product placement and exposure
- Improve customer experience and increase time spent in store
Resource Aggregation Platforms
Enable aggregation and sharing of resources (e.g. storage, staff resource and delivery)

Key Benefits:
- Aggregate resource, product and service buys at lower cost through platform operators
- Optimise the use of assets and manpower

Self Checkout
Allow customers to perform check-out functions without assistance by your staff

Key Benefits:
- Enhance your cashiers’ role to take on higher value-added customer service function
- Allow your customers to save time by bypassing long queues at cashiers’ counters

Key Benefits:
- Save time in handling cash payment and trips to the bank
- Enhance your cashiers’ role to take on higher value-added customer service function
- Reduce waiting time for payment

Key Benefits:
- Enable storage of inventory off-site
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Key Benefits:
- Improve in-store layout to optimise product placement and exposure
- Improve customer experience and increase time spent in store
Omni-Channel Engagement

Multichannel approach (e.g., in-store, online, catalogue and social media) for seamless engagement with your customers.

Key Benefits:
- Provide a consistent customer experience
- Increase customer reach and product exposure across multiple channels

Product Authentication

Allow customers to authenticate the unique identity of the product or item.

Key Benefits:
- Protect brand against counterfeits and imitations
- Build brand confidence amongst your customers

Collaborative Digital Advertising

Enable like-minded businesses to share resources to increase leads, brand and influence through digital means such as social media platforms and platform-operated advertisement displays.

Key Benefits:
- Share and lower advertising cost
- Increase brand and product exposure
- Enable cross-selling by complementary product or service retailers
Intelligent Concierge Robots

Use autonomous robots to perform customer service activities such as guided shopping, sales advice and order taking.

**Key Benefits:**
- Engage more customers without the need for additional staff
- Ensures consistent service levels
- Extend your operating hours without being constrained by the availability of staff

Global e-Marketplace

Enable overseas customers to buy over the internet.

**Key Benefits:**
- Leverage ready and established e-Marketplaces to reach customer in other markets globally
- Increase product exposure and customer base, thereby increasing revenue

Global e-Marketplace
Digital skills are required for all retail job roles, to varying levels of proficiency. You may refer to these job roles and skills needed to support your digitalisation journey.

### Non-ICT Job Roles

<table>
<thead>
<tr>
<th>Tech-Lite Users</th>
<th>Tech-Heavy Users</th>
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<tbody>
<tr>
<td>Require broad-based digital literacy and awareness</td>
<td>Require higher proficiency level digital skills</td>
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- Retail support and operations functions who are light digital users
- Business Specialists who use digital tools and strategies to achieve business objectives

**Examples:**
- Marketing Associate
- Merchandising Associate
- Sales Associate
- Chief Executive Officer
- Retail Operations Director
- Mechanising Director

### ICT Job Roles

<table>
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<tr>
<th>ICT Professionals</th>
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<tr>
<td>Require specialised ICT skills</td>
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- ICT Professionals in the Retail sector

**Examples:**
- Data Analyst
- Chief Digital Officer
- Applications Developer

### Skills Framework for Retail

- Provides information on training programmes for skills upgrading and mastery for non-ICT job roles in the sector.

### Skills Framework for ICT

- Provides information on training programmes for skills upgrading and mastery for ICT job roles.

This Framework is a key thrust of TechSkills Accelerator (TeSA), which aggregates and integrates training and placement programmes for ICT professionals.
You will be supported at every stage of your digitalisation journey. You have the option to self-assess or contact the business advisors at SME Centres for assistance.

**Self Assess**

You can assess your digital readiness by using a self-assessment checklist

Click [here](#) or scan this QR code for more details

**Resources Available***

- **List of Digital Solutions**
  Visit Tech Depot to access digital solutions, including Pre-approved Digital Solutions

- **Projects to Uplift Whole Sectors**
  Partner large companies and industry leaders to enjoy new growth

- **Business Advisory & Digital Consultancy**
  Access to advisory services
  - SME Centres
  - SME Digital Tech Hub

- **Skills Framework**
  The Skills Framework provides key information on:
  - Sector and employment opportunities
  - Career pathways
  - Occupations and job roles
  - Existing and emerging skills
  - Training programmes for skills upgrading & mastery

*Refer to the next page on how to access these resources

**Contact SME Centre**

You can seek assistance from Business Advisors at SME Centres

Click [here](#) or scan this QR code for more details

**For advanced digital advisory, you may be referred to Principal Consultants at SME Digital Tech Hub**

**SME Centres**

[www.smeportal.sg](http://www.smeportal.sg)

- Association of Small and Medium Enterprise (ASME) - SME Centre @ ASME
- Singapore Chinese Chamber of Commerce & Industry (SCCCI) – SME Centre @ SCCCI
- Singapore Indian Chamber of Commerce & Industry (SICCI) – SME Centre @ SICCI
- Singapore Malay Chamber of Commerce & Industry (SMCCI) – SME Centre @ SMCCI
- Singapore Manufacturing Federation (SMF) – SME Centre @ SMF

Satellite SME Centres are located at Community Development Councils (CDCs)

**SME Digital Tech Hub**

- SME Digital Tech Hub operated by the Association of Small and Medium Enterprise (ASME)
FOR MORE INFORMATION

For SME

Digital Solutions

Tech Depot
https://www.smeportal.sg/content/tech-depot/en/home.html

Projects to Uplift Whole Sectors

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

Business Advisory & Digital Consultancy

SME Centres
https://www.smeportal.sg/content/sme-centre/en/locate-sme-centres.html

SME Infoline: +65 6898 1800

SME Digital Tech Hub
http://www.digitaltechhub.sg

For Innovators

Accreditation

https://www.imda.gov.sg/accreditation

For Individuals

Career Facilitation

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

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

Capability Upgrading

Continuing Education and Training (CET) Centre for Retail Industry
http://www.sirs.edu.sg

Course Directory
http://www.skillsfuture.sg/credit

Fundamentals for Future Economy
http://www.skillsfuture.sg/digitalworkplace

Skills Framework
http://www.skillsfuture.sg/skills-framework

TechSkills Accelerator(TESA)
http://IMTalent.sg/TeSA

Centres of Innovation
https://www.smeportal.sg/content/smeportal/en/networking/support-centres/centres-of-innovation--cois-.html

Research Institutes
https://www.smeportal.sg/content/smeportal/en/networking/support-centres/research-institutes--ris-.html

For Innovators

Accreditation

Accreditation@SGD
https://www.imda.gov.sg/accreditation

Ideation, Collaboration & Prototyping

Pixel Labs
https://impixel.sg

This Industry Digital Guide is part of the SMEs Go Digital Programme

For programme information and feedback:
https://www.imda.gov.sg/SMEsGoDigital
The Infocomm Media Development Authority (IMDA) will develop a vibrant, world-class infocomm media sector that drives the economy, connects people, bonds communities and powers Singapore’s Smart Nation vision. IMDA does this by developing talent, strengthening business capabilities, and enhancing Singapore’s ICT and media infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment. IMDA also enhances Singapore’s data protection regime through the Personal Data Protection Commission.