

ANNEX D

Business Profiles

No.	Business Profiles	Interviewee
1	<p><u>Joy Luck Teahouse (欢乐冰室)</u></p> <p><i>Address: 274 South Bridge Road, Singapore 058823</i></p> <p>Robert's longstanding career in TV began when he was 17 years old. His first tenure was at Radio and Television Singapore, where he became Singapore's youngest producer of TV programmes. In 1967, he went to Hong Kong, and over the years became a household name for creating the highly popular variety programme "Enjoy Yourself Tonight (欢乐今宵).</p> <p>Besides being a TV personality, Robert who is passionate in discovering traditional and authentic food, has travelled the world to discover traditional and authentic cuisines. At age 67, he reinvented himself and ventured into the F&B industry, eager to share his love for Hong Kong's best dim sum and roasts with the world. Robert decided to bring the best drinks and delicacies from Hong Kong to Singapore through Joy Luck Teahouse which is famous for their Hong Kong milk tea, pineapple buns, and egg tarts. Joy Luck Teahouse has 6 branches around Singapore with the Chinatown outlet being one of their newest that opened in February 2021.</p> <p>Joy Luck Teahouse has installed a self-service kiosk system at their Chinatown outlet to lighten their cashiers' workload, as well as to shorten queuing and waiting times. Currently their Hong Kong delicacies are only sold in-stores, but have recently ventured online through Qoo10 to reach a wider audience. Robert hopes to drive Chinatown visitors to their store using Qoo10's geo-location game where customers can collect their Brandmon coupons, purchase on Qoo10 and proceed to the Chinatown outlet to collect their orders.</p> <p>Mr Chua said, "Qoo10 helped us with most of the onboarding process, and we look forward to positive sales via Qoo10 in the near future." The onset of COVID galvanised the whole motion of going digital for businesses in Singapore, and Joy Luck Teahouse recognises that this is something that the brand will have to embrace and embark on. Joy Luck Teahouse onboarded Qoo10 in March 2021.</p> <p>(www.joyluckteahouse.com/story/)</p>	<p>Mr Robert Chua 蔡和平 74 years old Founder</p>

<p>2</p>	<p><u>Nanyang Old Coffee (南洋老咖啡)</u></p> <p><i>Address: 268 South Bridge Road, Singapore 058817</i></p> <p>Mr Lim Eng Lam is an enthusiast of “Singapore’s Traditional Coffee” and with his great passion, he founded Nanyang Old Coffee in 2007. Over the years, he has been promoting traditional coffee of its history, culture and heritage to the public, including students, tourists, etc.</p> <p>Despite Nanyang Old Coffee being a traditional business, they have moved into a hybrid model in order to meet with changing times. Their range of products are currently distributed in-stores, and on online platforms such as Chope and Shopee. They also have an online social media presence on Facebook and Instagram.</p> <p>Having been onboarded on Chope’s platform in March 2021 as part of this Chinatown digitalisation initiative, Mr Lim hopes the platform would provide greater reach for Nanyang Old Coffee and attract the younger audience. He also believes that online commerce will be the new normal in the future and Nanyang Old Coffee will need to continually digitalise and adopt innovative tech solutions to improve its customer experience and optimise operations.</p> <p>In other areas of digitalisation, Nanyang Old Coffee implemented a pre-approved retail POS system at a subsidised rate with Productivity Solutions Grant (PSG) support under the SMEs Go Digital programme. The company also received advisory help from SME Centre@Chinatown.</p> <p>www.nanyangoldcoffee.com</p>	<p>Mr Lim Eng Lam</p> <p>林榮南</p> <p>54 years old</p> <p>Founder</p>
<p>3</p>	<p><u>Thye Shan Medical Hall (泰山藥行)</u></p> <p><i>Address: 266 South Bridge Road, Singapore 058813</i></p> <p>Founded in 1955 by her grandfather, the late Mr Chan Chak Poey, Ms Chan Mei Yi, General Manager and third generation of Thye Shan Medical Hall joined the business due to her deep interest in health benefits of herbs and Traditional Chinese Medicine (TCM), and their integration into regular lifestyles to achieve optimal health.</p> <p>With 3 retail outlets in Singapore (2 in Chinatown and 1 in Takashimaya at Orchard Road), Thye Shan also does wholesale trading to other medical halls and department stores both locally</p>	<p>Ms Chan Mei Yi</p> <p>陳美儀</p> <p>41 years old</p> <p>General Manager</p>

	<p>and internationally, and has a herbal tea food factory which supplies to supermarkets such as Sheng Siong, Prime, and Giant Supermarkets.</p> <p>Thye Shan is also extending their presence online on ecommerce marketplaces like Qoo10, Shopee, Lazada, 99SME, and have their own e-commerce website (www.thyeshan.com) as an alternative channel. To reach out to the younger crowd, Thye Shan is also active on social media platforms like Facebook and Instagram.</p> <p>The different platforms provide greater online exposure and awareness to their target audiences, and they are able to optimise their digital marketing efforts and sales to the right channels for greater payoffs. Thye Shan onboarded Qoo10 since December 2020.</p> <p>Thye Shan has also taken up an accounting software with Productivity Solutions Grant (PSG) support, and has also received \$2,500 Digital Resilience Bonus payout in September 2020 for adopting e-commerce solutions.</p> <p>(www.thyeshan.com/our-story/)</p>	
4	<p><u>ST Signature (ST 共居旅店)</u></p> <p><i>Address: 273A South Bridge Rd, Singapore 058822</i></p> <p>ST Signature is an affordable premium co-living hotel brand that has 4 co-living hotels comprising 242 rooms located at Chinatown, Tanjong Pagar, Bugis Beach and Jalan Besar.</p> <p>Given the border closures, travel restrictions, and social distancing measures, hotel occupancy have been severely impacted. Currently, ST Signature leverages on digital interventions to optimise operations by equipping their hotels with self-check-in systems and launched a new offering - ST Signature Lite, which offers flexible hours stay to maximise the use of unused time slots.</p> <p>To further expand its reach to a wider audience and improve revenue, ST Signature onboarded with Qoo10 in January 2021 to offer staycation vouchers.</p> <p>(https://stsignature.com/our-story/)</p>	<p>Mr Alan Goh 吴景轩</p> <p>62 years old Founder, Executive Chairman and CEO</p>