

Synopsis of the Digital Support Guide for Hawkers

In an increasingly digital future, there is a need to ensure our hawkers are ready and well supported by the community to embrace the opportunities offered by technology as a potential revenue stream for their business.

This step-by-step guide is prepared with the inputs of Alliance members. It is a compilation of best practices adopted across Singapore to help increase online discoverability and generate demand for hawker food through the Group Buys and bulk order meals. It draws upon the support of hawkers for hawkers, with the digitally savvy supporting the less digitally savvy hawkers to ensure the latter do not lose out on the opportunities presented by digitalisation.

This guide advocates the identification of a Digital Hawker Champion (DHC) and formation of a Digital Support for Hawkers (DSH) group comprising passionate and digitally savvy individuals serving in the grassroots or hawkers to drive this initiative.

- Specifically, the DHC should be someone who is passionate about the digital opportunities for the hawker trade, willing to lead the DSH group to help hawkers to (1) build and sustain a digital presence (e.g. Facebook (FB) page, subscribe to online ordering services, adopt basic digital tools such as e-payment and more in the future) and (2) leverage digital tools to increase business opportunities for hawkers.
- The DSH group should comprise grassroots volunteers and hawkers who are equally passionate and willing to support and journey with the hawkers, especially those who are digitally less savvy to embrace the opportunities offered by digital. This could include, and not limited to, (1) hand-holding senior and less digitally savvy hawkers to navigate the simple digital tools such as online ordering apps, (2) organise bundle menus so that every hawkers can participate meaningfully through Group Buys (GB) to increase demand for their food, and (3) provide peer support.

The above structure draws upon the strength of the kampung spirit of our community and grassroots organisations to sustain this initiative.

For a start, in light of the COVID-19 pandemic and dining-in restrictions, this guide advocates the creation of a baseline proposal comprising three elements as shown in **Diagram** below.

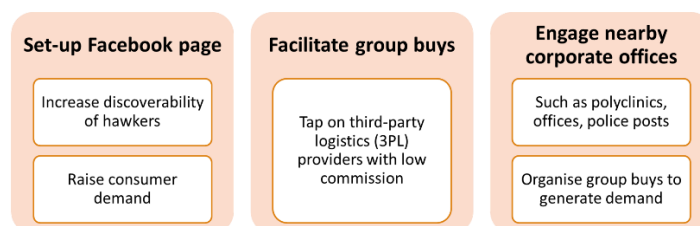


Diagram: Baseline proposal for the immediate term

- Set-up FB page, or its equivalent, for the hawker centre aims to provide a low cost platform to increase online discoverability to engage and raise awareness of the consumers. This will be a centre centric website where residents and consumers nearby would be able to be notified of news, events, food stalls, food reviews and even promotions that the hawkers may want to communicate from time to time. This will be a one-stop site where all things related to the centre could be effectively communicated to the targeted segment who are interested to the offerings in the particular hawker centre.
- Beyond the benefits of online ordering services, dining-in and takeaways, GB/ Bulk order meals is another revenue stream that our hawkers can leverage for their business. This is a centre-based GB where bundle orders could be curated to offer a set-meal comprising a main dish, dessert and drinks. This would allow hawkers selling small ticket items such as dessert and drinks to participate meaningfully online to increase their revenue especially during the pandemic restrictions.
- Finally, engaging corporate offices nearby to generate demand for hawker food in the immediate vicinity would provide the necessary support for our hawkers during the pandemic.

This guide also highlights the possibility to draw upon the support from corporates under the **Digital for Life** movement, who would be keen to volunteer their time to share their digital expertise and skills, by adopting a hawker centre as part of their Corporate Social Responsibility effort. In support of the DHC/ DSH efforts, the support could range from, but not limited to the following: (1) help the centre create a FB page, (2) guide hawkers on how to create engaging FB posts, (3) develop the interface to facilitate GBs via FB page, (4) organise digital literacy workshop and (5) work with corporate offices nearby to generate demand.

To kick-start and support the initiative, Digital Ambassadors from the SG Digital Office would support for a period of three months to help coordinate the different resources comprehensively to achieve the desired outcome above.

The successful establishment of the baseline proposal would position the hawkers to expand and innovate against the backdrop of the prevailing business environment. The network of support from the DSH groups would also ensure our hawkers are able to adopt other digital tools that would be developed for the industry in the future.