INFOCOMM MEDIA DEVELOPMENT AUTHORITY | SMEs GO DIGITAL

RETAIL

Industry Digital Guide
for SMEs

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

Sector lead: EDB SINGAPORE, Enterprise Singapore

In support of: SG:DIGITAL

Supported by: SKILLSFuture SG, WSG Workforce Singapore

01 Trends Impacting our Retail Sector

02 Our Retail Sector

03 Digitalisation for SMEs in our Retail Sector

04 Digital Skills Needed

05 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 Landscape[1]

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

02 - OUR RETAIL SECTOR

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.

22,000 retail establishments[4]

3% of Singapore's total workforce[4]

contributed 1.4% to Singapore's GDP[4]

Key Sub-sectors

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.

Click here or scan this QR code for more details on the Retail ITM.

[4] Source: Singapore Department of Statistics, 2015

The Industry Digital Plan (IDP) for SMEs

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.

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 Ready for the Digital Economy

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.

Stage
01

Getting Ready For The Digital Economy

Automated Operations, Self-Served Consumers

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

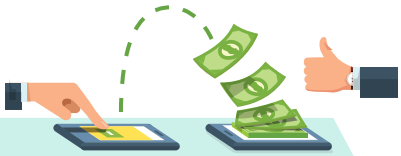
Key Benefits:

- 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



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

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

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

Stage
03

Leaping Ahead

Global Market, Intelligent Business

Omni-Channel Engagement

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

Key Benefits:

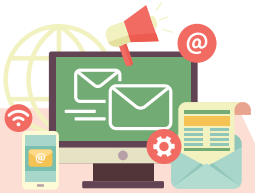
- Provide a consistent customer experience
- Increase customer reach and product exposure across multiple channels

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

04 - DIGITAL SKILLS NEEDED

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

Tech-Lite Users

Require broad-based digital literacy and awareness

Retail support and operations functions who are light digital users

Examples:

Marketing Associate

Merchandising Associate

Sales Associate

Tech-Heavy Users

Require higher proficiency level digital skills

Business Specialists who use digital tools and strategies to achieve business objectives

Examples:

Chief Executive Officer

Retail Operations Director

Mechandising Director

ICT Job Roles

ICT Professionals

Require specialised ICT skills

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.

05 - GET STARTED TODAY

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.

Digital Readiness Self-Check

Digital Readiness Self-Check

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

Click here or scan this QR code for more details

Resources Available*

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

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

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

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

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

Digital Consultancy & Advisory

CTOaaS

Tap on CTO-as-a-Service for digital consultancy and project management services.

Click here or scan this QR code for more details

SME Centre

You can seek assistance from Business Advisors at SME Centres

Click here or scan this QR code for more details

SME Centres

- 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)

FOR MORE INFORMATION

For SME

Digital Consultancy & Solutions

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

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

Projects to Uplift Whole Sectors

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

Business Advisory

SME Centres
https://enterprisesg.gov.sg/smecentre

Enterprise Infoline: +65 6898 1800

Technology Innovations

Centres of Innovation
https://www.enterprisesg.gov.sg/non-financial-assistance/for-singapore-companies/network-of-partners/centres-of-innovation

For Individuals

Career Facilitation

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

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

Capability Upgrading

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

Skillsfuture Credit
https://www.skillsfuture.gov.sg/credit

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

For Innovators

Accreditation

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

Ideation, Collaboration & Prototyping

Pixel Labs
https://impixel.imda.gov.sg

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

For programme information and feedback:
https://imda.gov.sg/SMEsGoDigital

#SGDIGITAL

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.

For more news and information, visit www.imda.gov.sg
or follow IMDA on Facebook IMDAsg and Twitter @IMDAsg

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission.

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