

# WHOLESALE TRADE | INDUSTRY DIGITAL PLAN

A Guide for Small and Medium Enterprises (SMEs) to Assess  
Their Digital Readiness and Opportunities to Go Digital



Sector lead:



In support of:



Supported by:



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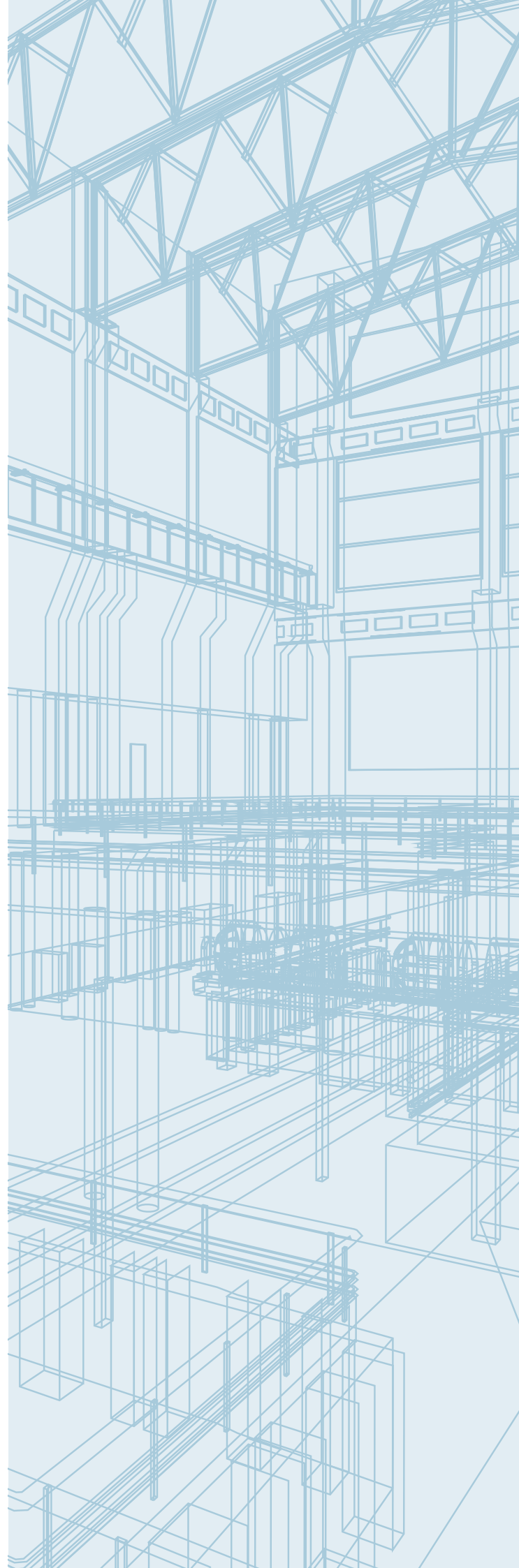
DIGITAL SKILLS  
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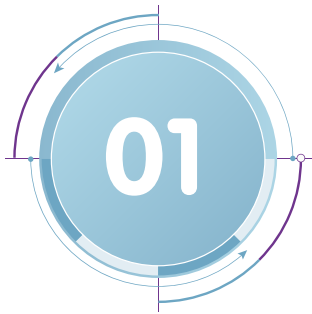
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GET STARTED  
TODAY

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ADDITIONAL  
INFORMATION





# 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.

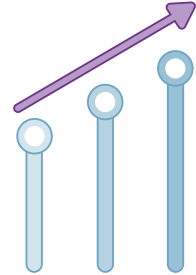
**OVER 34,500**  
ESTABLISHMENTS



**9%**  
TOTAL WORKFORCE

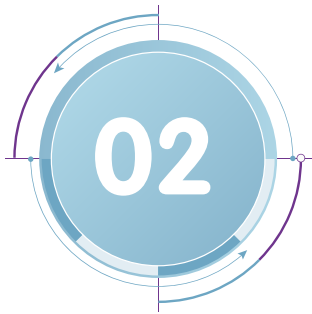


**15.7%**  
GDP CONTRIBUTION



## 7 INDUSTRY SEGMENTS





# TRENDS IMPACTING WHOLESALE TRADE



## GLOBAL VOLATILITY & INCREASED COMPETITION

Structural shifts in major economies, de-globalisation, trade tensions, and heightened competition could impact Singapore's position in global trade



## TECHNOLOGICAL ADVANCEMENTS

- Current business models may be disrupted
- Digital skillsets will be needed



## ASIA'S ECONOMIC GROWTH, INCREASED URBANISATION & CONSUMERISM

- Urbanisation will spur demand for infrastructural related equipment and materials
- Rising affluence will drive demand for consumer goods

## INDUSTRY TRANSFORMATION MAP (ITM)

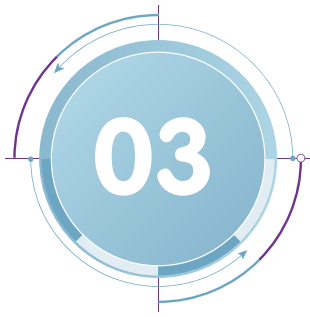
The Wholesale Trade Industry Transformation Map (ITM), launched in September 2017, charts out strategies to ensure that the wholesale trade sector remains relevant amidst the changing landscape.

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.



Click [here](#) or scan this QR code for more details on the Wholesale Trade Sector ITM



## SMEs GO DIGITAL

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.

**IMDA** INFOCOMM MEDIA DEVELOPMENT AUTHORITY | **SMEs GO DIGITAL**

### 3 STEPS TO GO DIGITAL

**1** | Is your business digital-ready?  
Find out using the Industry Digital Plan (IDP) for your sector.

**2** | How do you get started?  
Take up pre-approved solutions with grant support.

**3** | Where can you get help?  
Access the CTO-as-a-Service for support.

**For more information**  
Scan the QR code or visit [www.imda.gov.sg/SMEsGoDigital](http://www.imda.gov.sg/SMEsGoDigital)

**Support available**

- Chief Technology Officer-as-a-Service (CTO-as-a-Service)
- Industry Digital Plans
- Pre-Approved Solutions
- Start Digital
- Grow Digital
- Advanced Digital Solutions
- Government Grants e.g. Productivity Solutions Grant (PSG)

### 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

This Digital Roadmap serves as a guide for you to follow on your digital journey

## 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.

# STAGE 01

## GETTING READY FOR THE DIGITAL ECONOMY

### Streamlined Operations, Optimised Resources

Streamline and integrate your business processes to enhance productivity and efficiency

#### DIGITAL SOLUTION

#### SOLUTION DESCRIPTION

#### BENEFITS



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
- Improve staff morale

# STAGE 02

## GROWING IN THE DIGITAL ECONOMY

Connected Ecosystems, New Global Markets

Connect to global trade ecosystems to reach new markets to grow your business

### DIGITAL SOLUTION

### SOLUTION DESCRIPTION

### BENEFITS



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

# STAGE 03

## LEAPING AHEAD

Trusted Cross-Border Trading, Intelligent Business

Use advanced technology to make your business smart and trusted

### DIGITAL SOLUTION

### SOLUTION DESCRIPTION

### BENEFITS



Predictive Sales Trend for Automation of Sourcing and Purchasing

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



Predictive Price Analytics

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



Artificial Intelligence for Processing Trade Data

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



Product Authentication

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

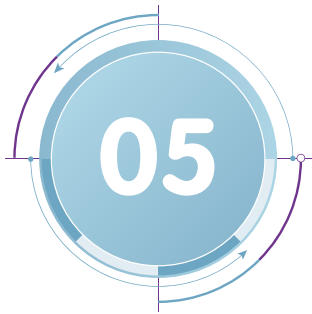
- Build brand confidence with customers and reduce losses associated with counterfeit products
- Improve business relationships with trading partners



Blockchain for Trade Documentation

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

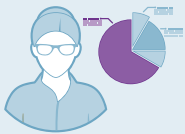
## ADVANCED USERS

Require higher proficiency digital skills

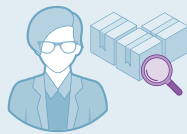
### "TECH ADVANCED" COURSES

**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

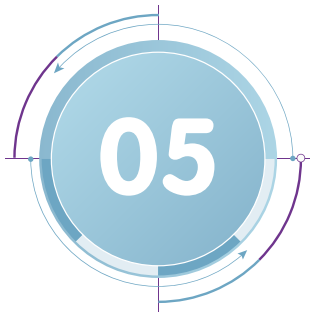


Head of Trading



Head of Risk





# DIGITAL SKILLS NEEDED

## DIGITAL ROADMAP ON TRAINING

### STAGE 01 GETTING READY FOR THE DIGITAL ECONOMY

### STAGE 02 GROWING IN THE DIGITAL ECONOMY

### STAGE 03 LEAPING AHEAD

#### “TECH BASICS” COURSES

Require broad based digital literacy and awareness

#### Wholesale Trade Tech I:

- Driving Trade & Business with Enterprise Resource Planning
- Driving Trade & Business with Data Analytics



#### Wholesale Trade Tech II:

- Growing Trade & Business in the Digital Marketplace
- Growing Trade & Business 4.0



#### Wholesale Trade Tech III:

- Descriptive Analytics
- Predictive Analytics



Vendor Solution Specific Training



Vendor Solution Specific Training



Vendor Solution Specific Training



#### “TECH ADVANCED” COURSES

Require higher proficiency digital skills

- Introduction to Data Analytics
- Hands-on Data Protection Officer Training



- Professional Scrum Product Owner
- Squared Online Certificate in Digital Marketing



- 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**

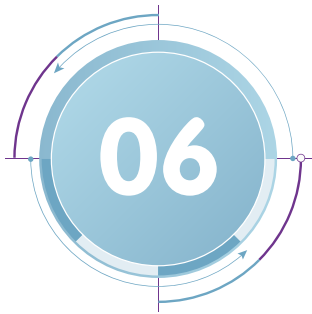
TRAINING DELIVERY (LEGEND):



CLASSROOM



+ BLENDED LEARNING

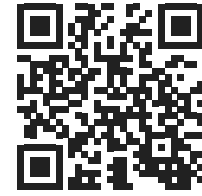


# GET STARTED TODAY

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.



Wholesale Trade IDP

## 2 | How do you get started?



CTO-as-a-Service



GoBusiness Gov Assist



SFEC

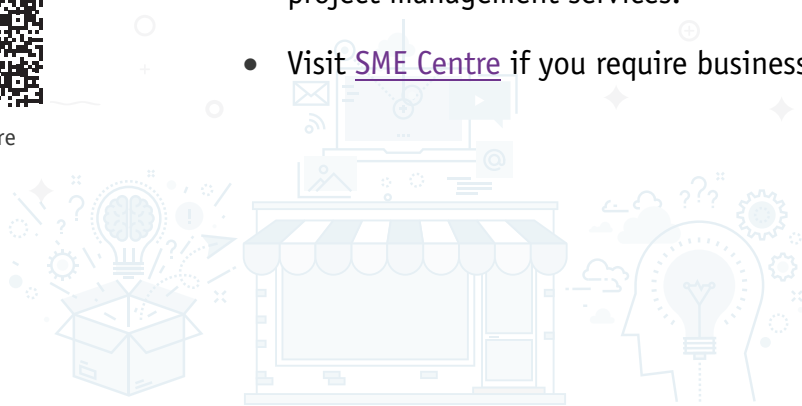
- Tap on [CTO-as-a-Service](#) to complete your Digital Readiness Self-Check in the web app and select from the recommended digital solutions that best meet your business needs.
- Visit [GoBusiness Gov Assist](#) to search for digital solutions and solution providers. If funding support is required, 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 \(SFEC\)](#).

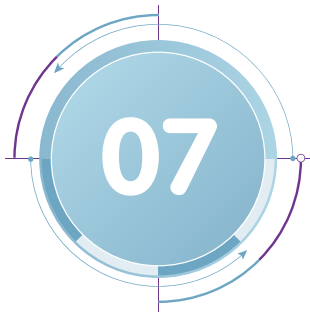
## 3 | Where can you get help?



SME Centre

- Tap on [CTO-as-a-Service](#) for digital consultancy and project management services.
- Visit [SME Centre](#) if you require business advisory.





## ADDITIONAL INFORMATION

### FOR SME

#### DIGITAL CONSULTANCY & SOLUTIONS

##### CTO-as-a-Service

[go.gov.sg/CTOaaS](https://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](https://www.csa.gov.sg/~/_media/csa/documents/publications/be_safe_online/be_safe_online_handbook.pdf)

#### 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](http://www.enterprisesg.gov.sg/smecentre)

Enterprise Infoline: +65 6898 1800

### FOR INDIVIDUALS

#### CAPABILITY UPGRADING & CAREER FACILITATION

##### Institute of Higher Learning

<https://www.np.edu.sg/lifelonglearning/Pages/Industry-Digital-Plan.aspx>

##### Course Directory

<https://www.myskillsfuture.gov.sg/content/portal/en/training-exchange/course-landing.html>

##### 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>

# #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.



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