

RETAIL INDUSTRY TRANSFORMATION MAP

**FUTURE
ECONOMY**

The retail industry shapes the character of Singapore and underpins the growth of the tourism industry while contributing to an enhanced quality of life for Singaporeans to live, work and play.

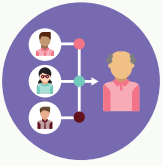
VISION

For Singapore to have a vibrant retail industry which comprises a mix of highly productive omni-channel retailers and local brand owners with global footprints, supported by a professional and skilled workforce.



PILLARS OF TRANSFORMATION

JOBS & SKILLS



Adopt manpower-lean models and redesign job scopes



Create holistic HR policies to ensure opportunities for training and career growth

PRODUCTIVITY



Enhance retail process through automation such as self-check out systems or cash management systems

INNOVATION



Adopt user-centric approach to develop unique in-house brands



Collaborate with intermediaries and investment in R&D



Use market research to position products for export



Develop in-house brands with unique selling proposition

INTERNATIONALISATION



Manage inventory real-time to adapt to international customers' preferences



Develop e-commerce channels to enter global markets without physical stores



Integrate online and existing physical stores

EQUIP YOURSELF FOR THE FUTURE...

Upskill and train the workforce:

[Skills Framework for Retail](#)

[Retail Study Awards](#)

Enhance productivity with technology:

[Productivity Solutions Grant](#)

Boost capabilities through innovation:

[Areas for Innovation](#)

Go global:

[Internationalisation Opportunities](#)