

10 Challenge Partners & Problem Statements

Key Challenge: Building brands that stand out to customers	
Eyesight.sg	<p>When it comes to eye care, many consumers mistakenly think of the optometry sector as the people who sell glasses and contact lenses. Yet, optometrists do more than that and can provide preventive and ongoing eye care. In many ways, they are like GPs / family doctors for eyes.</p> <p>This is important because many patients still go to polyclinics and hospitals when they can get the same care with the right optometrists. In fact, it is better for the healthcare system if patients visit hospitals only for acute or emergency treatment.</p> <p>Beyond ongoing efforts to raise awareness, how might we create the ah-ha moment to help consumers rapidly and accurately see remember us as their primary vision care provider?</p>
Pick & Go	<p>With e-commerce being commonplace these days, consumers are used to price comparisons and products are increasingly commoditised. As Singapore's first AI unmanned convenience store, we want our customers to feel like how Apple users feel about Apple products.</p> <p>Given the preferences of modern consumers, what can we do, from our brand to products to customer experience, to make us the preferred brand for consumers, so that they always choose to shop with us over competitors?</p>
Key Challenge: Connecting with customers in an omni-channel world	
Wing Tai Retail (G2000)	<p>Today's customers expect a seamless shopping experience that can meander from online (search) to offline (touch-and-feel products) and back to online (read reviews and find promotions).</p> <p>Sometimes, this omnichannel shopping experience can have multiple online and offline touchpoints. This makes it hard for us to figure out how to best create an experience for shoppers so we can convert them into customers, and hopefully loyal fans who will refer us to others.</p> <p>Given the typical shopping journey of Singapore shoppers today, how might we offer an omnichannel shopping experience so that we establish ourselves as the preferred brand and win new customers, retain existing ones, and nurture loyal customers?</p>
Key Challenge: Leveraging e-commerce and digitalisation	
BHG Singapore	<p>Selling on online marketplaces has allowed us to reach new and more customers, but it can be difficult to get to know them because customer data are held by the platforms. With limited abilities to</p>

	<p>engage and build relationships with customers, it can be hard for us to be more customer-centric or segment our market.</p> <p>How might retailers directly connect with our customers, e.g. draw customers from marketplaces to our own websites? And how might we get data on customers who buy our products on marketplaces if these platforms are currently not sharing the data with us, or how can we do more with the data we have access to?</p>
<p>Key Challenge: Attracting and retaining retail talent</p>	
<p>Yue Hwa Chinese Products</p>	<p>Hiring retail frontline staff is challenging and increasingly difficult with the shrinking foreign labour quota. To be fair, there are the challenges that come with the job - working shifts, dealing with difficult customers, and a perception of retail as a 'starter' job rather than a glamorous career.</p> <p>As a result, many retail employees, particularly younger ones who are well-educated, tend not consider retail as a long-term career resulting in high turnover. Yet, there are advantages of a retail career ranging from honing customer service skills to learning about pricing & promotions to spotting trends.</p> <p>As an established heritage brand with several locations across Singapore, how might we shift the perception of employees (existing and potential) and establish working in Yue Hwa as an attractive long-term career?</p>
<p>Scent by SIX</p>	<p>Hiring retail frontline staff has been difficult despite staff retention measures taken by retailers, e.g. training, mentorship, etc. Yet, when we look at other sectors, like logistics and food delivery, they were able to use technology to effectively tap on the gig economy and solve a similar supply issue (making delivery happen at an acceptable price).</p> <p>How might we learn from other sectors and use technology, e.g. digital platforms, to drive new possibilities that alleviate the crunch that retailers face when it comes to frontline staff?</p>
<p>Key Challenge: Driving sustainability in our products and businesses</p>	
<p>Commune Lifestyle</p>	<p>There is increasing attention and concern around sustainability and the circular economy. In fact, consumers are 1.3 times more likely to pay a premium for sustainability products. Yet, there are many aspects to look into from raw material to manufacturing to logistics to end-of-life recycling, and it can be challenging to identify the right things to focus on.</p> <p>With furniture, there is the added challenge of their bulkiness that makes them harder to dispose of and recycle. In addition, it can be difficult to separate different parts / material. We know that most of bulky items collected end up in incinerators or landfills.</p> <p>How might we sustainably reuse, repair, and recycle furniture in Singapore?</p>

FairPrice Group	<p>As e-commerce continues steadily growing in Singapore, side effects include the increase in packaging waste (45% of e-commerce greenhouse gas emissions) and carbon footprint from logistics, amongst others.</p> <p>How might we make e-commerce less damaging to the environment; and going beyond, how might e-commerce even play a role in benefitting the environment?</p>
Key Challenge: Adapting to post-COVID changes	
EmergencyBiz	<p>The pandemic has accelerated our acceptance and usage of e-commerce with sales hitting ~S\$8 billion in 2021. One trend riding on the wave of increased acceptance and usage of online platforms is the subscription business model. It has been seen picking up across various industries from snacks to meal kits to scented candles to fashion apparel.</p> <p>We are exploring different ways of promoting our emergency products, e.g. fire extinguishers and first aid kits, in the consumer household market - how might we leverage the subscription business model in terms of technology platform and innovative sales models (e.g. omnichannel, social, affiliate marketing, etc.) to make it easily used by consumers and thus attracting new segments of customers?</p>
Singapore Retailers Association	<p>Regarded as the next iteration of the internet, the metaverse is where the physical and digital worlds come together, providing a space for endless, interconnected virtual communities using virtual reality (VR) headsets, augmented reality (AR) glasses, smartphone apps, or other devices.</p> <p>How might retail brands reinvent themselves to win in this new world where almost anything is possible and consumer needs are nothing like in the real world? And how should brands, governments, and communities work together to reap the benefits and avoid the risks and dangers of the metaverse?</p>