

# SRA “Retail Re-Imagined” 5-Year Retail Sector Roadmap (2021 – 2026)

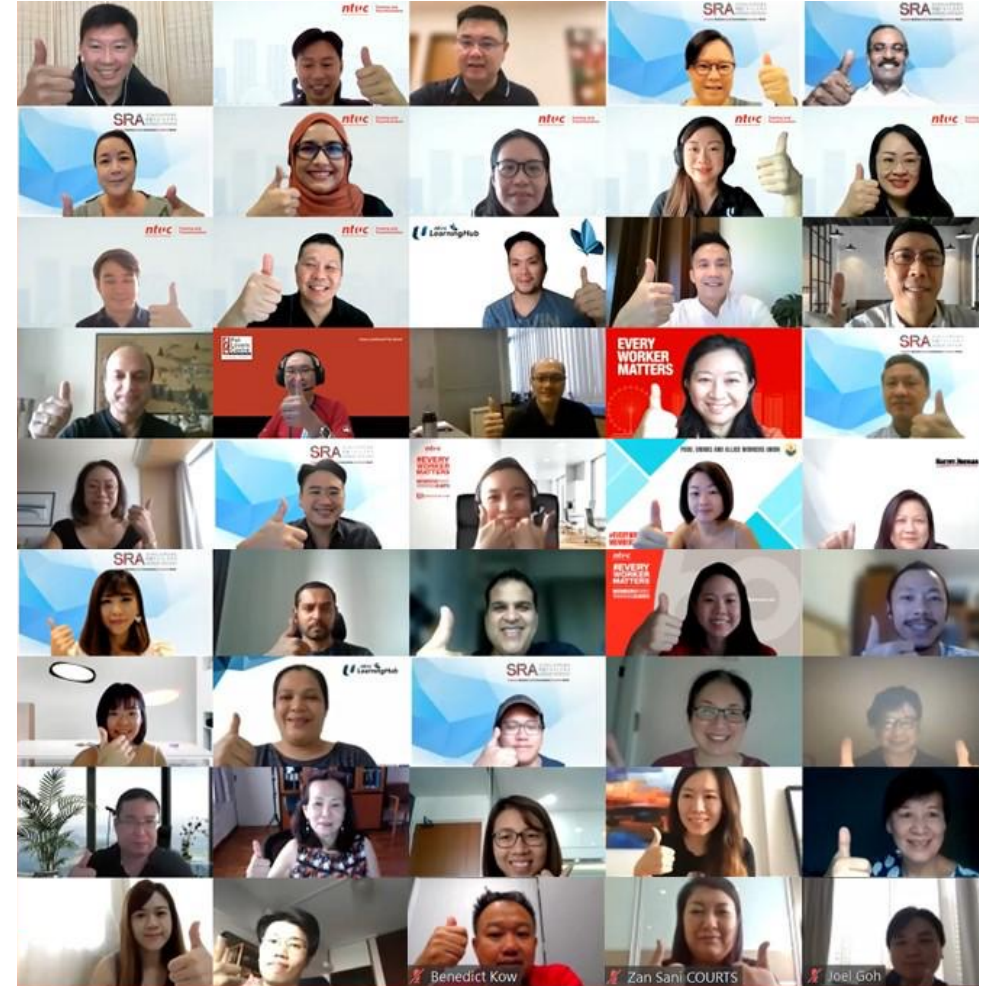
Key objectives :-

- Identify new norms (key challenges) in the Retail Sector during / post COVID-19
- Develop strategies to respond to the new norms to drive business recovery and growth
  - Gain a broader perspective to accelerate business transformation
  - Lead the retail community forward through a unified strategy
  - Identify suitable resources to support companies’ business growth and manpower transformation

Note: 18 industry stakeholders from 11 companies were involved

# RETAIL STAKEHOLDERS INVOLVED IN DEVELOPING THE ROADMAP

1. Archipedia Pte Ltd
2. BHG (Singapore) Pte Ltd
3. Courts (Singapore) Pte Ltd
4. Craftmark (S) Pte Ltd
5. eLush (T3) Pte Ltd
6. NTUC FairPrice Co-operative Ltd
7. Pertama Merchandising Pte Ltd (Harvey Norman)
8. Pet Lovers Centre
9. Sam & Sara Holdings Pte Ltd
10. Star 360 Holdings Pte Ltd
11. Wing Tai Retail Management Pte Ltd



# WORKSHOP DISCOVERIES



1) SOPHISTICATED  
CONSUMER BEHAVIOUR



2) TECH & DATA DRIVEN  
RETAILERS



3) SHIFT IN RETAIL  
LANDSCAPE



4) ADVANCEMENT IN  
SUPPLY CHAIN



5) CHALLENGE IN  
GROWING RETAIL  
TALENT PIPELINE



1) PLUG AND PLAY  
DIGITAL SOLUTIONS



2) GLOCAL RETAIL BRAND



3) MULTI-SECTOR  
COLLABORATION



4) RETAIL BUSINESS  
MODELS OF THE FUTURE



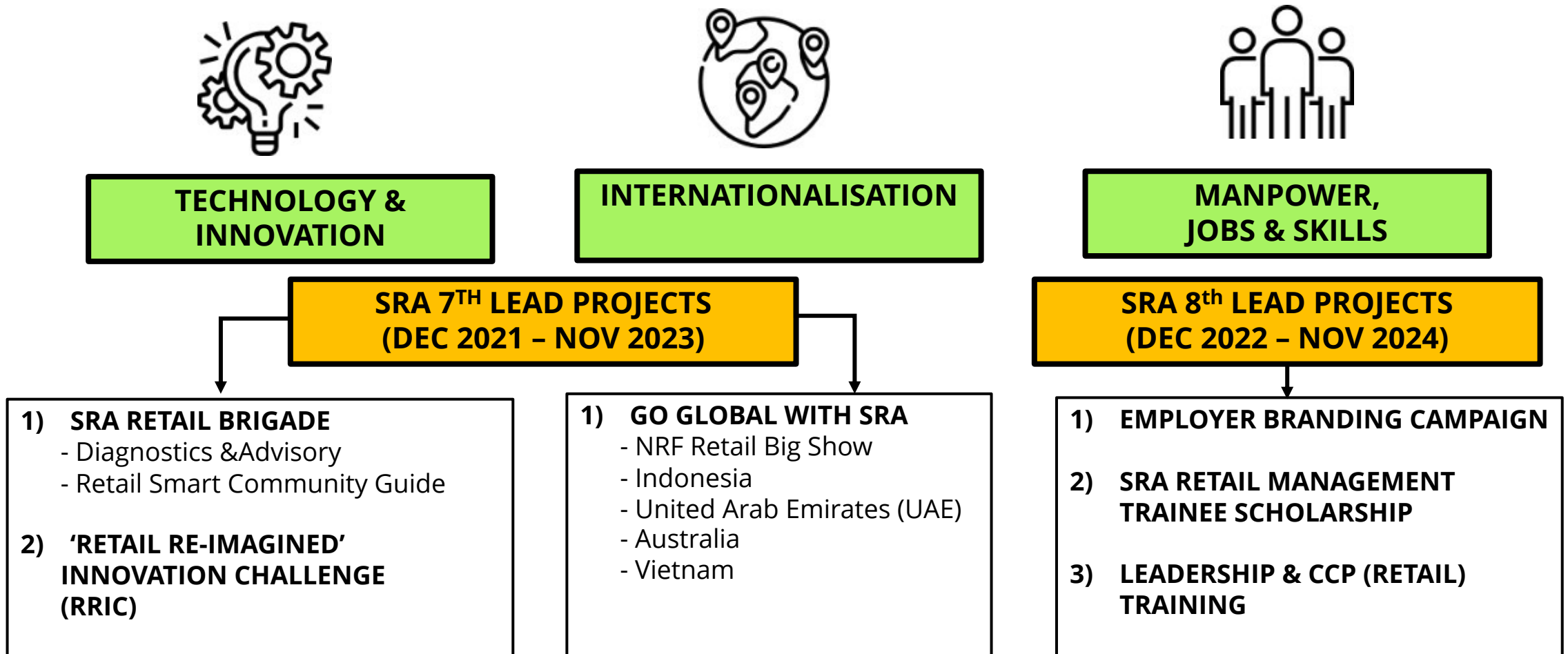
5) STRONGER MALL  
-TENANT PARTNERSHIP



6) SG RETAIL  
WORKFORCE 5.0

# REIMAGINING SINGAPORE RETAIL ROADMAP – WHAT’S NEXT

3 Key Workstreams with various initiatives to support retailers transformation journey in the next 2 years



# RETAIL REIMAGINED ROADMAP – WHAT’S NEXT

Projects in the next 2 years



**TECHNOLOGY  
& INNOVATION**

## 1) SRA RETAIL BRIGADE (SRB)

- A complimentary diagnostic service to help retailers digitalise by identifying gaps in their retail business
- A Retail Community Smart Guide (RCSG) to complement the diagnostic service, which is an interactive self-help portal that consolidates information on digital tech tools, solutions and services as well as industry best practices and government grants / schemes.

## 2) ‘RETAIL RE-IMAGINED’ INNOVATION CHALLENGE (RRIC)

- An inaugural innovation challenge for tertiary student and recent alumni to ideate and develop solutions to tackle challenges facing the Singapore retail industry

# RETAIL REIMAGINED ROADMAP – WHAT’S NEXT

Projects in the next 2 years



## INTERNATIONALISATION

### 1) GO GLOBAL WITH SRA

- A series of market entry orientation and business matching missions to connect Singapore retailers with mall owners, retailers, brand distributors and manufacturers in new markets
- Target Markets: Indonesia (May 2022), Australia (Jul 2022), UAE (Mar 2023), Vietnam (Aug 2023)

### 2) SRA-NRF NEW YORK STUDY MISSION (Jan 2023)

- To understand the latest technology trends and learn best practices from best-in-class US retailers in the areas of retail store innovation, technology implementation, and employee and customer engagement.

# RETAIL REIMAGINED ROADMAP – WHAT’S NEXT

Projects in the next 2 years



**MANPOWER, JOBS  
& SKILLS**

## PROMOTE RETAIL SECTOR AND EMPLOYER BRANDING

- Build a sustainable talent pipeline and support the implementation of the Progressive Work Model (PWM) through upskilling of the retail workforce
- Upskilling and reskilling of employees through specialised training programmes, new Career Conversion Programmes to adapt to ever changing job roles
- Launch a Retail Sector Branding Campaign to position retail as the career of choice





**Empower Business | Build Connections | Transform Retail**

# THANK YOU



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