

Brick & Mortar Shops

CHINA'S EXAMPLE

A Case Study: Alibaba's Initiative “零售堂” 案例分析: 阿里巴巴创建的“零售堂”

The 零售堂 initiative, by Alibaba, aims to reinvent the typical cramped and dated convenience stores that dot the neighborhoods in China. Post makeover, the convenience stores are brighter, neater and more modern.

阿里巴巴创建的零售堂,旨在重塑中国各区邻里典型的便利店。这些便利店原本窄小又老旧,但经过改造后,变得明亮、整洁、美观又充满时代感。

Beyond a cosmetic update, the initiative involves a technological overhaul of business operations. Business analytics help streamline and automate operations, allowing stores to order efficiently based on consumer demands. Orders are centralised, eliminating the need to negotiate and buy from multiple distributors, and cost-saving is achieved.

From the partnership, Alibaba receives data on consumer behavior from the stores. This way, Alibaba can add brick-and-mortar shopping behavior data to its algorithms, allowing them to better predict consumer behavior online and offline. Such partnerships support Alibaba in building its omni-channel empire, without the need to acquire real estate assets.

除了外表上的更新,这项重塑计划还涉及了企业经营技术的彻底改革。计划还引进了业务分析技术,让这些小店铺能通过简便自动化的营运模式,更有效地管理进货,以满足顾客的需求。订单集中处理,消除了议价,也无需向不同分销商进货,大大减低了成本。

从这些合作项目中,阿里巴巴获取了消费者行为信息。通过这个方法,阿里巴巴便可以把实体店购物行为数据结合到计算程序中,让他们更好地掌握线上和线下的消费者行为。此外,这样的合作方式,让阿里巴巴在无需收购房地产的情况下,便可建立全渠道销售王国。



Standardisation of shopfront
外部改造后呈现的标准化形象



Before transformation:
店内改造前:



After transformation:
店内改造后:



HEARTLAND 12

NOV 2022

Future Ready

DIGITALLY

FEATURES

RetailerLink & ShopperLink

零售通联与购物通联

CDC Voucher Scheme - Don't Miss Out!

社理会邻里购物券 —— 万勿错过!

Hawkers Heartlands Go Digital

小贩邻里 迈向数码化



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Share with us your feedback and suggestions via

WWW.HDB.GOV.SG

AT A GLANCE FROM THE EDITOR

The Covid-19 global pandemic has no doubt created challenging times but it has also accelerated the digital growth and acceptance by many businesses in the past two years.

In this issue, we introduce various initiatives and digital solutions available to heartland businesses and their customers. Do give them a try and take the opportunity to change and emerge stronger.

Peggy Chia

Director
Business & Customer Care

冠状病毒虽然肆虐全球，给每个人带来了巨大的冲击，但它也在这两年里加速了数码化的增长，让许多企业商家欣然接受。

在本期中，我们介绍了适合邻里企业、方便邻里客户群的数码方案，希望大家可以踊跃尝试，乘着数码趋势的翅膀，顺应时代去改变，让业务蒸蒸日上。

谢佩丽

处长
业务与客服

Amidst shifts in the retail sector due to the rise of e-commerce and changing consumer behaviors, the Housing & Development Board (HDB) has developed digital solutions to help heartland retailers keep pace with the evolving retail landscape and provide personalised services to shoppers.

基于电子商务的兴起和消费者不断变化的消费模式所带来的零售转变，建屋发展局开发了电子方案，协助邻里商家融入瞬息万变的零售趋势，也同时为消费者提供个性化服务。

HELPING HDB RETAILERS GO DIGITAL

RetailerLink is a one-stop digital platform for HDB retailers to profile product offerings through advertising and promotion to a wider audience.

RetailerLink是建屋局为旗下零售业者创建的一站式电子平台，能帮助业者提升产品介绍，并通过广告和促销的形式，推广给更广大的顾客群。



Update shop info & offerings 更新商店资料和最新优惠

Build online presence for greater reach
经营网络商店，与更多的顾客建立联系



Run promotions & events 推出产品促销，介绍活动信息

Build customer loyalty
建立顾客忠诚度



Chat with shoppers directly 与顾客直接进行网聊

Improve engagement with customers
增强与顾客的互动



View sales data 阅览营业销售成绩

Track business revenue conveniently
追踪业务收入，方便又快速



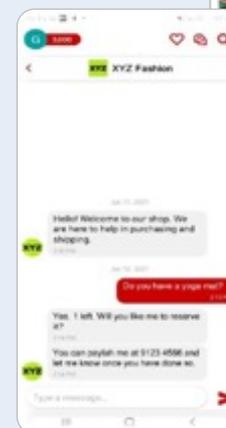
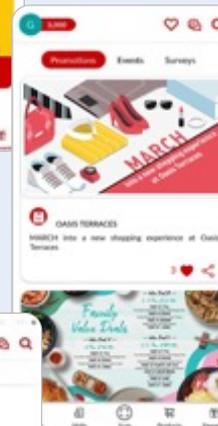
Access HDB e-Services 享用建屋局电子服务

Enjoy convenience of one-stop service
一站式服务，轻松又便利

Retailer LINK 零售通联



协助邻里零售商迈向数码化



RetailerLink App

Shopper LINK 购物通联



ShopperLink allows shoppers to stay updated on product/service launches, promotions, event information and receive rewards while they shop, bringing them a new shopping experience in our heartlands.

建屋局也同时推出ShopperLink，供消费者接收讯息，包括产品及服务推介讯息、促销、活动资讯，以及消费者奖励计划，让他们的邻里购物体验焕然一新。

The digital solution comprises two mobile applications – **RetailerLink** and **ShopperLink**.

Please join us on **RetailerLink** and **ShopperLink** when they are rolled out progressively to your malls. Thank you!

建屋局推出的电子方案包括两项手机应用程序：**RetailerLink**和**ShopperLink**。

RetailerLink和**ShopperLink**即将在您的邻里购物商场推出，欢迎大家下载应用程序，感受新的购物体验。谢谢！

CDC Voucher Scheme

社理会邻里购物券

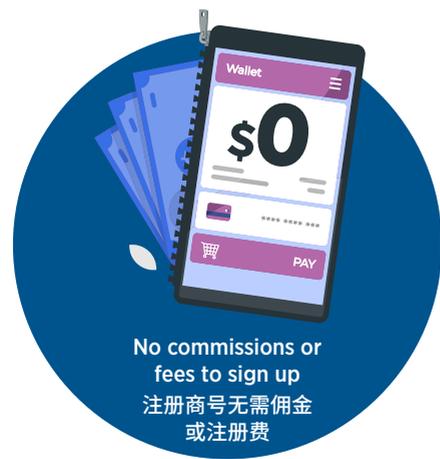
DON'T MISS OUT! 万勿错过!

As announced in Budget 2022, the Community Development Councils (CDCs) has distributed an additional set of \$100 CDC vouchers to each Singaporean Household in May 2022. The CDC Voucher Scheme is intended to support heartland merchants affected by the Covid-19 pandemic and at the same time help Singaporean households defray their cost of living.

就如2022年财政预算案公布,社区发展理事会已于2022年5月份,为每一户新加坡家庭分发额外的\$100新元邻里购物券。社理会的邻里购物券是为了抵消邻里商家受到的疫情冲击,也同时帮助新加坡家庭支付部分的生活开销。

KEY BENEFITS FOR HEARTLAND MERCHANTS (SMEs)

为邻里商家(中小型企业)提供的关键好处



No commissions or fees to sign up
注册商号无需佣金或注册费



Heartland Merchants will be paid the next day
邻里商家隔天就可以收到付款

WHO CAN SIGN UP 谁可以注册商号

Hawkers and merchants in heartland areas providing essential services and products, e.g. Food, Healthcare (Clinics / Dental / TCM), Provision Shops, Barber/Salons, Beauty Services, Mobile Shops/Electronics, Optical, Laundry, Pets, Floral, Stationery/Books, Fashion, etc

所有在邻里社区内提供关键服务与商品的小贩和商家,如餐饮、医疗护理(诊所、牙科护理、中医)、杂货店、理发、美容、手机服务、电子产品、眼镜店、洗衣店、宠物店、花艺、文具、书籍、服装,等等。



The following will not be accepted: e.g. Jewellery shops / Lottery Shops, Education services (i.e. Tuition Centres), Travel shops, Pawnshops and Money changers

以下服务不接受购物券:珠宝店、投注站、教育中心(如补习中心)、旅游业相关的商店、当铺、钱币兑换商。

HOW TO PARTICIPATE 如何参与

1 Register your interest with CDC by scanning the QR code below
扫描QR码,向社理会登记



2 A CDC Ambassador will get in touch with you for the sign up and onboarding where training will be provided.
社理会大使便会与您联系,协助您注册,并安排相关培训。

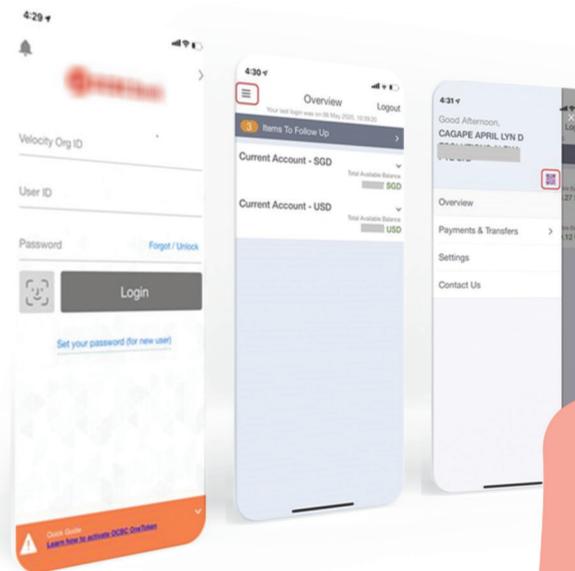
For enquiries, please contact CDC's hotline at 6225 5322. 欲知更多详情,请拨打社理会热线 62255322。

PayNow for HDB E-Payment PORTAL

建屋局电子支付平台推出 PayNow付费选项

As part of HDB's continual efforts to promote and encourage digital payments, we have implemented PayNow QR via HDB E-Payment portal for you to make fast, secured payments anywhere, with higher payment limits than eNets and other digital modes.

建屋局一向致力于倡导电子付费,如今更是通过建屋局的电子付费平台推出PayNow QR,让您轻松又安全,随时随地进行电子转账付款。比起eNets和其他电子付费模式,PayNow现在提供更高的支付限额。



Here are some of the payments you can make via the e-payment portal:

您可以通过电子平台缴付以下费用:

- Rent 租金
- Upgrading Cost 房屋提升费用
- Late Payment Charge 拖欠付款
- Other Fees & Charges* 其他相关费用*

*Note: Miscellaneous payments via Payment Advice cannot be paid via PayNow in e-Payment at this juncture.
注意:付款通知的杂费目前还不能使用PayNow付费。

Do visit our HDB e-payment portal (www.hdb.gov.sg/epayment or Mobile@HDB) and choose the option "One-Time payment (PayNow via SGQR) to make payment.

有意通过电子付费方式缴交费用,可浏览www.hdb.gov.sg网站,或Mobile@HDB手机应用程序,选择"One-Time payment"(一次性付款方式)。

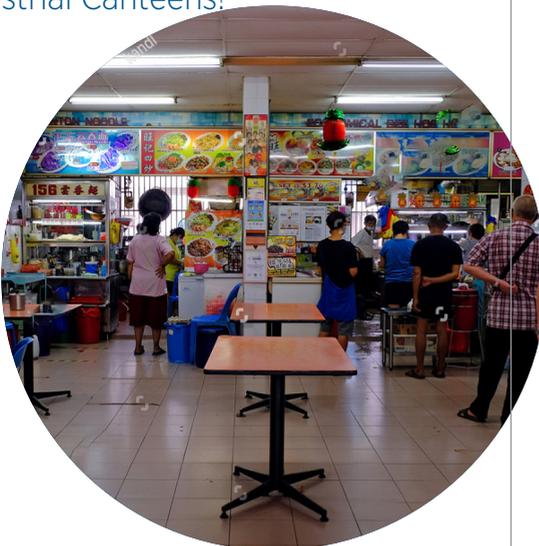


Hawkers

GO DIGITAL 摊主乐学数码计划

Under the “**Hawkers Go Digital**” program, IMDA’s Singapore Digital Office (SDO) has partnered Enterprise Singapore (EnterpriseSG), NEA, JTC and HDB to implement e-payment solutions for NEA Hawker Centres, HDB coffee shops and JTC Industrial Canteens!

在“摊主乐学数码计划”下，新加坡资讯通信媒体发展局联合新加坡企业发展局、国家环境局 (NEA)、裕廊集团 (JTC) 和建屋发展局 (HDB)，在各自管辖的NEA小贩中心、HDB咖啡店以及JTC工业区餐厅推出电子付费平台，为食客带来方便。



158 云吞面
WANTON NOODLE

Stallholders in HDB coffee shops can now apply for an “SGQR” - a unique QR code for your stall. Customers are able to pay via **19 different payment options including DBS PayLah!, GrabPay & Singtel Dash**. It is safer and faster, reducing physical contact with customers and cash transactions. **Furthermore, the Govt will cover the transaction fees until 31 December 2023.**

摊主可以申请专属您的摊位的SGQR码。光顾摊位的顾客便可以扫描SGQR码，再选择以任何一种电子转账方式付款。可供选择的电子转账方式多达19种，包括DBS PayLah、GrabPay和Singtel Dash。如此快捷便利的付款方式，减少了人与人之间的肢体接触。另外，政府为了鼓励大家使用电子付费，已免去所有交易费用，直到2023年12月31日。

Over 10,000 stallholders are currently offering e-payment! For more information on Hawkers Go Digital, call SDO at 6377 3800 or scan this QR code:

目前已有超过一万名摊主推出了电子付费服务！预知更多有关摊主乐学数码计划，可拨电6377 3800向新加坡数码转型办事处询问。您也可以扫描下方二维码，获取更多详情。



Heartlands

GO DIGITAL 邻里企业数码化计划

The “**Heartlands Go Digital**” initiative was collaboratively launched by Enterprise Singapore (EnterpriseSG), Heartland Enterprise Centre Singapore (HECS), IMDA’s Singapore Digital Office (SDO) and SME Centres, with the goal of providing businesses in the heartlands with affordable digital solutions.

“邻里企业数码化计划”是由新加坡企业发展局、新加坡邻里企业中心、资讯通信媒体发展局、新加坡数码转型办事处以及中小企业中心联合发起，旨在为邻里零售企业提供价格合理的数码化方案。

The initiative comprises (i) E-Payment, (ii) Visual Merchandising, (iii) Digital Commerce and (iv) Business productivity solutions through the Productivity Solutions Grant (PSG). Two key digital solutions - e-payment and digital commerce will be highlighted in this issue.

此项计划包括：一、电子付费；二、商品展示计划；三、电子商业；四、通过生产力解决方案津贴推行提高业务生产力。本期将分享两大关键电子方案：电子付费和数码商业。



E-PAYMENT 电子付费

Fave, Grab, NETS and Allinpay will offer preferential discounted rates for its respective payment mode.

Fave、Grab、NETS和Allinpay将各自提供优惠折扣给旗下零售商



DIGITAL COMMERCE 数码商业

Carousell, Fave, Vaniday, Shopback and Foodpanda Shop will help enterprises gain online visibility and reach out to more customers through promotions and advertising. Heartland enterprises can receive up to 80% support to defray cost to onboard these platforms.

Carousell、Fave、Vaniday、Shopback以及Foodpanda Shop将协助企业提升线上能见度，并通过促销和广告，吸引更多顾客。邻里企业可享受有百分之八十的津贴，以抵消数码化运作的成本。



Speak to our Heartlands Go Digital ambassadors to receive one-on-one support by calling 6741 3429 or fill up an interest form via the QR code below.

今天就拨电6741 3429，联系邻里企业数码化计划大使。他们将给予一对一协助。您也可以扫描下方二维码，填写表格，让邻里企业数码化计划大使联系您。

