

MEDIA STATEMENT

THE FOOD SERVICES INDUSTRY DIGITAL PLAN

With over 160,000 workers, the Food Services industry is a sizeable employer contributing to 5% of the total employment in Singapore. The industry accounts for 0.8% of the country's gross domestic product (GDP). The Food Services Industry Transformation Map (ITM), launched in 2016 to spur productivity, innovation, jobs reskilling and internationalisation, will work towards achieving an annual productivity gain of 2% without increase in manpower over the next five years.

The Food Services Industry Digital Plan (IDP), aligned to the Food Services ITM, is part of the SMEs Go Digital Programme that makes going digital simple for small and medium-sized enterprises (SMEs).



SG :D | SMEs GO DIGITAL

3 STEPS TO GO DIGITAL

 **For more information**
Scan the QR code or visit
www.imda.gov.sg/SMEsGoDigital

Support available

- Consultancy Services (SME Digital Tech Hub)
- Project Management Services
- Pre-Approved Solutions
- Government Grants (e.g. Productivity Solutions Grant - PSG)

- 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?**
Contact the nearest SME Centre for support.

The SMEs Go Digital Programme comprises the following:

1. Industry Digital Plan

Food Services Industry Digital Plan

The Food Services IDP is jointly developed by Infocomm Media Development Authority (IMDA) and Enterprise Singapore. The IDP provides SMEs with step-by-step advice on the digital technologies to use at each stage of their growth and serves as a guide for their digital journey. The IDP will be updated over time as the industry progresses and newer, more relevant technologies are introduced.

At the heart of the Food Services IDP is the **Digital Roadmap** that covers three areas: “Getting Digital Economy Ready”, “Growing in the Digital Economy” and “Leaping Ahead”.

The roadmap outlines both front-of-house and back-of-house digital solutions and serves as a reference on the training programmes required to raise employees’ digital skills. The training roadmap was developed by SkillsFuture Singapore (SSG) and the Asian Culinary Institute (ACI). It is aligned to the digital skills and competencies of the Skills Framework for Food Services and includes SkillsFuture Series programmes across eight emerging areas.

Larger enterprises in the Food Services industry can also use the digital roadmap to guide their digital journey.

Stage 1: Getting Digital Economy Ready

Ready-to-go digital solutions enable SMEs in the Food Services industry to adopt technologies to enhance customer experience and optimise operations in specific areas. Solutions such as automated reservation, online food ordering and digital payment focus on enhancing business productivity.

Stage 2: Growing in the Digital Economy

More advanced digital solutions like e-procurement and data analytics enable Food Services SMEs to integrate existing digital technologies to better visualise and manage their entire business value chain.





Stage 3: Leaping Ahead

Food Services SMEs can go a step further to incorporate artificial intelligence to their business operations. These technologies can come in the form of smart predictive ordering and autonomous food preparation robots.

STAGE 1 Getting Digital Economy Ready

Improved Customer Experience,
Optimised Operations

FRONT-OF-HOUSE

-  Digital / Online Food Ordering
-  Digital Payment
-  e-Loyalty / Customer Relationship Management
-  Automated Reservation
-  Wireless Self Collection
-  Queue Management

BACK-OF-HOUSE

-  Kitchen Management
-  Fleet Management

STAGE 2 Growing in the Digital Economy

Scaled Operations,
Integrated Ecosystem



FRONT AND BACK-OF-HOUSE

-  B2B e-Marketplace / e-Procurement
-  Data Analytics Platform
-  IoT-enabled Central Kitchen Management

STAGE 3 Leaping Ahead

Global Markets,
Intelligent Business

FRONT AND BACK-OF-HOUSE

-  Sensing / Video Analytics for Restaurant Observation
-  Predictive Ordering System powered by AI
-  Immersive Training using AR / VR
-  F&B Preparation / Cooking Robot
-  Farm-to-Fork Food Trust Assurance
-  Restaurant Layout Optimisation using AR / VR

FUNDAMENTAL BUSINESS CAPABILITIES

Resource Management (Including Enterprise Planning, Human Resources / Staff Appraisal, Payroll, Contract and Quotation, Digital Invoicing, Inventory Management)

Abbreviations

AI – Artificial Intelligence
AR – Augmented Reality

B2B – Business-to-Business
IoT – Internet of Things

VR – Virtual Reality

Notes:

1) This roadmap will be updated over time as digitalisation of the industry progresses and new technologies are introduced to the industry.

SMEs can use the online checklist to assess their digital readiness and identify opportunities to go digital based on their current business operations, level of digitalisation and business expansion plans.

For more information on the Food Services IDP, please visit: www.imda.gov.sg/food-services-idp.

2. Consultancy Services

For a more comprehensive review of their business, SMEs can approach Business Advisors at their nearest **SME Centre**¹ for business diagnosis and advisory on digital solutions relevant to their operations. SMEs that require specialist consultancy on sophisticated technologies, such as data analytics and cybersecurity, will be referred to the Principal Consultants at the **SME Digital Tech Hub**. The tech hub complements the services of the SME Centres. These consultancy services are provided at no cost to SMEs.

3. Project Management Services

SMEs can also engage **Project Management Services**² to support them in the implementation of digital solutions. The project managers can help with business processes re-engineering and job redesign to get the maximum benefits and have more sustainable outcomes from going digital.

4. Pre-Approved Solutions

SMEs requiring productivity tools such as customer relationship management or inventory management solutions can pick from the list of pre-approved solutions on Tech Depot and receive grant support for eligible projects. Tech Depot is a one-stop, centralised platform aimed at improving SMEs' access to technology and digital solutions. SMEs can visit www.smeportal.sg/techdepot for more information.

SMEs can also participate in digital sector projects that are initiated jointly by IMDA, Enterprise Singapore and the industry leaders. Such projects pilot new digital solutions or platforms that have the potential to uplift the whole sector.

One example is the piloting of Zeemart's e-procurement platform for SMEs in the Food Services industry. It connects buyers and sellers, making the procurement of food supplies a seamless process as these stakeholders are able to discover, communicate and transact expediently. The fact sheet on Zeemart's e-procurement platform can be found in **Annex A**.

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¹ List of SME Centres can be found [here](#)

² Digital Project Management Services can be accessed [here](#)

Resources:

Annex A: Overview of e-Procurement Platform for the Food Services Industry by Zeemart Pte. Ltd.

Annex B: Quotes from Industry

About Infocomm Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission.

For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook IMDAsg and Twitter @IMDAsg.

About Enterprise Singapore

Enterprise Singapore, formerly International Enterprise Singapore and SPRING Singapore, is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups. As the national standards and accreditation body, we continue to build trust in Singapore's products and services through quality and standards.

Visit www.enterprisesg.gov.sg for more information.

For media clarifications, please contact:

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Fact Sheet**OVERVIEW OF E-PROCUREMENT PLATFORM FOR THE FOOD SERVICES INDUSTRY
BY ZEEMART PTE. LTD.**

In Singapore, there are approximately 7,000 Food Services establishments contributing more than S\$3 billion in value add (VA) annually to our economy³. Small and medium-sized enterprises (SMEs) form the majority of the Food Services industry, with 73.8% of the total number of establishments accounting for roughly one-fifth of the industry's VA⁴. Today's operators⁵ and suppliers in the Food Services industry face several challenges in the supply chain processes, including:

- High reliance on manpower as orders are commonly placed through phone calls, mobile messaging applications, fax machines or emails. Tracking these orders manually involves multiple data points of entry, often resulting in data entry errors, discrepancies, delayed settlement, etc.
- Lack of real-time visibility on procurement, inventory, utilisation, delivery and business financial for Food Services operators and suppliers
- Insufficient data to provide business insights for informed decision-making

e-Procurement Platform for the Food Services Industry by Zeemart

Zeemart's e-procurement platform digitalises the manual process of ordering food supplies. This follows Zeemart's announcement in April 2018 when the company and five other Food Services operators⁶ announced their partnership to accelerate the digitalisation of supply chain processes via an e-procurement platform.

The e-procurement platform facilitates the aggregation of orders and delivery and can bring down transactional costs by improving manpower utilisation, through the following modules:

- Procurement Platform
- Invoice Processing
- Batch Ordering

³ 2016 figures, Department of Statistics.

⁴ 2013 figures, Department of Statistics.

⁵ Food Services operators include personnel that run restaurants, cafes, food courts, food preparation businesses, etc.

⁶ Australian Fruit Juice, Globe Mart, Indoguna, Vismark and Win Sin.

- Report Data Export
- Application Programming Interface (API) for Aggregated Order Output for Logistics Partner (Optional)
- API for Integration with Accounting Systems (Optional)

The following modules will be made available at later phases:

- Inventory/Menu Manager (available by end November 2018)
- e-Invoice and Reconciliation (to adopt national e-invoicing standards⁷ when ready, tentatively to be available by March 2019)
- Data Analytics for Forecasting of Sales and Supplies, and Planning (available by March 2019)
- Integration to Financial Institutions for Trade Financing Application (available by December 2018)
- e-Payments (in discussion with multiple potential e-payment providers)

These above modules will be provided at no additional charge to Food Services operators and suppliers who adopt the platform prior to their roll out.

Through better data visualisation, companies on the platform can use the information to analyse purchasing trends and anticipate future demands. Hence, making informed decisions. In addition, they are able to increase productivity and reduce business operating costs.

Benefits to Food Services Operators and Suppliers

Food Services operators and suppliers adopting the e-procurement platform will be able to achieve at least 15% business cost savings from the following:

- More than 90% time saving in procurement operations (which entail ordering, receiving, stocking, and inspection) - from 66 hours to 5 hours per month;
- More than 76% saving in man hours required for administrative work - from 72 hours to 17 hours per month; and
- Up to 2% increase in profitability from reduced food leakage/wastage using predictive analytics

⁷ Announced in May 2018, Singapore will implement the Pan-European Public Procurement On-Line (PEPPOL) e-invoicing standard, making IMDA the first National PEPPOL authority outside of Europe, and the first National Authority in Asia, to adopt the standard. e-Invoicing, or electronic invoicing, is the automated creation, exchange and processing of request for payments between suppliers and buyers using a structured digital format.

Food Services suppliers will also benefit from:

- Receiving upfront payment provided by liquidity partners, thus having better cash flow management

Zeemart's e-procurement platform is aligned to the Food Services Industry Digital Plan (IDP)⁸ where B2C marketplace/shared B2B e-procurement platforms have been identified as Stage 2 digital solutions that can help SMEs to aggregate demand, gain access to new markets and increase revenue.

Food Services operators and suppliers adopting Zeemart's e-procurement platform within 12 months from 1 November 2018 will be eligible for funding support.

- End -

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We also support the growth of Singapore as a hub for global trading and startups. As the national standards and accreditation body, we continue to build trust in Singapore's products and services through quality and standards.

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⁸ The Food Services IDP, launched on 20 November 2018, aligns with the Food Services Industry Transformation Map which aims to spur productivity, innovation, jobs reskilling and internationalisation.

For media clarifications, please contact:

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Annex B

Quotes from Industry Partners

“Zeemart’s vision is to better the everyday lives of chefs and people in F&B procurement through smart technology and digitalisation. As THE B2B platform for buyers and suppliers in F&B procurement and sourcing, Zeemart helps to reduce cost through efficient procurement, trade financing and supply chain optimization”

*Neeraj Sundarajoo
Chief Executive Officer
Zeemart*

“Zeemart is THE platform of choice for us because it helps us to digitalise our operations. We can now receive and manage orders from our customers digitally, cutting down on unnecessary paperwork. This helps to give us more command and control over our inventory and delivery operations.

As a supplier, we are also able to reach out to more F&B operators and increase our online presence.”

*Vera Wee
General Manager
Aries Fresh Pte. Ltd.*

“Zeemart will help us to better manage our ordering processes and keep track of our expenses.”

*Carolyn Pang
Public Relations Manager
A.T The Bar Pte. Ltd. (Major 99)*