

e-Commerce Supply Chain Workshop

(partnership with PA)



According to Temasek and Google, the Singapore's e-commerce market is expected to make up 6.7% of all retail sales by 2025, just behind Indonesia's 8%. The e-commerce market in Singapore is expected to be worth US\$5.4bn (S\$7.46bn) by then. Today, the market is worth 2.1% of retail sales - the highest proportion of all Southeast Asian countries surveyed.

To be able to harness and ride on the momentum of e-commerce in the right direction, it is important that companies do not just focus on the technical aspects of "selling online" but invest in the entire supply chain to promote e-commerce business viability.

While this means incorporating the "omnichannel" experience into their everyday operations, companies must also adopt modern marketing techniques that embrace the multiple device lifestyle so common among consumers today.

Beyond e-commerce – the multi-channel distribution

With the increase in analytical data for customer behaviour, it is evident that an increasing number of consumers use multiple channels to shop. The more channels they use, the more they develop a familiarity with a company's products or services and, ultimately, a loyalty to its brand.

e-Commerce Supply Chain - Starting and supporting an omnichannel experience

To create a successful, dynamic, and nimble omnichannel marketing experience requires an organisational structure that has departments closely collaborating with one another. Online and in-store marketing, products, merchandising, customer service and logistics teams must work closely together to develop consistent, complementary experiences.

KEY FEATURES OF A UNIFIED COMMERCE STRATEGY

The end goal and hope of unified commerce is to increase customer engagement by monitoring and adapting customer experience based upon the interactions and purchases of consumers across all of the various sales channels.

- Real-time and contextual marketing efforts
- Customer-based pricing
- Product availability across all channels and locations
- Enhanced supply chain visibility
- Powerful and reliable network infrastructure

The following contents will be covered in this special workshop conducted by Supply Chain Asia (SCA):

- Explore the ongoing development & trends of e-commerce in Singapore, Asia and globally
- Understand the eco-system of e-commerce business
- Study the various business models of e-commerce & identify their critical success factors
- Review the last mile developments today & its impact on the growth of the e-commerce industry
- Consumerism and impact of e-commerce on retailing
- Omni-channel trends & developments
- Retail logistics 4.0

We will also be sharing the benefits of the new WSG e-Commerce Supply Chain Professional Conversion Programme (eSC PCP) and how companies can benefit from this train-and-place initiative.

WORKSHOP OBJECTIVES

This workshop aims to provide an overview of the changes impacting the retailing and distribution of consumer products.

The programme will provide an overview of the following:

- Consumerism and Impact of e-Commerce on Retailing
- Omni-channel trends and developments
- Retail Logistics 4.0
- Last mile distribution

The eSC PCP is supported by Workforce Singapore (WSG) and more details can be found at <http://supplychainasia.org/ecommerce-supply-chain-professional-conversion-programme/>

WHO SHOULD ATTEND

- Retailers & e-Commerce operators
- Wholesalers & Traders
- e-Commerce IT & Systems Solutions Providers
- Last Mile Logistics Service Providers

VENUE

Workshop will be conducted at the 10,000 sq ft **Supply Chain & Logistics Innovation Playground** located at

8 Bulim Avenue, Level 2, Supply Chain City

DATES

Event is FREE to attend. Sign up NOW as seats are limited. Seats are allocated on a first-come-first-served basis.

Workshop dates:

- 8th Dec 2017 (2-5pm)
- 26th Jan 2018 (2-5pm)
- 28th Feb 2018 (2-5pm)
- 27th Mar 2018 (2-5pm)

SIGN UP ONLINE NOW!

<http://www.supplychainasia.org/eCommerce-workshop>

GETTING TO SCLIP:

By Car/ Taxi

Along PIE to TUAS

- Exit Corporation Road
- Keep Right
- Turn Right on first traffic junction
- Turn left after Google Data Centre
– Supply Chain City is before LF Logistics
- Enter and drive to the end

From AYE

- Exit Corporation Road
- Drive straight to reach Bulim Avenue

By SCC Shuttle Bus

- Pickup at Bus Bay 2, Jurong East MRT (view schedule on SCLIP website)

Proceed to level 2 via the escalator next to INSPIRE lobby

■ SCLIP ■ INNOVATE Lobby ■ INSPIRE Lobby ■ Side Gate ● SBS157 ● SBS185

By Public Bus

Take 157 from Jurong Interchange

- Stop at bus stop outside St Joseph's Home
- Walk towards Jurong West Street 23
- Walk past Google Data Centre
- At bus stop, enter via side gate

Take 181 from Jurong Interchange

- Stop at bus stop opposite Gek Poh Shopping Centre (after right turn)
- Change to bus number 185
- Alight at bus stop in front of Supply Chain City
- Enter via side gate



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an industry initiative of Supply Chain Asia