



THE MAP INITIATIVE PROGRAMME EVALUATION REPORT

(Last updated: 13 September 2021)

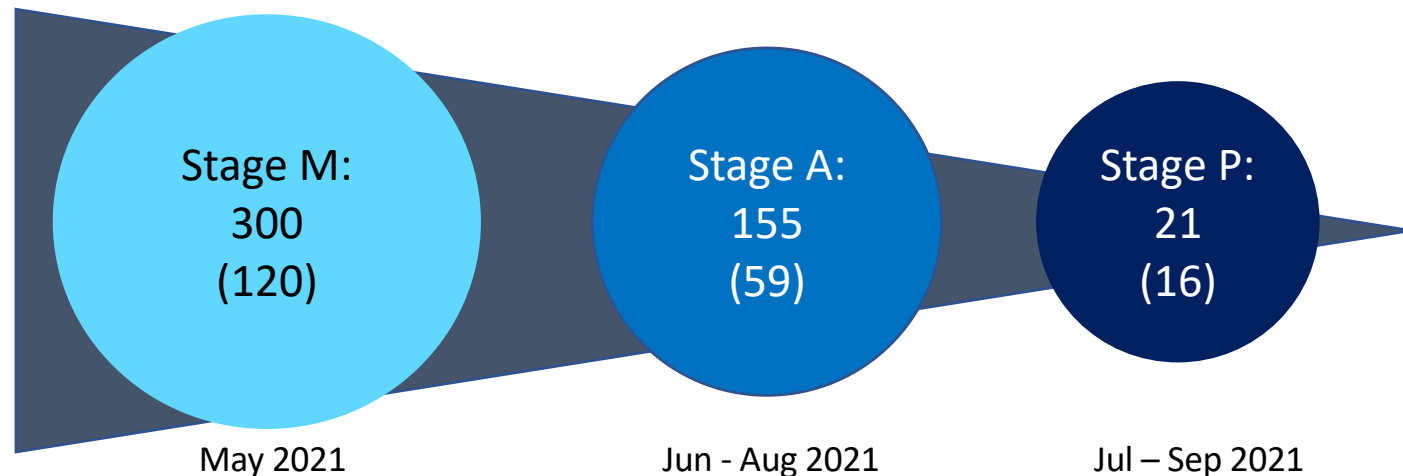


EXECUTIVE SUMMARY

The MAP Initiative was created to systematically guide companies in their business transformation journeys. With a focus on wholesale and retail trade sectors, the pilot run kickstarted on 1 April 2021, and was supported by 10 agencies and partners.

Since then, it has benefitted more than 500 participants from 300 companies across all sectors. This document summarises the initiative, the flow of companies at each stage, problem statements surfaced by the companies, and challenges and lessons learnt along the way.

Total no. of companies at each stage. Companies from the wholesale and retail trade sectors are in brackets.





Break down business transformation into modular steps and encourage more companies to embark on the journey



Address business-specific concerns through customised journey of change to suit companies of differing sizes and readiness



Create flexible transformation pathways that allow companies to enter and exit at each stage

Mindset Shift



WEBINAR

Helping Businesses Embrace the Next Normal

Best Practices Session with Lam Soon's Chairman

The Thought Collective



Analysis of Potential



WORKSHOP

Design Thinking
Strategic Alignment

1-ON-1 CONSULTATION

Digitalisation
Business Transformation
Human Capital Development

SINGAPORE POLYTECHNIC



INFOCOMM MEDIA DEVELOPMENT AUTHORITY



DesignSingapore Council

INSTITUTE FOR HUMAN RESOURCE PROFESSIONALS



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Pathway Assignment



PATHWAY

Open Innovation
Digitalisation
Business Process Redesign
Human Capital Development
Internationalisation
New Product/ Branding

Enterprise Singapore



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SKILLSfuture SG



GLOBAL CONNECT @SBF

SINGAPORE POLYTECHNIC



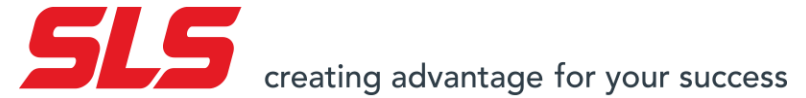
INFOCOMM MEDIA DEVELOPMENT AUTHORITY

SLS Bearings (S) Pte Ltd (“SLS”) is a wholesale trade company that distributes bearings, mechanical systems and components.

After going through the Stage M webinars, the company was convinced that despite COVID-19, it had to reconvene its transformation and overseas expansion projects. The Directors attended the Strategic Alignment Workshop, followed by one-on-one consultation with IMDA and identified two opportunities.

The first was on expansion to Vietnam. SBF Global is helping SLS set up a representative office in Ho Chih Min City and hire one headcount to attend to the office.

The second was on the digital transformation front. After speaking to IMDA, SLS continued to take part in IMDA’s discovery workshop and decided to create a prototype solution that could leverage data and analytics into the price-setting decision-making process to effectively support product managers with real-time product knowledge and accurate decision-making. SLS subsequently joined IMDA’s Open Innovation Call 11.



Strategic Alignment Workshop, 9 June 2021



IMDA’s Open Innovation Call 11

Quan Shui Wet Market and Food Supplies started in 1968 in the wholesale business of fresh pork. Today, it is run by third-generation business owners.

After attending the “Helping Businesses Embrace the Next Normal” webinar at Stage M, the business owners were further convinced that the wet market industry was entering a sunset as consumers were moving to online shopping. While they had created an online website, they thought that a website alone would not allow the business to pivot successfully.

They continued to attend the Design Thinking workshop held by Design Singapore (Dsg) and found the approach to understand the journeys of their customers useful. They have then embarked on User Journey Mapping with Dsg to map out both online and offline customer journeys, so as to meet their needs as they transition the business.



“Helping Business Take on the Next Normal” by The Thought Collective and GIC, 5 May 2021



Design Thinking Workshop by Dsg and Ideactio, 16 June 2021



Thank you!

For any queries, please contact:
map@sbf.org.sg