

Future Trends Report

Based on Analysis of the Team's Chosen Community / Organisation in Mid-Term and Final Evaluation

Community / Organisation Studied: Hawkers in the Food and Beverage Industry in Singapore

STEP 1. Identify Challenges

Read the Future Scene carefully and generate ideas for challenges, concerns, and possible related problems. Choose the 5 most important challenges and write them in the space provided. Include applicable research with appropriate in-text citations.

Challenge #1:

Younger customer's habits are transmuting. Much more younger people are getting utilized to having their food distributed right to their doorstep. The growing predilection for online distributions - spurred by the pandemic - has not only hit the hawkers' pockets, but additionally undermined their autonomy, which is consequential to hawkers who are, after all, business owners who want to be able to control and steer their business.

Challenge #2:

The median age of hawkers in Singapore is 60, and will definitely increase in the future as younger Singaporeans are increasingly shunning kitchens for office jobs. We worry that the hawkers, especially those of older age, might not be tech-savvy enough to be able to utilize victuals distribution accommodations to achieve the same magnitude of revenue as they did pre-COVID times.

Challenge #3:

Customers are gearing towards pabulum distribution accommodations during the pandemic as it is safer for them. According to a survey commissioned by Deliveroo, a victuals distribution company, Singaporeans have become more reliant on victuals distribution accommodations during the pandemic, and 82% of those surveyed verbally expressed they would utilize victuals distribution accommodations more in the future. This might cause hawkers to have less customers as we move into the future.

Challenge #4:

Due to the lack of customers, hawkers might not be able to sell all their stock, thus a lot of the stock that they spent their money on might go to waste and expire after some time, resulting in the hawkers having to throw their stuck away, causing the hawkers to lose money instead of profit. Furthermore, according to a report written by experts from various government agencies, raw material costs account for the largest cost components at 59 percent, and a 1 percent rise in raw material costs contributes to a 0.56 percent rise in food prices. However, Singaporeans tend to be sensitive to increases in food pricings, where a small rise in the price of a hawker dish could lead to poorer stall patronage. This has invariably led to reduced profit margins for many hawkers, which have dipped to as low as 20 to 30 cents per dish sold.

Challenge #5:

Even before the COVID-19 pandemic, Singapore faced the threat of not having enough young Singaporeans looking to enter and stay in the hawker industry. Furthermore, during the COVID-19 pandemic, many hawkers went out of business, especially the older hawkers who were not tech-savvy enough to utilize food-delivery services, which caused them to lose sales and not earn enough revenue to keep their stalls open. Hence, it is worrying whether hawkers

STEP 2. Craft the Underlying Problem

Using the challenges listed in Step 1, identify a problem of major importance to the chosen community / organization in the future. Write your Underlying Problem making sure your question clearly explains the action that will be taken and the desired results/goal of that action.

Incorporating Challenge(s) # 1,2,3

Underlying Problem:

Given that many customers are trepidacious to go to hawker centers to purchase food during COVID-19 and will change in their habits in the coming years, how can we build customers confidence or offer alternative methods for hawkers to make their food more yarely available to patrons, so as to connect them better with their customers and to ascertain sustainability for the hawker industry?

STEP 3. Produce Solution Ideas

Generate solution ideas to the Underlying Problem in Step 2. Choose the 5 most effective solutions and write the elaborated ideas in the space provided. Include applicable research with appropriate in-text citations.

Solution #1:

We can develop a course for hawkers since many of them are elderly, to educate them on how to properly use online resources such as food delivery apps to help them adapt their business to be able to achieve same amount of revenue as pre-COVID times.

Solution #2:

We can teach hawkers how to use online platforms like social media for online advertising, so that more people and a wider audience can know about the store and potentially choose to visit the online store to buy food.

Solution #3:

To add on that, we can create a universal website, for all hawkers all over Singapore to be able to have an online store there, so that customers can order their food from their favorite hawkers way more conveniently.

Solution #4:

We can create a warehouse to store the hawkers' raw ingredients so that the hawkers can bulk purchase a lot of stock, and their excess stock will not go to waste.

Solution #5:

We can develop a bulk purchase app for customers to make bigger orders from hawker stores a few days in advance, to allow hawkers time to prepare big orders while customers would not need to take trouble to head to the hawker stalls to buy the food and can use the big orders for social events and gatherings.

STEP 4a. Select Criteria

Generate criteria to determine which solution idea does the best job of solving your Underlying Problem and/or addressing the Future Scene situation. Select the 5 most important criteria for measuring solution ideas and write them in the spaces provided.

Criterion #1: Being able to reach out to the Hawker industry, or accessibility.

We need to find a way to reach out to the hawkers. Furthermore, as mentioned earlier, the median age of hawkers is 60 and many of them might only speak dialects. Hence, we need to find a way to be able to communicate our ideas clearly and concisely to them.

Criterion #2: Cost

How affordable is this solution?

We need to make sure that this solution is cost-effective.

Criterion #3: Time

How time-consuming is this solution?

Criterion #4: Effectiveness

Which solution is most effective in solving our underlying problem?

Criterion #5: Efficiency

Quality is paramount. We need to make sure that our solution is of high quality to be able to solve the underlying problem, which is to make the hawker industry sustainable for the future.

STEP 4b. Apply Criteria

List the solution ideas from Step 3 on the grid. Use each criterion to rank the solutions on a scale from 1 (poorest) to 5 (best). The weighting for one important criterion may be doubled if necessary.

Step 3 Sol'n #	Solution Idea	Criteria					Total
		1	2	3	4	5	
#1	Course For Hawkers On How To Use Food Delivery Apps	2	5	5	5	5	22
#2	Teaching Hawkers How To Use Advertisement	1	4	2	4	4	15
#3	Universal Food Delivery App For All Hawker Stalls	4	3	3	3	3	16
#4	Warehouse to Store Raw Ingredients	5	1	1	1	1	9
#5	Bulk-Order App For Much Bigger Deliveries	3	2	4	2	2	13

STEP 5. Develop an Action Plan and Evaluate its Feasibility

Develop your top-scoring solution idea into an Action Plan. Thoroughly explain how the Underlying Problem is solved, how the plan will be implemented, and how the community / organisation will be affected. Explain how this Action Plan is feasible with secondary research consulted, preferably also with primary research (feedback from chosen community / organization)

Action Plan derived from Solution # 1 :

We have unanimously decided to use solution 1 to solve our underlying problem, which is to develop a course for hawkers on how to utilize food delivery services to make sales. We will take a multi-prong approach to implementing this solution, by developing an online course, and a course which is conducted in real life. First and foremost, we will develop an online course, where we will post videos teaching hawkers how to use these food delivery services with a step-by-step guide in many different dialects, such as Cantonese, Hokkien, Hakka, Teochew etcetera. However, a problem we face when implementing this solution is that it might be hard for the hawkers to even access these online resources when they are not even tech-savvy. As such, our next approach will be to conduct in-person sessions with the hawkers teaching them how to first, use their mobile devices, then teaching them how to install the relevant applications, and how to use the food delivery apps. We will have multiple time slots of this in-person course for different languages and dialects, to suit every hawkers' needs.

(Action Plan Continued)

Bibliography

Cite the resources you consulted using the APA format.

List of References:

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