

Shanghai Overseas Study Mission- New Retail in China

27 May- 01 June 2018

Objectives and Learning Outcomes:

The aim of the study mission is to assist Singapore Retailers to gain insights and exposure about the 'new retail'/ 'unbound retail' development in Shanghai and learn how some of the strategy and technology can be applied to their business. This study mission will have sharing and visits to man-less convenient stores, new supermarket concept, upcoming market and successful retailers with integrated O2O ecosystem.

1. Learn about the latest trends, best practices, and strategies from 'new retail'/ 'unbound retail';
2. Gain insights on the backend processes, and technological solutions that integrates seamless customer experience from online to offline;
3. Learn from successful retailers that has built up its O2O, omni-channel experience, online presence, and digital marketing strategies ecosystem to increase customer engagement.

考察目的

亚洲零售交易量增长最为强劲，年增长率达 4.6%，预计 2018 年，亚洲零售额将超过 10 万亿美元。以中国为代表的亚洲市场，已掀起“新零售”时代的浪潮。作为世界第二大零售市场，东南亚也正在经历一场“新零售”商业生态圈的重组和变革。考察的最终目的是让新加坡的中小企业、微型企业，以改善、创新零售模式并提升生产力与营收：





- (一) 学习如何利用先进的技术在线下快速与用户交互，进而扩展线上业务。并且用现阶段最成熟的技术，用最短的路径，最简单的方式提升用户的体验满意度。
- (二) 参访及观摩在地的知名电商，零售以及新零售等企业，了解如何运作与入驻合作，如何融合线上及线下渠道。
- (三) 透过大陆发展的业者及协会人士参与座谈讨论经验交流分享，了解相关产业如何在大陆发展、运营及行销。

培訓內涵



“新零售”战略提出之后，阿里布局明显加速，入股线下各个零售企业，并发展新兴业务如盒马鲜生、淘咖啡、无人便利店等。除了阿里以外，京东以及传统零售企业也在新零售领域积极布局，新零售的竞争在生鲜超市、杂货店 B2B、体验式专业连锁、无人零售等多个领域全面铺开。新零售重塑商业的生态结构和生态氛围，并深度整合线上服务，线下体验和现代物流，是网络时代零售革命的主流趋势。故此次参访内容结合电子商务、便利店、零售商作为导向，介绍新零售如何在中国市场崛起。

本次培训过程中，将参访无人超商、知名连锁零售商、电商总部、新型态的超市，学习新零售及电商运营模式，提供新加坡与中国大陆两地中小企业领袖互动交流，教学相长彼此交换心得，俾利企业营运与国际接轨，思维能有创新启发。

To find out more please contact, Ms Siling Sim, sim_siling@sgpc.sg or 9725 8246

Time Date	7:00am-8:00am	9:00am to 12:00pm	12:00pm - 1:30pm	1:30pm to 6:00pm		
Day 1: 27 May (Sunday) → Arrival to Shanghai						
Day 2 28 May (Monday)	Breakfast at Hotel	<p>Sharing 1 Speaker: Dr Zhong Yufu Director of China Taiwan Maternal and Child Industry Association; <i>Topic:</i> The Booming Maternal and Child Sector</p> <p>课程一 钟宇富 中华两岸母婴协会理事长</p>	<p>Sharing 2</p>  缤果盒子 By BingoBox (Man-less convenient store) <p>课程二 缤果盒子全自助智能便利店</p>	Lunch	<p>Sharing 3</p>  aikucun.com 爱库存 <p>Aikucun.com Learn about how Aikucun has disrupted the 'daigou' channels and how brands owners are leveraging on them. Understand China's S2B2C distribution network.</p> <p>课程三 爱库存 爱库存创新商业模式，商业升级的创新力量，号召各个代购，透过自带流量的意见领袖，是“TOP sales”，爱库存平台则是将这些代购汇聚起来，爱库存的众包分销模式，销售额内测第三个月就超了1000万</p>	<p>Sharing 4</p>  Formosa Optical Co. Find out how Formosa Optical transformed its business and its digitalization journey to stay competitive. <p>课程四 寶島眼鏡 宝岛眼镜堪称国内超大的眼镜专业连锁，门店规模已突破 1000 家门店、拥有 33 个培训分支机构、北中南 15 个加工中心、以及成立全国商品检测中心。2013 年，集团调整策略，以星创视界为新起点，开启宝岛 2.0 时代，并加大电子商务方面的投入，让在线与线下融合的最佳模板，从多方面让消费者以更低的价格获得优质的商品和更好的服务</p>
Day 3 29 May (Tuesday)	<p>麦可将文创基地+经典泰迪餐厅 Arts/Cultural development is one of the key development trends in China. Visit the centre of arts, culture and innovation and find out the ecosystem of businesses developments and impacts on 'Cultural New Retail'. 上海台协文创联谊会主委演讲</p>		 Hema Store Visit the first Alibaba's 'New Retail'. Experience the new supermarket concept with integrated O2O experience.			

		<p>文创产业参访座谈(文创新零售)</p> <p>说明: 目前大陆重视文创事业的发展,这是一个标准的文创基地,聚集很多文创相关产业,可以座谈讨论了解相关产业如何在大陆发展,是大陆中央授牌的一个示范基地</p>		<p>盒马鲜生</p> <p>说明: 盒马鲜生是阿里巴巴对线下超市完全重构的新零售业态。盒马是超市,是餐饮店,也是菜市场,而盒马最大的特点之一就是快速配送:门店附近 3 公里范围内,30 分钟送货上门。“盒马鲜生”在阿里内部低调筹备两年多,正式成为阿里“动物园”在天猫、菜鸟、蚂蚁金服之后的新成员</p>
<p>Day 4 30 May (Wednesday)</p>	<p>Breakfast at Hotel</p>	<div data-bbox="389 448 636 635" data-label="Image">  </div> <p>Bianlifeng Man-less convenience shelves and stores</p> <p>The 'New retail' concept of man-less convenience shelves and stores. Learn about how this concept works and its feasibility.</p> <p>便利蜂无人货架+便利店 便利蜂商贸有限公司是一家私营企业,成立于 2016 年 12 月 21 日,总部位于北京。2017 年 2 月份在北京开出第一家门店,随后在北京多个商圈拓展,采用区块渗透式战略密集开店深度服务用户。团队由原邻家便利店高管和知名互联网团队共同组成</p>	<p>Lunch</p>	<div data-bbox="1272 469 1447 639" data-label="Image">  </div> <p>Lyfen Learn about how Lyfen optimized its operation through informatization to create seamless O2O experience.</p> <p>来一份 来伊份成立于 1999 年,公司主营业务为休闲食品经营,产品覆盖炒货、蜜饯、肉制品等九大系列,达到 700 多种。2013 年销售额超过 30 亿,全国员工人数近 1 万名。拥有连锁直营专卖店超过 2500 多家,并获得“上海市著名商标”、“上海名牌产品”、“2010 上海世博会特许产品零售商”等多项荣誉</p>
<p>Day 5 31 May (Thursday)</p>		<div data-bbox="389 1129 667 1230" data-label="Image">  </div> <p>Jing Dong Mall Find out Jingdong's experience in integrating its online and offline channels. In addition, Jingdong will</p>		<div data-bbox="1252 1166 1453 1257" data-label="Image">  </div> <p>Ganso</p>

	<p>demonstrate how it uses its proprietary system, the IFS (JD Instant Messaging Intelligence), to reach out to larger pool of customers from various channels.</p> <p>京东上海总部 说明： 参访京东上海总部，了解电商运作与入驻合作等内容</p>	<p>Visit and understand Ganso's core value in innovation and their journey in backend automation- ERP, CRM, TMS, Data Analytics Platform, Data Analytics Forecasting tools, etc.</p> <p>元祖食品 元祖食品门店在内地店数规模近 600 家，主要从事烘焙食品的研发、生产与销售，努力成为“精致礼品名家”的品牌公司。专业生产蛋糕、月饼、中西式糕点等烘焙产品的全国连锁经营企业。公司通过原料把控、精细管理、冷链物流、保证产品的食品安全；通过网点布局，逐步形成了遍布全国 120 多个地级城市的门店网络。元祖股份籍品牌知名度，已经成为国内烘焙市场名牌</p>
<p>Day 6 1 June (Friday)</p>	 <p>Suning.com (Redbaby) Visit and learn about their upcoming store concept 2.0 that integrates AI and data analytics to provide targeted retail experience for mums and child.</p> <p>苏宁红孩子 母婴用品商场 说明： 红孩子为苏宁体系下的母婴渠道，有线上与线下实体店铺</p>	 <p>Eat! Supermarket Visit the new experience-based supermarket. Find out how it innovates and differentiate among the competitors.</p> <p>eat 全渠道超市 全国首家超市亮相上海保利时光里 B2 层，以“食材+餐饮+体验”为场景，开启超市新玩法</p>
<p>Day 7 2 June (Saturday)</p>	<p>Return to Singapore</p>	