



DIGITAL SUPPORT GUIDE FOR HAWKERS

KICKSTART YOUR DIGITAL
JOURNEY WITH EASE



The pandemic has changed how business is conducted. With technological development and changing consumer habits, businesses need to evolve to keep up with the times.

This guide will help kickstart your business digitalisation journey in the following areas:



Creating digital presence on Facebook



Organising Group Buys to generate demand



Exploring digital tools, delivery platforms and third-party logistic providers

We encourage the identification of a Digital Hawker Champion and formation of Digital Support for Hawkers group to provide support within the hawker community.

SETTING UP A FACEBOOK ACCOUNT

Digital Hawker Champion can refer
to the steps below to set up a Facebook account
for the hawker centre.



These are what you need
before you begin:

1

DIGITAL PHOTO
OF YOUR HAWKER
CENTRE



2

EMAIL ADDRESS OR
MOBILE NUMBER
FOR REGISTRATION



3

PASSWORD OF
AT LEAST 6
CHARACTERS



CHOOSE ONE OPTION BELOW TO ACCESS FACEBOOK HOMEPAGE

OPTION A

Step 1: Go to web browser



Step 2: Enter www.facebook.com



www.facebook.com



OPTION B

Scan the QR code then click "Open Browser"



OPTION C

Download the Facebook app
from App Store or Play Store



TO SET UP YOUR ACCOUNT

1

CLICK ON 'CREATE NEW ACCOUNT'

Create New Account

2

NAME YOUR HAWKER CENTRE PROFILE

- Step 1:

Select your language by clicking on the '+' button
- Step 2:

Enter the name of your hawker centre, e.g. Tiong Bahru Hawker Centre. [This will be shown on your Facebook page.]
- Step 3:

Click 'Next'

What's your name?

First name

Surname

Next

English (UK)

Bahasa Indonesia

Español

Français (France)

中文(简体)

日本語

Português (Brasil)

+

3

ENTER ANY PREFERRED DATE (E.G. HAWKER CENTRE START DATE)

- Step 1:

Enter start date
- Step 2:

Click 'Next'

Day

Month

Year

Next

ENTER GENDER

- Step 1:

Click 'Custom'
- Step 2:

Click 'Next'

Female

Male

Custom

Next

TO SET UP YOUR ACCOUNT

4

FILL UP CONTACT DETAILS AND PASSWORD

Step 1:
Enter your mobile number
OR
If you prefer, sign up using
your email address instead

Step 2:
Click 'Next'

Step 3:
Set password of at least 6 characters

Step 4:
Click 'Sign Up'

Enter your phone number

Step 1

Next

Sign up using email address

Step 2

New password

Step 3

Sign up

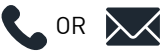
Step 4

5

VERIFY YOUR ACCOUNT

Step 1:
Enter verification code sent to your mobile
or email address

Step 2:
Click 'Continue'



Enter the 6-digit code

Step 1

Continue

Step 2

○ **YOUR ACCOUNT
IS READY FOR USE!**



SETTING UP YOUR PROFILE

1 SETTING UP YOUR PROFILE

Step 1:

Select a profile picture

Step 2:

Click 'Save'



Step 1

Choose From Gallery



← [button] **SAVE**

Step 2



2 MAKE YOUR POSTS PUBLIC

Step 1:

Click on Menu

Step 2:

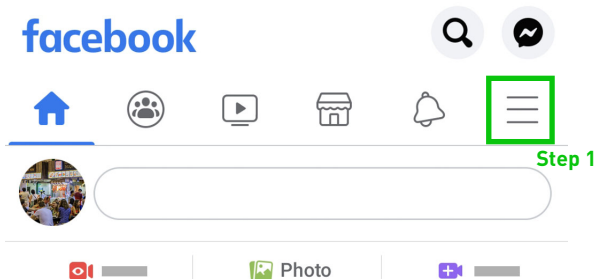
Click on 'Settings & Privacy'

Step 3:

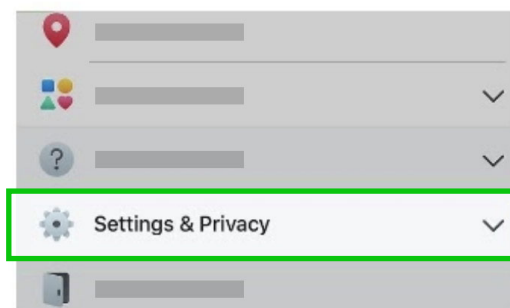
Select 'Settings'

Step 4:

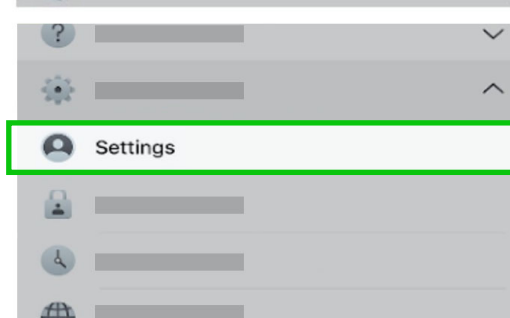
Select 'Posts'



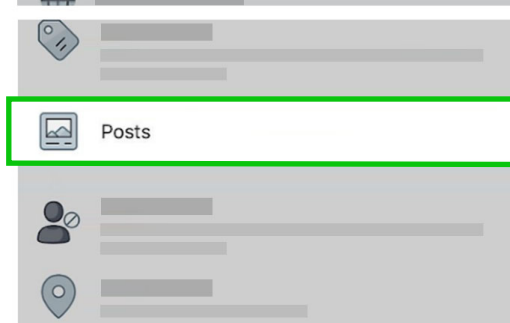
Step 2



Step 3



Step 4

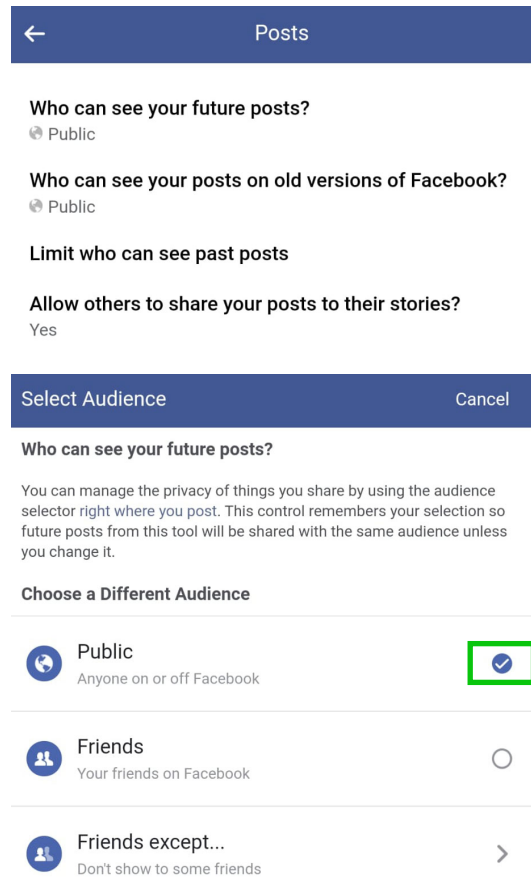


SETTING UP YOUR PROFILE

2 MAKE YOUR POSTS PUBLIC

Step 5:

Check the circles indicated to set your account to 'Public'



← Posts

Who can see your future posts?
Public

Who can see your posts on old versions of Facebook?
Public

Limit who can see past posts

Allow others to share your posts to their stories?
Yes

Select Audience Cancel

Who can see your future posts?

You can manage the privacy of things you share by using the audience selector right where you post. This control remembers your selection so future posts from this tool will be shared with the same audience unless you change it.

Choose a Different Audience

Public Anyone on or off Facebook	☒
Friends Your friends on Facebook	☐
Friends except... Don't show to some friends	>

3 CREATING YOUR FIRST POST

Step 1:

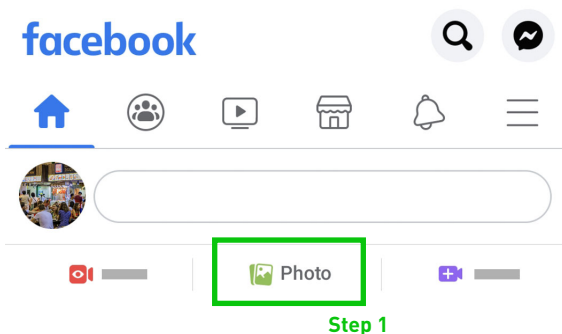
Click on 'Photo' or 'Video' to upload your chosen image/video

Step 2:

Describe your dish

Step 3:

Click 'Post'



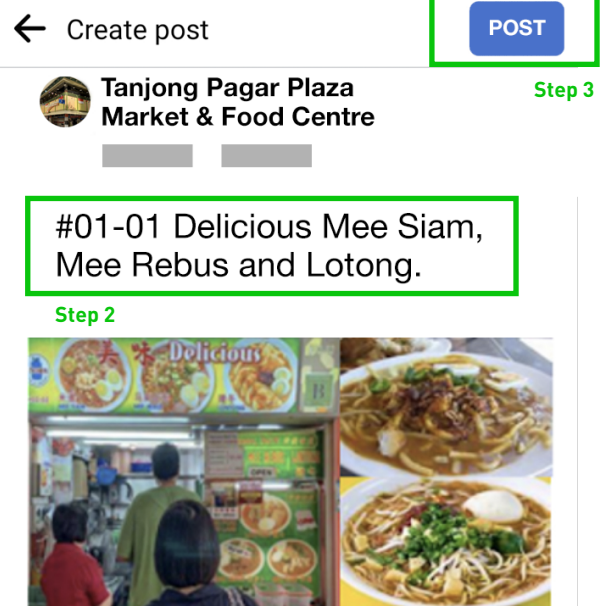
facebook

Home Friends Watch Marketplace Notifications Menu

Profile picture

Post creation bar: Photo (highlighted with a green box) Video

Step 1



← Create post POST (highlighted with a green box)

Tanjong Pagar Plaza Market & Food Centre

#01-01 Delicious Mee Siam, Mee Rebus and Lotong. (highlighted with a green box)

Step 2

Step 3

Images of food and the market stall.



ALL ABOUT GROUP BUYS

Group Buys are consolidated purchases of items
e.g. food, furniture or electrical appliances.

What are the benefits of Group Buys?

Enjoy **convenience**
as Group Buys host
consolidates orders
and is the single
point of contact

Multiple orders
going to
**one delivery
point**

**Expand
business**
beyond walk-in
customers

**Easily
accessible by
customers**
via social media
e.g. Facebook,
Instagram
and Telegram

**Regardless
of transaction
size and
digital literacy,**
every hawker
can participate

HOW TO ORGANISE GROUPS BUYS?

**Hawkers' Associations and Digital Hawker Champions
can look for opportunities through social media or speak
directly to various establishments.**

Consider approaching these establishments nearby:

- Schools
- Industrial estates / offices
- Community centres
- Police posts
- Hospitals
- Private establishments

Explore the following case studies to see how it's done!

CASE STUDY

+ STALL-LEVEL COORDINATION: CI YUAN HAWKER CENTRE

ABOUT PARTICIPATING STALLS

- Forming multiple stall clusters for different Group Buys
- Collaboration between different stall clusters for Group Buys
- Complementary food types to provide variety
- Young, tech-savvy hawker partnering with an elderly hawker



ADVANTAGES

- Peer support for digitally less savvy hawkers
- More options for Group Buys



HOW IT WORKS

- Young hawker is the coordinator, engaging with nearby polyclinic for Group Buys
- Coordinator creates menu, takes orders through WhatsApp and consolidates payment
- Coordinator works with partnering hawkers on the orders
- Coordinator delivers to host

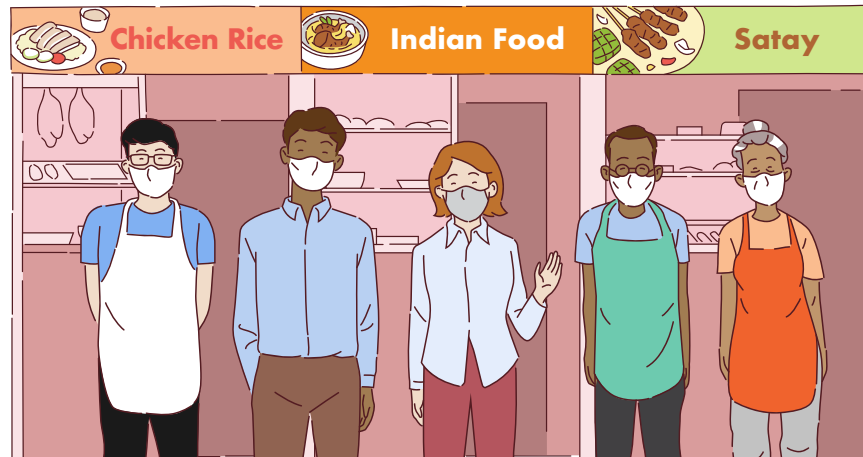


CASE STUDY

+ CENTRE-LEVEL COORDINATION: BLOCK 6 TANJONG PAGAR PLAZA

ABOUT PARTICIPATING STALLS

- Participation from majority of the hawkers
- Collaboration between hawkers, Grassroots leaders and Residents' Committees (RC)



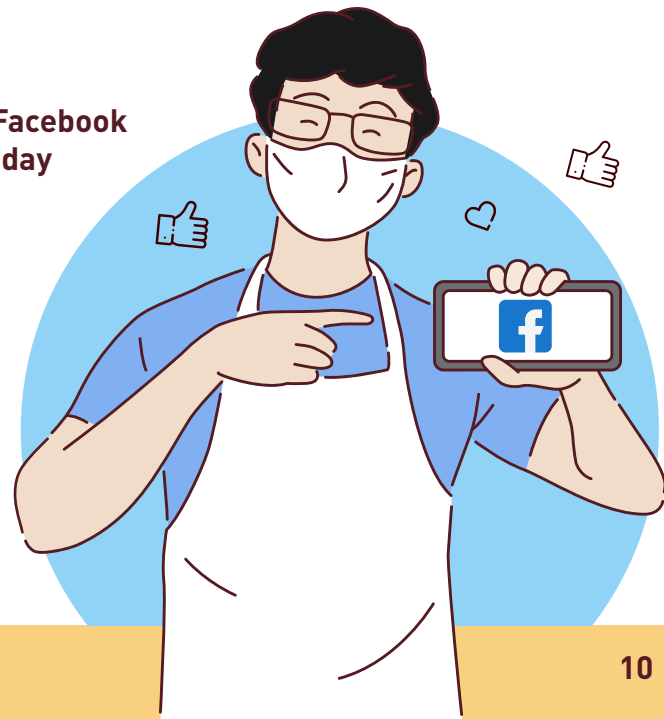
ADVANTAGES

- Allows consolidation of orders from multiple stalls within the centre
- Helps drive demand for the centre
- Single point of contact manages end-to-end services from managing orders to payment



HOW IT WORKS

- Stall assistant is the coordinator
- Menu is placed into an order form and posted on Facebook
- Host will place order (min. 25 meals) at least one day in advance, sending order form to coordinator through WhatsApp
- Coordinator confirms orders with stallholders before collecting payment from host
- Coordinator consolidates orders and pays respective stallholders
- Delivery is free within 3km radius. RC volunteers assist to bring to common collection points. Beyond 3km radius, coordinator will arrange for logistic to deliver.

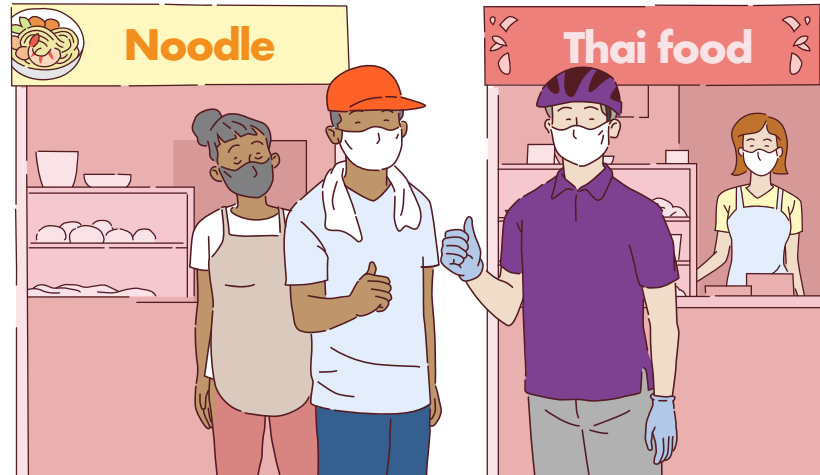


CASE STUDY

+ DELIVERY PLATFORM: BLOCK 335 SMITH STREET

ABOUT PARTICIPATING STALLS

- No restriction on the number of participating stalls
- About 20 stallholders are onboard
- Complementary food types to provide variety



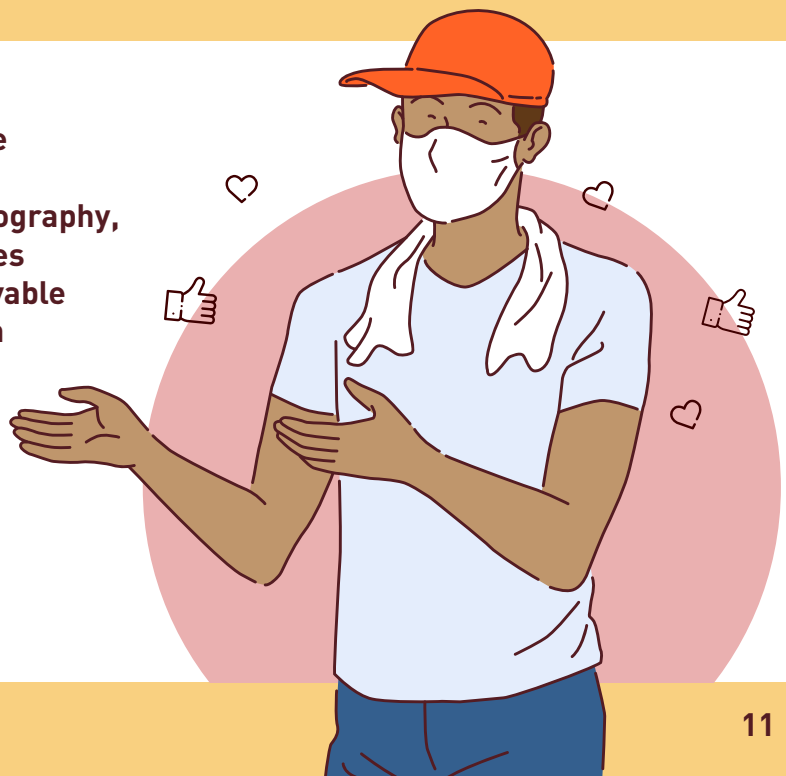
ADVANTAGES

- Allows consolidation of on-demand orders from multiple stalls within the centre, delivered to one location
- Helps drive demand for the centre
- Delivery platform provides end-to-end services, e.g. menu creation to post-sale service



HOW IT WORKS

- Role of Hawkers' Association to negotiate with delivery platform on:
 - Services, e.g. menu creation, food photography, food pricing and marketing opportunities
 - Duration of contract and service fee payable
- Delivery platform manages the operation workflow, e.g. consolidating orders from different stalls, managing payment and last mile distribution





WHAT TO CONSIDER WHEN ORGANISING GROUP BUYS

GROUP SIZE OF PARTICIPATING STALLS

- Decide on group size, e.g. majority, small number of stalls or groups of small cluster
- Collaboration between stalls will help create demand for different food types. E.g. stalls with complementary food types to offer choices, such as bundling food item with drinks/desserts.
- Possible partnership between tech-savvy and digitally less savvy hawkers to provide peer support

WAYS TO COLLABE ORDERS

- Decide if the orders should be collated through WhatsApp, Telegram, phone calls or email
- Order form can be created for host to collate orders

ROLE OF COORDINATOR

- Coordinator needs to manage orders and payment for participating stalls
- Depending on the partnership, coordinator could be someone who is more tech-savvy or has higher business volume

ORDER LOGISTICS

- Consider limit of orders that can be fulfilled and minimum order needed to make Group Buy viable
- Consider time needed to consolidate and prepare orders. E.g. cut-off date and advance order window
- Frequency of Group Buys e.g. collaboration between different stalls to conduct Group Buys



INCENTIVE FOR HOST

- Encourage host to perform repeat Group Buys
- Incentive in the form of discount for orders that hit minimum quantity, e.g. 5% discount for 25 orders and above

SEQUENCE AND MODE OF PAYMENT

- For ease of monitoring and tracking payment, use digital payment methods, e.g. PayNow, PayLah or direct bank transfer
- Decide on the person in charge of consolidating payments

LAST MILE DISTRIBUTION

- Consider last mile distribution methods, e.g. self pick-up by host, delivery by coordinator or third-party logistic company
- Be upfront about additional chargeable costs
- Some examples of logistic company include Lalamove, GrabExpress, DLVR.IT/Ortter, DLVRD, MilkRun and YY Circle



LEARNING ALL ABOUT DIGITALISATION +

'Adapt to change - Digitalization for Hawkers'

Conducted by Asia Culinary Institute, this one-day programme will touch on different digital tools, with focus on supporting your needs to build business resilience.

COURSE OUTLINE

- Identify local and global trends/changes impacting the current economy
- Recognise the importance and benefits of technology in daily works
- Learn the essential digital apps for e-Payment and marketing via practical hands-on session
- Learn how to utilise Google maps to enhance your marketing activities
- Know different food delivery platforms and how to utilise them to expand your sales opportunities
- Get ready to make necessary adjustments in current situation to stay competitive

**FOR MORE INFORMATION ON THE COURSE,
PLEASE SCAN THE QR CODE.**



FULL SERVICE ONLINE ORDERING PLATFORMS VERSUS THIRD-PARTY LOGISTICS PROVIDERS



Full Service Online Ordering Platforms

- All-in-one service from menu curation to delivery, so you can focus on preparing the meals
- Allows customers to order your food through e-ordering apps
- Associated fees involved (e.g. commission, platform, delivery fees)



Third-Party Logistics Providers

- Provides courier service to deliver your food to customers
- Requires self-management of customer orders including scheduling for delivery in advance
- Fewer fees involved, typically only delivery fees



SAFER WAY TO PAY WITH E-PAYMENT SOLUTIONS

Maintaining public health and safety are crucial to our wellbeing, so take the necessary precaution to minimise physical contact with your customers. Sign up and adopt the SGQR – unified e-payment solutions for greater convenience and safety.

HOW TO SIGN UP:

Step 1.

Talk to your Digital Ambassadors from the SG Digital Office

Step 2.

Sign up with your NRIC, Current NEA or SFA License and Bank statement



CONTACT US

Need any help or more information? Reach us at:

Email IMDA: info@imda.gov.sg

NEA feedback form: <http://www.nea.gov.sg/feedback>

