



SHENG SIONG

... all for you!

MARKET

Sheng Siong is a supermarket chain born and bred in Singapore. It currently has 43 stores of varying sizes located across the island, and serves customers young and old, from all walks of life. Sheng Siong places an emphasis on offering value-for-money and quality products with excellent and efficient service.

ACHIEVEMENTS

Since 2007, Sheng Siong has consistently ranked third in sales revenue, according to the Retail Asia-Pacific Top 500 survey by Euromonitor International. In 2012 and 2013, in addition to its top three ranking within the local retail sector, Sheng Siong emerged as Singapore's "Best of the Best Retailer", the highest honour conferred to an Asia Pacific company by the award's organisers. This high standing reinforces Sheng Siong's position as a well-recognised, established brand name with a solid track record of performance. Sustained by steady growth, it has also earned the status of "Superbrand" every year since 2008.

Parent company, Sheng Siong Group Limited, was listed on the Mainboard of the Singapore Exchange in August 2011, and emerged as Runner-up in the Retail & Household Goods category of the 17th Securities Investors Association Singapore ("SIAS") Investors' Choice Awards for the Most Transparent Company Award in 2016. It was the fourth time Sheng Siong Group Limited had received an award in that category. The Group Limited was also recognized as the Bronze Winner in the Top 10 Retailers' category by Economy in the 2016 Retail Asia-Pacific Top 500 Awards.



In addition, the Group Limited also won the Innovation Excellence Award, which was awarded by SPRING Singapore and the Singapore Quality Award Governing Council in 2015. The Award was conferred in recognition of Sheng Siong's endeavour in improving productivity through the introduction of the hybrid self-checkout system and individually quick frozen technology to preserve the freshness of its seafood.

In its continued efforts to go-green, Sheng Siong's distribution arm installed Singapore's then largest single solar panel on the rooftop of its distribution centre in Mandai Link. Occupying an area of approximately 118,400 square feet, this record-breaking project led Sheng Siong to a 2013 Solar Pioneer Award. The awards, launched by the Economic Development Board of Singapore, recognise early adopters of solar energy, and encourage other organisations to be both environmentally friendly, and sustainable, in their business operations.

HISTORY

Sheng Siong began as a family-owned retail store on Ang Mo Kio Avenue 3, below a block of residential flats, after taking over the retail space of Savewell in 1985. At the time, Mr Lim Hock Chee (current CEO of Sheng Siong Group and Managing Director of Sheng Siong Supermarket Pte Ltd) and his wife had been renting a stall from Savewell to sell pork from their family's farm, which had an over-supply of pigs. (Savewell was then a supermarket chain with 11 stores, facing

liquidity problems and seeking buyers for its retail space.) Within nine months, the couple managed to clear most of the family's excess stock, just before Savewell decided to let go of its stores.

At about the same time, the Singapore government was starting to phase out pig farms, so Mr Lim Hock Chee, together with his two brothers — elder brother Mr Lim Hock Eng and younger brother Mr Lim Hock Leng — ventured into the supermarket retail business.

Sheng Siong has made its mark by selling quality and value-for-money products. By combining those standards with personalised service, it created a winning formula for the company to survive the harsh retail environment, and to convert initial daily turnover of S\$3,000 to S\$19,000 within three short years. In 1988 and 1996, Sheng Siong expanded to Bedok and Woodlands respectively, and then grew again in a big way after 2000. The company took advantage of low rental rates that followed the market downturn of the dot-com bubble burst, and within five years had added 14 stores.

The latter part of 2006 onwards saw Sheng Siong embark on an internal restructuring and reorganisation process to pave the way for future growth. This included a makeover of its logo, and progressive upgrading of its stores. During the consolidation phase, it continued to widen its retail network to bring more convenience to consumers. By the first quarter of 2017, Sheng Siong's total retail area had expanded to 457,000 square feet.





PRODUCT

Sheng Siong aims to provide customers with the most comprehensive selection of products. This ranges from groceries, pre-packed convenience foods, household goods, personal care items, stationery, electronics, and electrical appliances to fresh, chilled, and frozen food items. Sheng Siong is especially strong in the fresh food segment due to its many years of hands-on experience in the retailing of live seafood, fresh vegetables, and meats. The annual turnover of Sheng Siong Group in 2016 was S\$796.7 million, which represents healthy growth of approximately 4.2% over the previous year.

RECENT DEVELOPMENTS

In line with its solid commitment to provide value-added service and products to customers, Sheng Siong began developing house brand products in 2007. Starting with a series of rice products, including Royal Golden Grain, it expanded to the Happy Family group of products, which include white rice, canned food, condiments and dried food. It also developed washing detergent products under the HomeNiks brand, and household paper products under the Softess brand, among many others. To provide healthier food options for consumers, Sheng Siong has also rolled out house brand products carrying the "Healthier Choice Symbol" such as brown rice, brown rice vermicelli and cooking oils. To date, Sheng Siong offers over 400 products under its 10 house brands.

To enhance its warehousing and logistical functions, Sheng Siong built a customised distribution centre in Mandai Link, with an approximate total investment of S\$65 million. The

distribution centre-cum-corporate headquarters was officially opened in September 2012, with a built area of approximately 543,000 square feet, four times the size of the original headquarters.

In 2013, Sheng Siong began to roll out 24-hour retail operations to cater to the evolving needs of shoppers. As of June 2017, 33 of its 43 stores are operating around the clock.

To uphold the highest standards in quality and food safety in the distribution centre and stores, Sheng Siong Group's distribution and logistics arm successfully upgraded its food safety standards from HACCP to ISO 22000 certification in early 2016, for its processing of seafood, meat, vegetables and repackaging of dried food, frozen food and fruits.

To help lower its carbon footprint, Sheng Siong actively promotes the sale of home-grown vegetables from organic and local farms. The Norwegian salmon and rainbow trout at its stores are also certified sustainable seafood, as part of its efforts in sustainable sourcing.

As part of its efforts in creating environmental awareness, Sheng Siong's senior management and staff supported Mediacorp's Green Initiative "Saving Gaia", by volunteering their time and effort in cleaning up Singapore's beaches.

PROMOTION

With the success of 'The Sheng Siong Show', a live Mandarin television variety show produced in conjunction with Sheng Siong's sales promotions, the company has captured much attention and interest. This game show, telecast on MediaCorp's Channel Eight on weekends during prime time, provides opportunities for customers to participate and win attractive cash

prizes. Popular segments include the potential to win 300, 400, 500 or 1000 times the amount the customer spent at Sheng Siong. In the most recent season, which concluded in February 2017, a lucky customer won a cash reward of S\$162,550, the highest cash prize given out so far. This mega-promotion significantly increased shopper traffic during the promotional period.

Besides television commercials, Sheng Siong advertises its in-house promotions regularly, in all languages, in the local dailies, as well as on the radio.

BRAND VALUES

As one of Singapore's leading supermarket chains, Sheng Siong places customers as top priority, and strives to be recognised as a trustworthy and sincere retailer. Deliberate efforts are made to operate the most efficient cashier counters; to minimise queues; to consistently maintain the highest standards of customer service; and to be 'Sheng Siong...all for you!'

www.shengsiong.com.sg

THINGS YOU DIDN'T KNOW ABOUT SHENG SIONG

- Sheng Siong is the only supermarket chain in Singapore to introduce the Hybrid Self-Checkout System (HSCO). Different from the usual self payment system in the market, Sheng Siong's frontline staff would scan and pack the items for customers and customers would then proceed to make payment at a self-payment kiosk. The HSCO system is able to reduce customer's waiting time by 30 seconds and brings about 40% savings in manpower.
- The Company provides one free meal per workday, for full-time staff. This has been an on-going tradition since the company's inception in 1985.
- Sheng Siong believes in profit sharing with all its employees, which fosters a sense of belonging and brand ownership. A portion of the group's profit, before tax, is distributed as bonuses to employees, and appreciation is shown to those loyal staff who have been with the company for 5, 10 and 15 years, by awarding them with gold medallions.

