



DROPSHIPPING MASTERCLASS: THE TOOLKIT FOR SUCCESS IN SINGAPORE

January 31, 2023 – welcome to today's session!

ADELA TAN

**TRADE OFFICER,
SWISS BUSINESS HUB ASEAN**



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Additional Offices

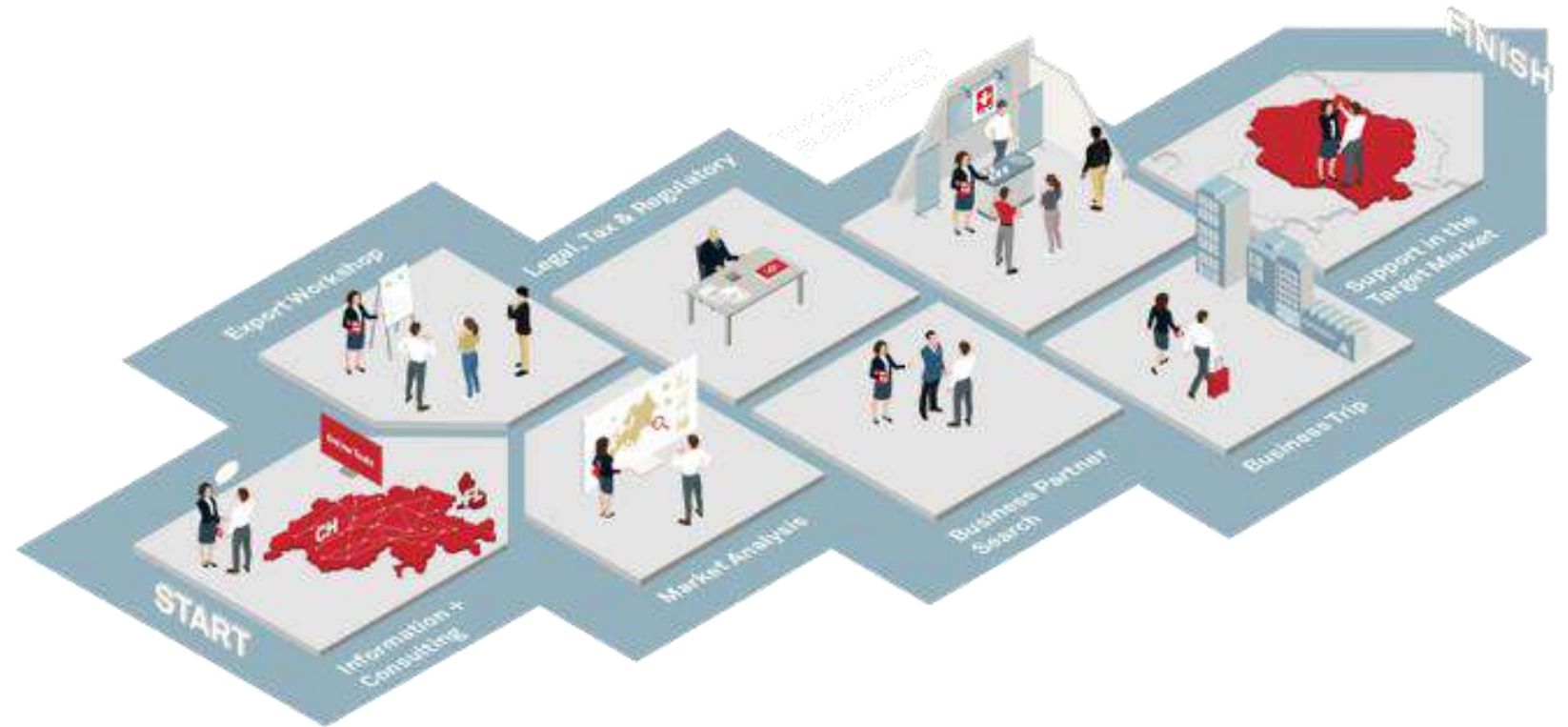
- Riyadh
- Doha
- New Delhi
- Shanghai
- Guangzhou
- Osaka
- Hanoi
- Ho Chi Minh City
- Kuala Lumpur
- San Francisco
- Atlanta
- Boston

Trade Points

- Nordics / Stockholm
- Nigeria / Lagos
- Kazakhstan / Astana
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From start to finish, we support you in your international business, together with our unique network of national and global partners



Digital snapshot in Singapore



Internet Penetration

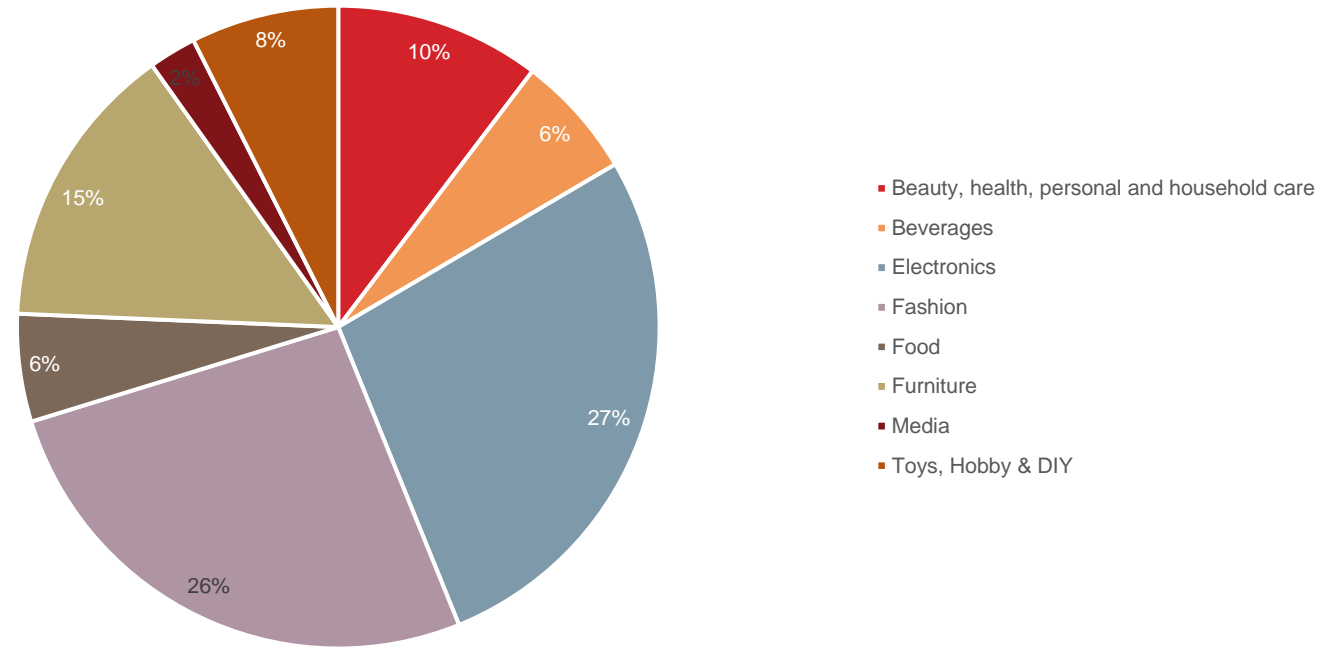
- 5.45 million internet users in Singapore in 2022.
- Internet penetration at 92% of the total population.

Mobile Internet Use and Smartphone Penetration

- 8.70 million cellular mobile connections in Singapore in Jan 2022, equivalent to 147% of the total population.

E-Commerce Landscape

- Statista estimates e-commerce revenues to have reached USD6.1 billion in 2021, with the largest segments being electronics and fashion.
- Increasing online basket size:
 - ✓ Consumers increasing familiarity
 - ✓ Frequent flash sales
 - ✓ Improved delivery times
 - ✓ Security of policies
 - ✓ Product quality
 - ✓ Return policies
- By 2027: E-Commerce sales expected to reach USD14 billion.



E-Commerce revenue by segment, % 2021. Source: Statista

E-Commerce Industry Report – Singapore

INDUSTRY REPORT

SELLING VIA E-COMMERCE IN SINGAPORE

May 30, 2022 10:56 | Swiss Business Hub ASEAN in conjunction with Orissa International

Singapore's e-commerce market is the most diverse in the region and is growing fast, buoyed by high speed IT infrastructure, a tech-savvy population, and government support. Statista estimates e-commerce revenues to have reached USD 6.1 billion in 2021, with the largest segments being electronics (27%) and fashion (26%). Our report provides information on potential business opportunities and pathways for Swiss firms to sell their products in the market, both directly to end customers as well as via local importers.



Local brands such as Razer and Creative, along with resellers like Courts and Qisahn, are opting for an omnichannel retail strategy to capture a bigger market share. A 2021 survey by PwC highlighted that Singaporeans shop online nearly as often as they shop in person. Shoppers in Singapore may also window shop offline before buying online or purchase online and collect in-store click and collect so as to try the product before buying. This provides consumers in Singapore the convenience meeting various needs like verifying product quality.

The Singapore government envisions the country to be a hub for consumer-centric innovation. According to the Ministry of Trade and Industry, as part of its e-commerce strategy, the government plans to launch two 5G networks across the city-state by 2025. This will enhance Singapore's infrastructure capacity to manage large online sales orders.

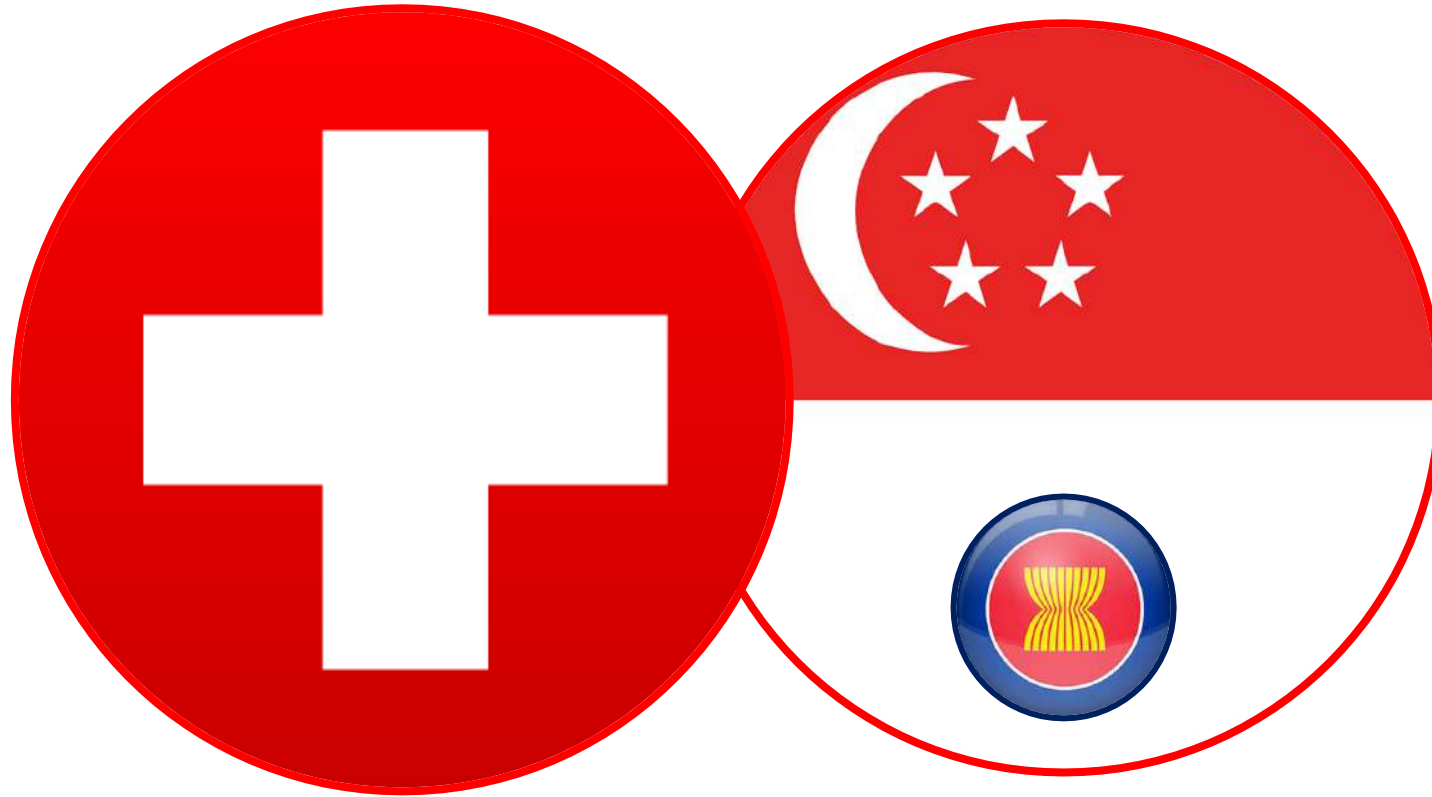
- Complimentary download: [Industry Report: Selling via E-Commerce in Singapore](#)
- Includes topic such as:
 - Direct and indirect listing
 - Regulatory environment
 - Logistics
 - Customs, VAT & Taxes
 - Customer service

THIBAN

**FOUNDER & ADVISOR,
BUSINESS ENGINEERS ASIA**



DROPSHIPPING MASTERCLASS (TOOLKIT FOR SUCCESS IN SINGAPORE)



Presented by *Business Engineers Asia Private Limited (Singapore)*
In partnership with *Switzerland Global Enterprise - Swiss Business Hub ASEAN*

 **SWITZERLAND
GLOBAL
ENTERPRISE**

OVERVIEW

- BEA Introduction
- Singapore Market (Consumer Behaviour & Trends)
- Singapore E-Commerce Ecosystem + Pricing Overview
- E-Commerce Logistics Overview
- Marketing & Promotions Overview
- Q & A
- 'Lean Market Entry' – Advanced Dropshipping

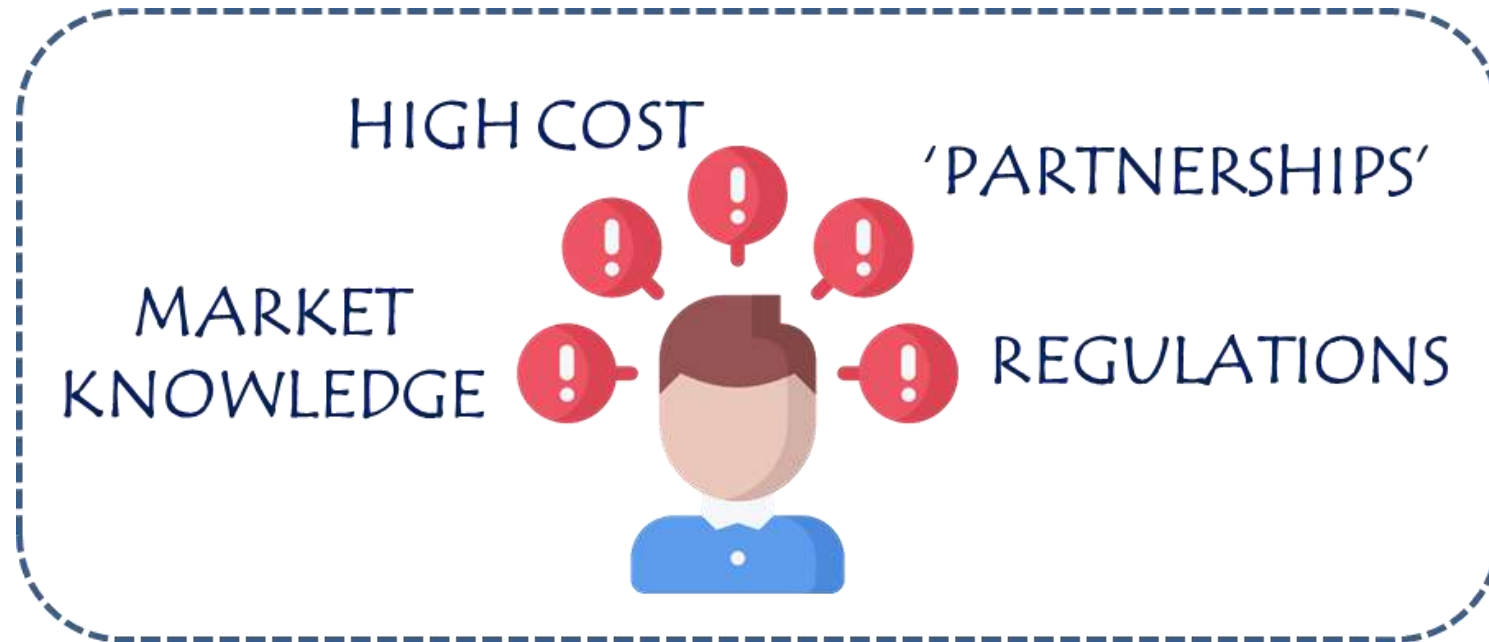


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BUSINESS ENGINEERS ASIA (BEA)

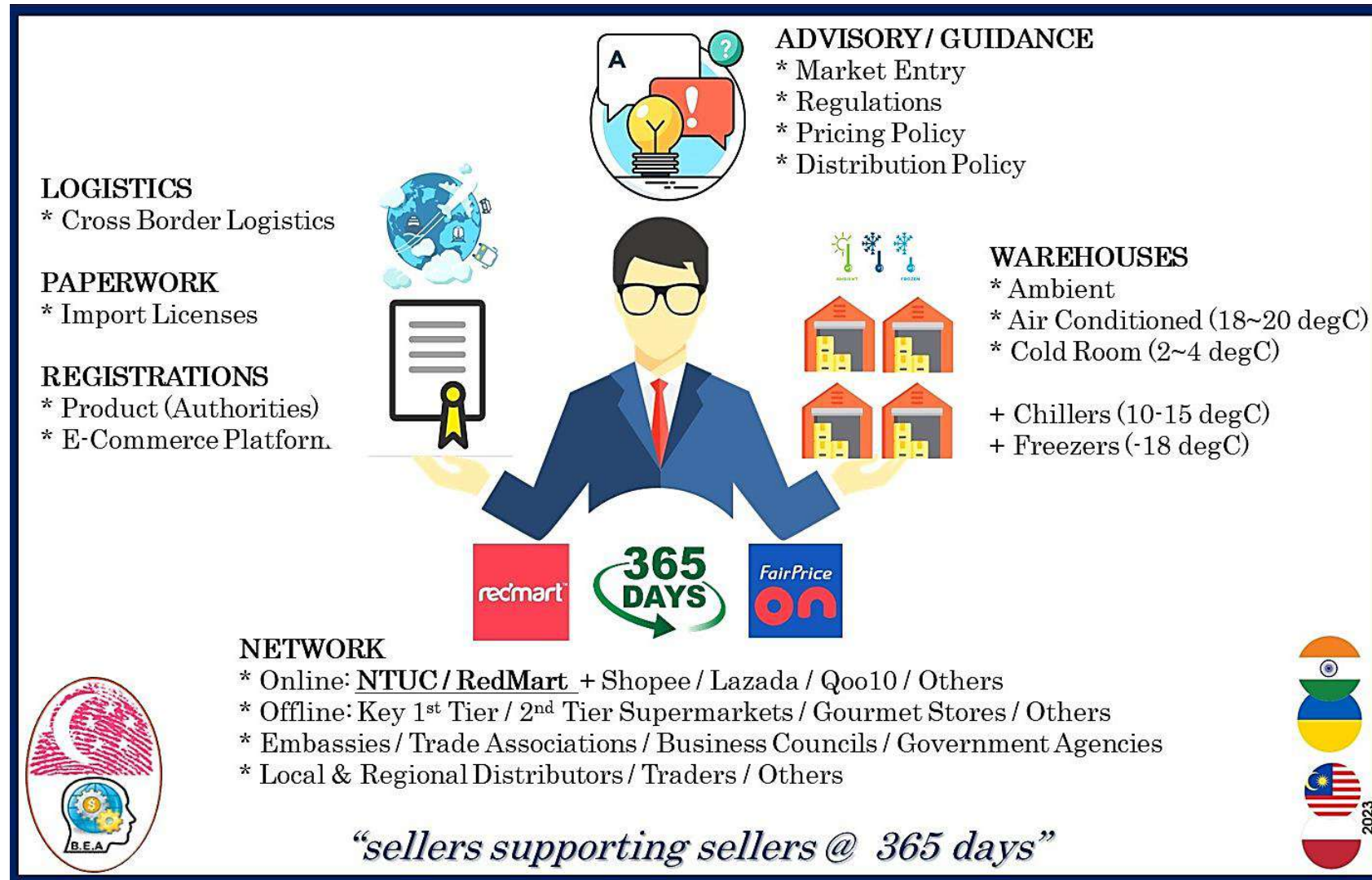
PROBLEM: Foreign brands want to expand their reach into Singapore & target the next billion growing middle class (ASEAN/India); however **without knowledge of the market & expansion partners** it's impossible for them to **de-risk their market entry strategy**



Business Engineers Asia (BEA) **helps foreign companies to find product market fit in a cost effective & resource light approach** enabling the foreign companies to have **full control of their strategy** by going direct-to-market (D2M – Singapore Incubator)

BUSINESS ENGINEERS ASIA (BEA)

D2M – Direct To Market (Business Entry Program) – “Advanced Dropshipping”



“sellers supporting sellers @ 365 days”

BUSINESS ENGINEERS ASIA (BEA)

LABELS

English Labels
 - Ingredients
 - Company details

OIML R 79
 OIML R 87

Packaging

FAST MOVING
 CONSUMER FMCG GOODS

product reviews

HALAL SINGAPORE

VEGETARIAN

TRENDS

HEALTHIER CHOICE
 Health Promotion Board

IP TM

BUSINESS CULTURE

74.2% CHINESE
 13.3% MALAY
 8.2% INDIAN
 3.3% OTHERS

MANY CULTURES, ONE NATION

market / channel reviews

B2C B2B HORECA EXPORT

marketing / promotions reviews

Singapore Food Agency

CODEX ALIMENTARIUS
 International Food Standards

Test Reports

Direct To Market
 "Advanced Dropshipping"

Value Added Support

- * Product Review
 - packaging, labelling, pricing, trends, enhancements, etc.
- * Regulatory Review
- * Customer & Channel Review
- * Marketing / Promotions Review

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10,300++ km

 *Switzerland
to Singapore*



TIME ZONE – 7 hours
(Singapore is ahead by 7 hours)



AIR (Zurich): 13+ hours

SEA (Port of Switzerland/Basel) → 6000~6500nm

(11k+ ~12k+ km, 10 knots, Suez Canal) → 25~30 days



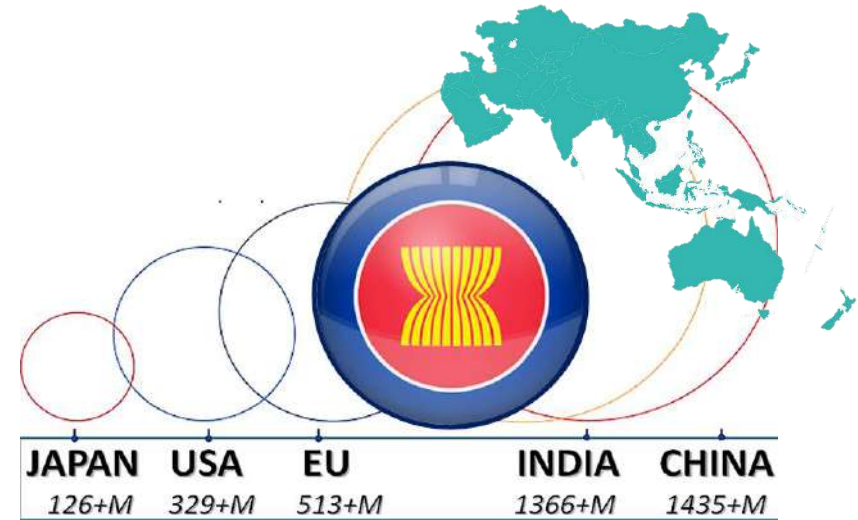
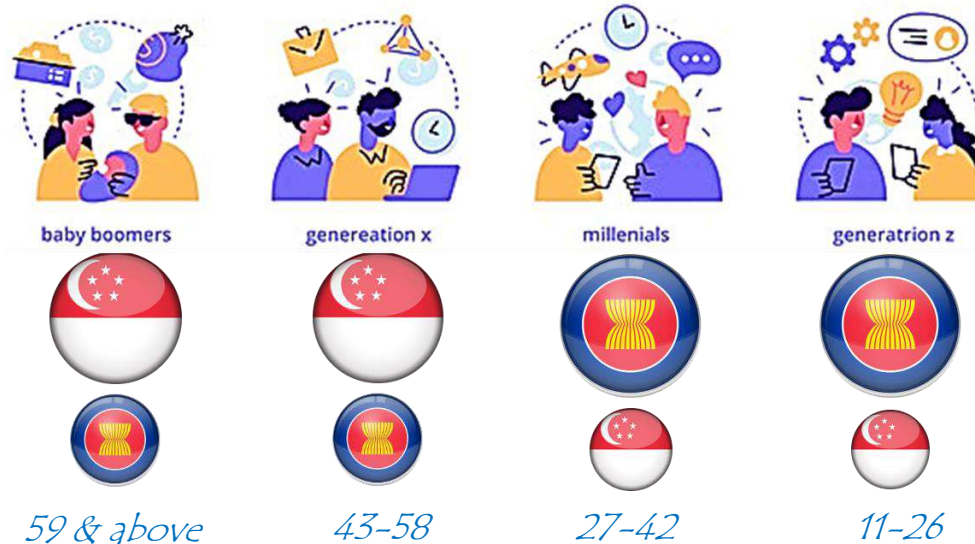
Why Singapore...

business gateway (ASEAN / Asia Pacific)

* consumer base

* market expansion

Population - **5.8+** million (> 99% urban)
76% Chinese / 15% Malays / 8% Indian + Others
4 million (Citizens / PR) + 1.7 million (foreigners)



Market size - 3rd largest globally
Economy - 5th (World) / 3rd (Asia)
Population - 674 million (50% urban)

Why Singapore...



near perfect logistics & connectivity

- * Airport – one of Asia's largest cargo airports
- * Seaport – world's busiest transshipment sea port)
- * FTA – Asia's most extensive network of 'Free Trade Areas'



"reference point" – ASEAN retail

- * Distributors check on what's sold in Singapore
- * 'Expat purchases' – reference point
- * Regional regulations use Singapore as a guide

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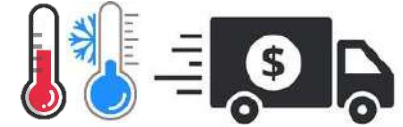


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PRICING OVERVIEW @ SINGAPORE...





'Own Fleet' – Commission Includes First & Last Mile
Ambient + Chilled/Frozen



RM – \$1.10 ~ 1.30 + Commission: 10%
NTUC / S-Mart – 30% (25% ~ 35%)
* Payment Upon Delivery: 5 days / 14days / 30days (EOM)



	DRY	FRESH/ FROZEN	ALCOHOL	OLDER
PRODUCT PRICE	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00
LOGISTICS CHARGE (FIXED)	\$ 1.20	\$ 1.40	\$ 1.20	25% - 30%
COMMISSION (FIXED)	11%	11%	16%	
TOTAL COMMISSION \$	\$ 2.30	\$ 2.50	\$ 2.80	\$ 3.00
COST AFTER COMMISSION	\$ 7.70	\$ 7.50	\$ 7.20	\$ 7.00

	CURRENT
PRODUCT PRICE	\$ 10.00
LOGISTICS CHARGE (FIXED)	25% - 35%
COMMISSION (FIXED)	
TOTAL COMMISSION (30%)	\$ 3.00
COST AFTER COMMISSION	\$ 7.00

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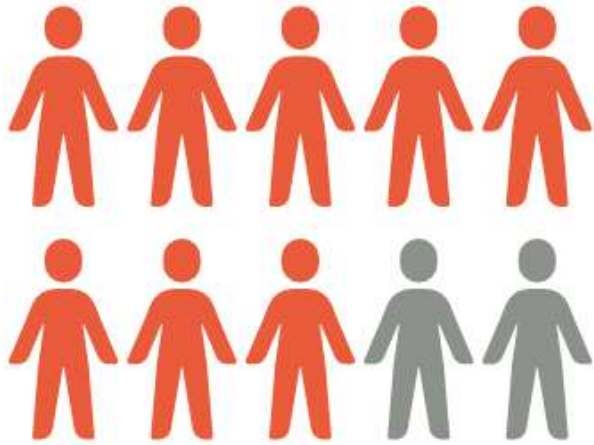


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'ADVANCED DROPSHIPPING' – D2M / BEP

With the pandemic forcing individuals to digitally adapt, more consumers are also actively participating in e-commerce processes; either as consumer or producer

An industry report predicts that about 80% of consumers in South East Asia will be **digitally active** by the conclusion of 2021.



For cross-border e-commerce revenue, a separate report suggests that the **business-to-consumer (B2C)** market will total approx. **4.8 billion USD by 2030**.



→ major player in the eCommerce market (4M new internet users per month)

→ emerging powerhouses – Indonesia, Vietnam & Philippines

(digital revolution / expanding middle class / growing median income / deeper mobile & internet penetration)

→ the next gold rush is through **cross-border fulfillment / localized fulfillment**

'ADVANCED DROPSHIPPING' - D2M / BEP



Pre-market
Analysis



List on key
e-commerce
platforms



Consumers
order on the
platform



Seamless
fulfilment
of orders



Monthly
performance
reports and
consultancy

MARKET ENTRY
(SINGAPORE)

PREFERRED
SALES
CHANNELS

PRICES
&
PROMOTION

ACTIONS
OVER
COMPETITION

RISK
COST OF ENTRY

COST OF
BUSINESS

'PRACTICAL'
INFORMATION

FUTURE
STRATEGY
(MID/LONG)

D2M - BEP
SINGAPORE INCUBATOR



LOW



LOW

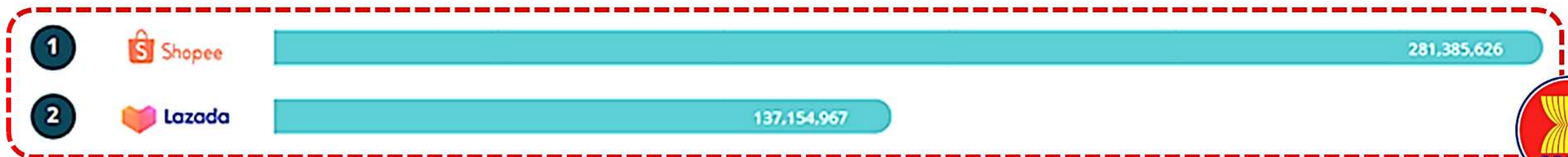


KEY ONLINE CHANNELS @ SINGAPORE...



The Top 10 Most Visited E-commerce Websites in Southeast Asia

Total average visits obtained by each platform in 2020



Why Singapore...

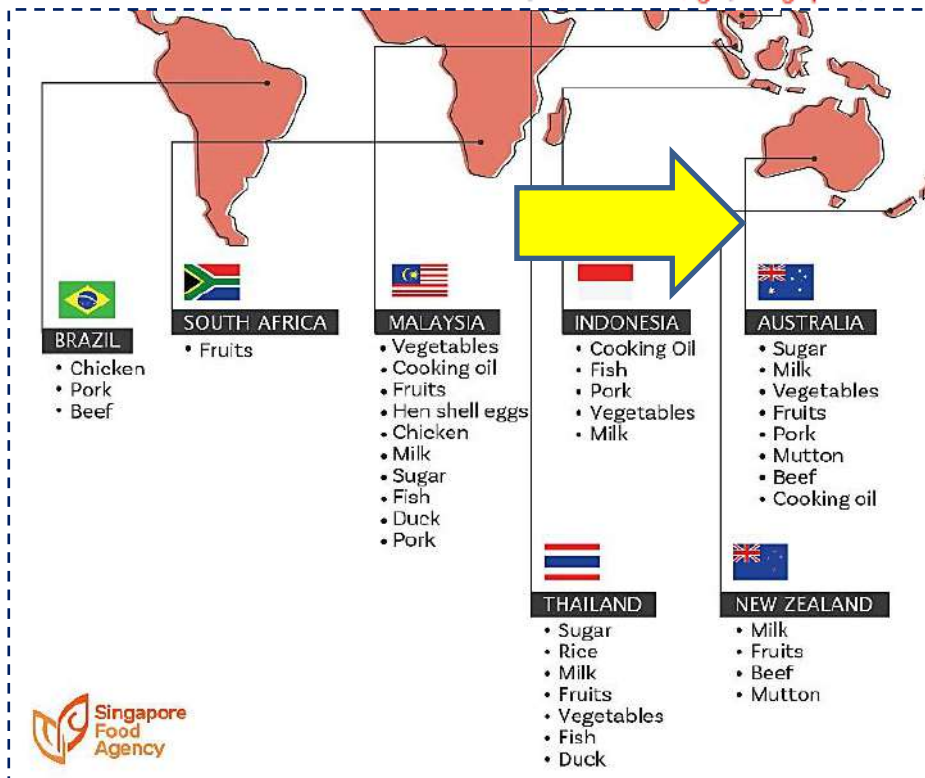


Food Import & Export | Food Manufacturers | Food Farming | Wholesale Markets | Food Retail | Food Information

What are you searching for?

[Services](#) ▾ [Browse as](#) ▾

[Home](#) | [Food Farming](#) | [Singapore's Food Supply](#) | [The Food We Eat](#)



Singapore imports over 90% of the food consumed in the country.

The Food We Eat

With little farming land, Singapore imports over 90% of the food consumed in the country. The food at our local markets mainly comes from overseas. In 2018, our local farms produce only a small amount of food that we eat in Singapore:

- 13% of all the vegetables
- 9% of all the fish
- 24% of all the eggs

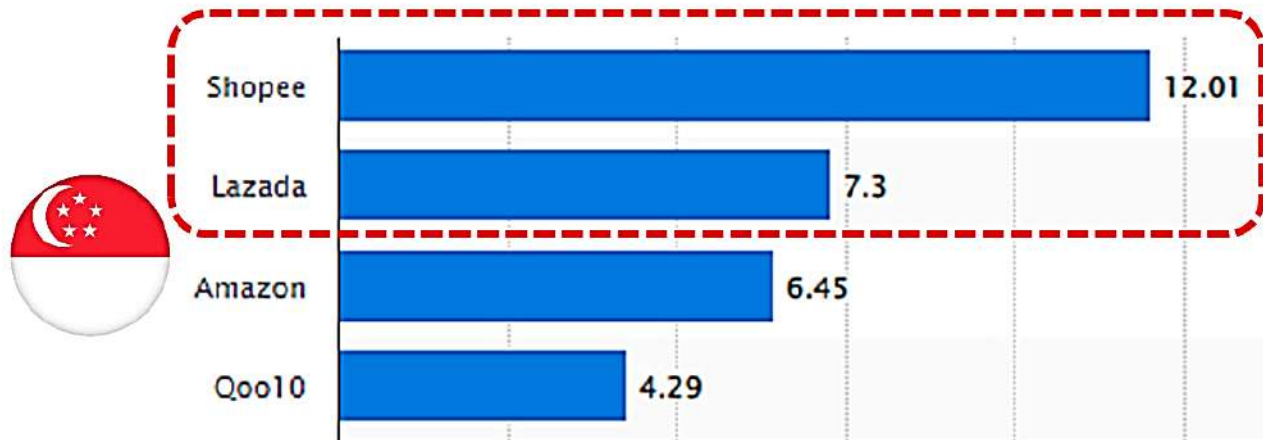
Relying so heavily on food supplied from overseas means that we face unique challenges in ensuring a steady supply of food for the population of Singapore, especially given our great love of food.

As a nation that produces little food, Singapore must accept prices set by food producers. This means that any shifts in global food supply will affect Singapore, including increases in food prices.

KEY ONLINE CHANNELS @ SINGAPORE...

Top 10 e-commerce sites in Singapore as of the first quarter of 2021 by monthly traffic

(in million visits)



Which platform?

Product / SKU (category) ←

Platform (General / Marketplace / Group Buy / Etc.) ←

Consumers (Profile) ←

Platform's Delivery Options (Cost / Lead Time) ←

Platform's Popularity ←



PRICING OVERVIEW @ SINGAPORE...



Appointed Last Mile Partners: Ambient Only
Delivery Cost - \$3.00++ onwards



Variable Commissions (Campaign / Category): 0% ~ 15%
 * Payment Upon Delivery (Confirmation: 3~5days)



Order (Item) → SGD 10.00
 Commission → 10%
 Shipment → \$3.50



Option 1: Supplier Pays Option 2: Customer Pays Option 3: Shared Payment (50-50)

Commission (10%): \$1.00	Commission (10%): \$1.00	Commission (10%): \$1.00
Shipment: \$3.50	Shipment: \$0.00	Shipment:
\$1.75 (50% - 50%)		
Sales (Payment): \$5.50	Sales (Payment): \$9.00	Sales (Payment): \$7.25



1

3

2

Very unique - special / "crisis product"

"PRICE ANALYSIS – PRICING POLICY"



E-COMMERCE CHANNELS (FMCG)



GrabMart



ONLINE CHANNELS
("CONVENIENCE")



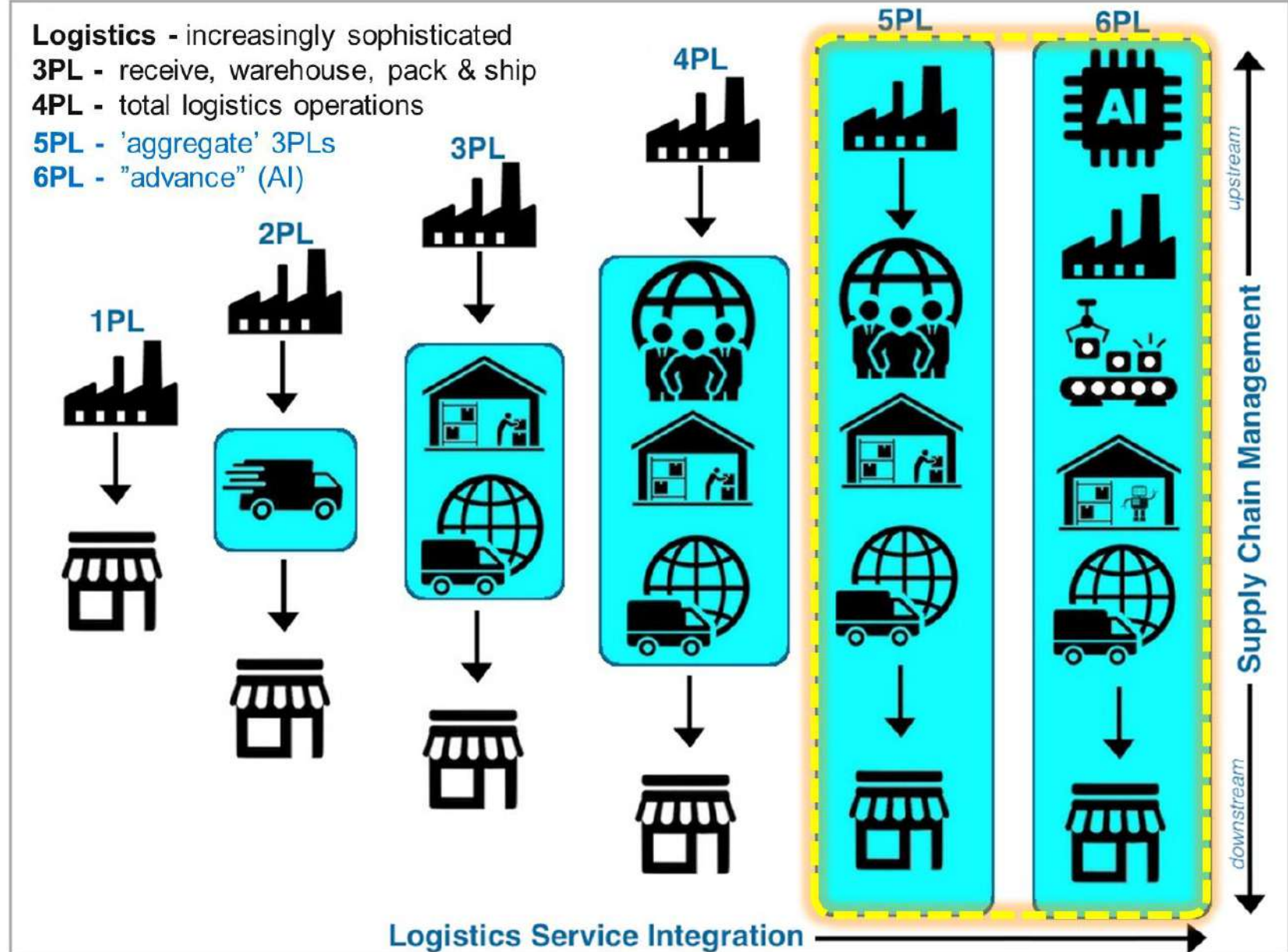
Cheers

OFFLINE CHANNELS
("CONVENIENCE")

LOGISTICS OVERVIEW



Logistics - increasingly sophisticated
3PL - receive, warehouse, pack & ship
4PL - total logistics operations
5PL - 'aggregate' 3PLs
6PL - "advance" (AI)



LOGISTICS OVERVIEW

THE STATE OF E-COMMERCE IN SINGAPORE



On average, it takes

1.3 DAYS

of transit time for first delivery attempt



Share of parcels going to collection points & lockers

35%



Share of successful first attempts after 1 business day

66%

Share of pickups from collection point & lockers

- in 12 hours **43%**
- in 48 hours **72%**



Top 3 international origins of parcels to Singapore



21% 18% 11%



Successful delivery of parcels at collection point & lockers

99%



Collection Points: Post Offices, Parcel Shops, Parcel Lockers



Grab



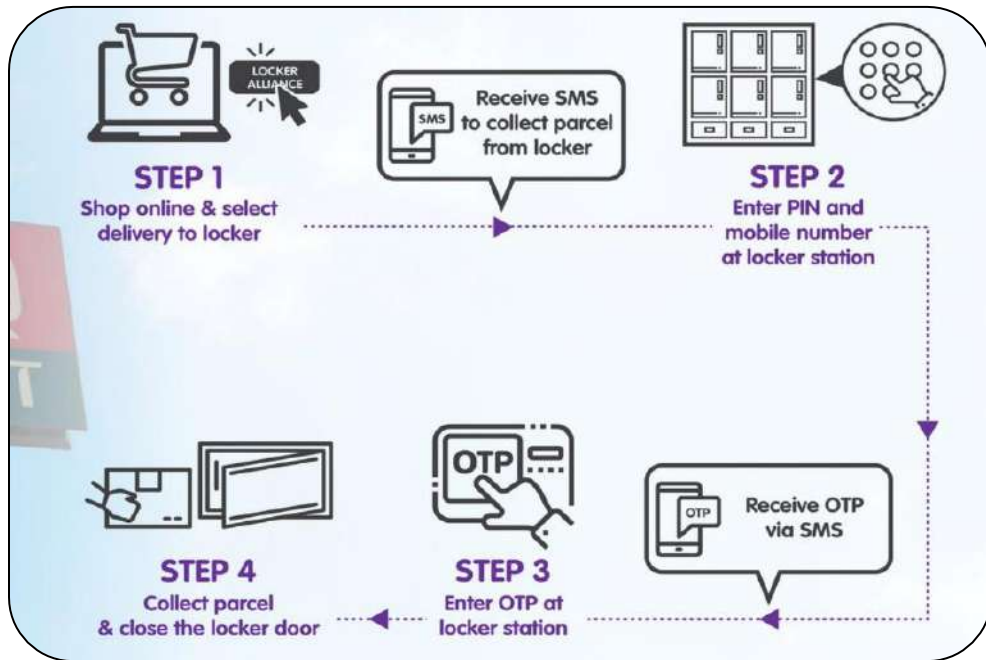


LOGISTICS OVERVIEW - TRENDS

THE STRAITS TIMES

SINGAPORE

Nationwide parcel delivery locker network launched with over 200 lockers deployed



1,000 parcel lockers to be rolled out in Singapore, HDB residents to be 5 minutes walk from a locker.



Consumers have also given the lockers the thumbs up.

Feedback to the nationwide parcel locker network has been positive. Of the more than 12,000 residents polled online, 96 per cent said that they will use the lockers in their neighborhood.

'ADVANCED DROPSHIPPING' – D2M / BEP



Step one

Your customer places an order from your online store



Step two

Your store automatically sends the order to your dropshipping supplier



Step three

Your dropshipping supplier prepares your customer's order



Step four

Your dropshipping supplier ships the order directly to your customer

D2M / BEP vs TRADITIONAL DROPSHIPPING

service quality + fast response (speed) + 'local connect'

'ADVANCED DROPSHIPPING' – D2M / BEP

LOGISTICS

- * Cross Border Logistics

PAPERWORK

- * Import Licenses

REGISTRATIONS

- * Product (Authorities)
- * E-Commerce Platform.

ADVISORY / GUIDANCE

- * Market Entry
- * Regulations
- * Pricing Policy
- * Distribution Policy

WAREHOUSES

- * Ambient
- * Air Conditioned (18~20 degC)
- * Cold Room (2~4 degC)
- + Chillers (10-15 degC)
- + Freezers (-18 degC)

NETWORK

- * Online: **NTUC / RedMart** + Shopee / Lazada / Qoo10 / Others
- * Offline: Key 1st Tier / 2nd Tier Supermarkets / Gourmet Stores / Others
- * Embassies / Trade Associations / Business Councils / Government Agencies
- * Local & Regional Distributors / Traders / Others

“sellers supporting sellers @ 365 days”



'ADVANCED DROPSHIPPING' – D2M / BEP



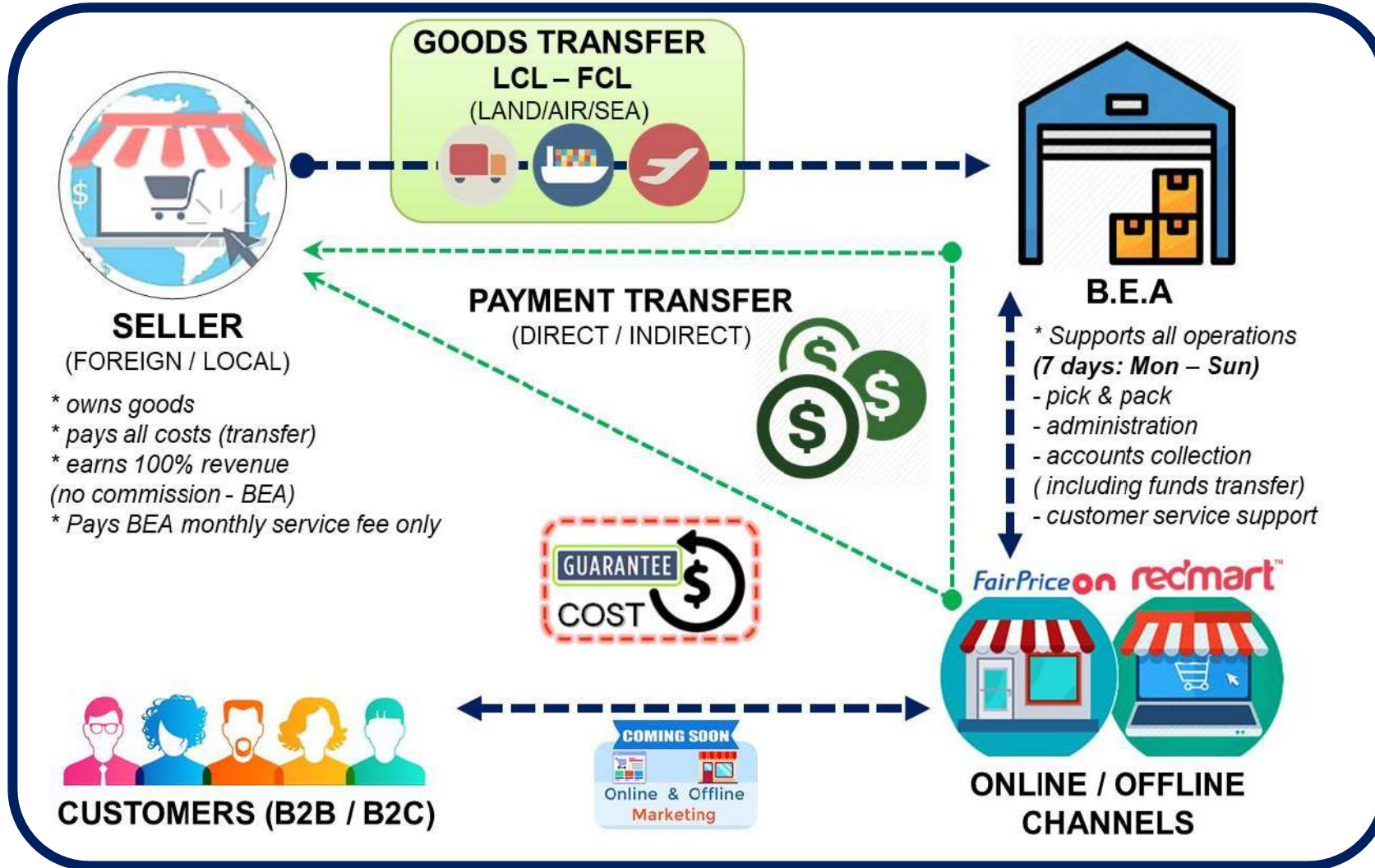
UNCERTAINTY



COST & RISK



'PRACTICAL' INFO.



- No physical setup + manpower
- 100% ownership of stocks
- 100% sales revenue returns
- Dedicated warehouse space
- **365 Days Manpower & 3PL support**
- **Administration & Customer Service**
- **AR collection & remittance support**
- **Value added marketing / promotion**
- **Product registration support**
- **Regulatory approval support**

'ADVANCED DROPSHIPPING' – D2M / BEP



SINGAPORE (HQ)

→ Malaysia (Q1)

→ Thailand (Q2)

→ Philippines (Q3)

→ Vietnam (Q4)

→ India (Q1/Q2)

→ Poland (Q2)

CASE STUDIES



Pre-entry Market Research



Price Analysis



Online Listing



Order Fulfilment



Data Analysis on Sales Performance



Finding the right distributor



Negotiating bulk sales deals

CASE STUDIES

SAVE MORE ON APP SELL ON LAZADA CUSTOMER CARE TRACK MY ORDER LOGIN SIGN UP

Lazada LazMall Taobao RedMart Vouchers Lifestyle Deals

redmart italian gallery

Spend \$60 to save \$5.99 on delivery. My Lists Help

Rating

- ★★★★★ And Up
- ★★★★☆ And Up
- ★★★☆☆ And Up
- ★★☆☆☆ And Up

Novi Pearled Barley Montesele Bosco Delle Fate Prosecco Novi Oats O Sole 'e Napule Datterino Tomatoes Cuanta Blonde Bitter Drink La Giribaldina Barbera d'Asti Docg Monte del Mare

400 g 190 \$4.75

ADD TO CART

Cuanta White Bitter Drink

FairPrice

Categories Promotions Shopping Lists More Search for products

FREE delivery above \$59 • \$3.99 service fee Cart

Enter your address or postal code Login/Sign up Help Centre

Italian Gallery SG
109 products

FINEST ITALIAN FOOD SELECTION

We bring the best of Made in Italy at your table.

Sort by Relevancy

Filter by Country/place of origin

- Italy (109)

Brand

- Meseta (13)
- Lazzaroni (7)
- Inaudi (6)
- Goccia d'oro (6)
- J.Gasco (6)
- O Sole e Napule (4)
- MELINDA (4)
- Oro Giallo (4)

View more

Price

- <\$3 (6)
- \$3 - \$5 (24)
- \$5 - \$10 (29)
- \$10 - \$25 (23)
- >\$25 (30)

Promotions

Save \$0.56 New Save \$0.56 New Save \$0.56 New Save \$0.56 New Save \$1.32 New

Activate Windows. Go to Settings to activate Windows.

CASE STUDIES

The screenshot shows the Shopee storefront for Italian Gallery SG. At the top, there's a navigation bar with the Shopee logo and search bar. Below that, the store name 'Italian Gallery SG' is displayed with a 'FOLLOW' button. A 'SHOP VOUCHERS' section features four promotional cards with 'Claim' buttons. A dark blue banner reads 'Enjoy Our Exclusive Vouchers!' and 'FOLLOW US^'. Below this, icons represent 'FREE SHIPPING', 'MADE IN ITALY', '100% AUTHENTIC', 'GUARANTEED QUALITY', 'LIVE CHAT SUPPORT', and 'FAST DELIVERY'. The main content area is split into two promotional banners: 'Italian Gallery BEAUTY FAIR' with a '70% OFF' flash sale, and 'ITALIAN GALERY SG Food and Beverage' and 'ITALIAN GALLERY Cosmetics'. At the bottom, a dark blue banner says 'NEW ARRIVALS'.

The screenshot shows the Lazada storefront for Italian Gallery. The top navigation bar includes 'SAVE MORE ON APP', 'SELL ON LAZADA', and 'CUSTOMER CARE'. The store name 'Italiangallerysg' is prominently displayed with 'Loz Mall Authorised Store' and '720 Followers'. A '12.12' sale banner is visible. Below the store header, there are two product cards for 'Acetomodena Balsamic Vinegar Of Modena PGI - Gold 250ml' and 'Acetomodena Balsamic Vinegar Of Modena PGI - Black 250ml', both priced at \$77.17 (reduced from \$82.60). A row of four 'COLLECT' vouchers is shown with values of \$3.00, \$3.00, \$5.00, and 10% off. A 'Just For You' section at the bottom features six personalized product recommendations, including various balsamic vinegars, wine, and beauty products.



CASE STUDIES

Lazada Search in Lazada

Categories ▾ LazMail Taobao RedMart Vouchers Lifestyle Deals

Uniquely New South Wales
11 Followers
Chat Now FOLLOW

Store Products Profile Search In Store

Shopee Search in this shop In This Shop

Seller Centre | Sell on Shopee | Download | Follow us on

Notifications Help English Sign Up Login

Christmas Gift Mask Power Bank iPhone 14 Pro Max Premiummall Luggage Crocs Nintendo Switch

Uniquely NSW - Proudly Australian
Active 7 minutes ago
+ FOLLOW CHAT

Products: 96 Followers: 28
Following: 12 Rating: 4.9 (71 Rating)
Chat Performance: 6% Joined: 27 Months Ago

Home All Products Food Staples Beverages Supplements Oral Care More ▾

New South Wales is a southeastern Australian state, distinguished by its coastal cities and national parks. Sydney, its capital, is home to iconic structures such as the Sydney Opera House and Harbour Bridge.

TOP PRODUCTS See All >

Rank	Product	Price	Sold
TOP 1	YesYouCan Gluten & Dairy Free Plain Flour	\$5.50	10 sold
TOP 2	YesYouCan Gluten & Dairy Free Self Raising Flour	\$5.50	12 sold
TOP 3	Grow Green Tea Matcha Capsule (Matcha Original)	\$19.90	7 sold
4	Source Wellness Natural Elixirs-Energy Boost (Pack of 3)	\$12.00	5 sold
5	Source Wellness Natural Elixirs-Gut (Pack of 3)	\$12.00	8 sold
6	Grow Green Tea Matcha Capsule (Hojicha)	\$19.90	

Uniquely New South Wales
Thank you for your support!

Activat Go to Sel

CASE STUDIES



Price Uniquely New South Wales- Proudly Australian Sort By: Best Match

Rating
★★★★★ And Up
★★★★☆ And Up
★★★☆☆ And Up
★★☆☆☆ And Up

Garlicious Grown Black Garlic Aioli
250 g
\$19.90
ADD TO CART

Matcha Matcha Grow Green Tea Matcha Capsule...
40 g
\$19.90
ADD TO CART

Lovebyt Botanical Dental Floss
50 g
\$12.95

Garlicious Grown Black Garlic White Balsamic Dressing
250 g
\$26.90

FairPrice

Categories Promotions Shopping Lists More

Search for products

FREE delivery above \$59 + \$3.99 service fee

SORT BY Relevancy

FILTER BY Clear all

Country/place of origin

- Australia (62)
- AUSTRALIA (13)

Brand

- NSW- (75)

Price

- \$5 - \$10 (17)
- \$10 - \$25 (23)
- >\$25 (35)

Promotions

- Support Local (75)

Uniquely New South Wales - Proudly Australian
75 products

\$7.00
NSW- YesYouCan Gluten & Dairy Free Red Velvet Mix
450 G
Add to cart

\$5.50
NSW- YesYouCan Gluten & Dairy Free Falafel Mix
200 G
Add to cart

\$21.90
NSW- Living Healthy Calcium 600mg Plus Vitamin D
100 G
Add to cart

\$39.95
NSW- Tropicology Avacado Facial Wash
125 ML
Add to cart

\$12.00
NSW- Organic Blackberry Jam
300 G
Add to cart

\$34.00
NSW- 2020 Nebbiolo Vino Giovane
750 ML
Add to cart

\$5.50
NSW- YesYouCan Gluten Free Savoury Snack Mix
400 G
Add to cart

\$19.90
NSW- Honeylife Manuka Honey
30+ 250 G
Add to cart

\$19.95
NSW- Lovebyt Charcoal & Mint toothpaste
120 G
Add to cart

\$24.95
NSW- Lovebyt Peppermint Antibacterial Mouthwash
470 G
Add to cart

MULTIPLE CHANNELS
Online + Offline

70+ SELLERS
Foreign & Local

200+ BRANDS
Foreign & Local

5000+ SKUs
Foreign & Local

SEVEN DAYS A WEEK
one STOP SERVICES
PRODUCTIVITY

Polish Investment & Trade Agency

Enterprise Singapore

LIM KEE
林記飽點

MESETA
IL CAFFÈ ESPRESSO

ALEX & PHIL
FOOD SHAPING
OUR TOMORROW

ICCS

Italian Gallery

INVEST INDIA
NATIONAL INVESTMENT PROMOTION & FACILITATION AGENCY

RODOWITA
Z ROZTOCZA
PIERWOTNIE DZIKA
SINCE 1995

Ramly

TIMPERIO
dal 1943

NSW GOVERNMENT

Investment NSW

EXPORT PROMOTION OFFICE OF UKRAINE
STATE INSTITUTION

Bebesup
BABY SKIN LAB

VERES

Holistic Way
Health in Harmony...

DITP
Department of International Trade Promotion
Ministry of Commerce, Royal Thai Government

LATIN AMERICAN CHAMBER OF COMMERCE

FOOD
For food that's good.

PALMER'S

Chef Tony's

BUSINESS SWEDEN

s2m GLOBAL

DOCTOR ANYWHERE

gushcloud international
goodfoodpeople

Nature's Superfoods

HEALTHY CHOICE
SUPER FOODS

REVLON

**“If you always do what you always did,
You will always get, what you always got.”**

Albert Einstein

**Rome was not built in a day
& it stands till today...**

Thiban @ BEA





E MARKETING - INTERACTIVE **ASIA**
eCOMMERCE
AWARDS 2021
SINGAPORE

FINALIST

Business Engineers Asia – FINALIST
*** Best eCommerce Fulfilment 2021**

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