Retail Jobs Transformation Map

The Retail Jobs Transformation Map will guide retailers on how to transform for the future. Together, we can create a vibrant, globally-competitive retail ecosystem that excites Singaporeans and global consumers.

Four main trends are driving change and disruption for Singapore's retail sector.

CONSUMER OF THE FUTURE
Shifting consumer preferences, demographics and lifestyles are creating new demands.

NEW RETAIL MODEL
Innovative business models are emerging and current models are becoming more integrated as retailers put customer experience at the centre.

AUTOMATION & DATA
Technology advancements and big data are increasing opportunities for automation and data-driven decision making.

FUTURE-PROOF SUPPLY CHAIN
Increasing complexity and volatility demands more resilient, agile supply chains and distribution networks.

JOBS & SKILLS IMPACT

THREE KEY SHIFTS

Designing multi-dimensional retail job roles
Redesigning job roles to encompass tasks and activities from **across the value chain** to create meaningful work and drive integration

Empowering workers with technology
Creating **higher-value job roles** by using technology to automate repetitive, transactional tasks; this enables workers to undertake more diverse, higher-value tasks using new skills

Putting customers at the centre of job role design
Designing structures, processes and job roles to focus on creating **seamless customer experiences** and adapting to evolving expectations

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The Jobs Transformation Map identifies several emerging jobs and skills and outlines how existing jobs are disrupted.

EMERGING ROLES:
- Sustainability Specialist
- Product Innovator
- Omni-channel Manager
- Customer Experience Manager
- Digital Transformation Manager
- Customer Intelligence Analyst
- Full Stack Developer
- Digital Marketer
- UI/UX Designer

HIGHLY IMPACTED
4 Job Roles
Job tasks are substituted or augmented by technology; with new tasks emerging to replace existing tasks

MODERATELY IMPACTED
10 Job Roles
Existing tasks are complemented or augmented by technology

LEAST IMPACTED
2 Job Roles
Existing tasks remain largely unchanged

EXPERIENCE HIGH IMPACT:
- ▶ Sales Associate
- ▶ Sales Supervisor
- ▶ Merchandising Executive
- ▶ Merchandising Manager

THE WAY FORWARD

Beyond redesigning job roles and reskilling, retailers can take action to rethink how to engage the workforce, measure success and enable growth.

Enhancing the retail Employee Value Proposition

Adopting new workforce & development models
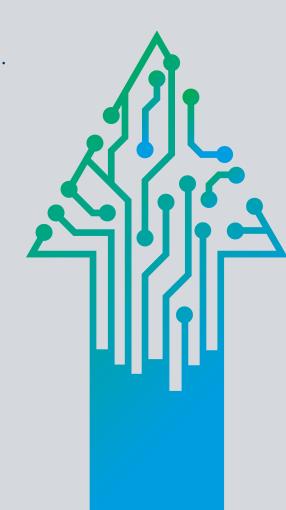
Reimagining how to measure retail productivity

Exploring new ways to "go global"

Various government initiatives are also available to support retailers.

Career Conversion Programme (CCP)
- CCP helps companies to reskill existing or mid-career new hires to develop new capabilities that will allow them to take on jobs in growth areas or redesigned job roles.
- Available CCPs include: CCP for Retail Industry, CCP for SME Executives, CCP for E-Commerce Professional (Supply Chain), CCP for Furniture Industry Talent.

Support for Job Redesign under Productivity Solutions Grant (PSG-JR)
- PSG-JR allows companies to work with pre-approved job redesign consultants to redesign work processes and enhance overall workforce performance.