

Building Business Capabilities

1. What are some of the business challenges that your company are currently facing?

(Participants were allowed to choose more than 1 option, therefore the options do not add up to 100%)



73%

High logistics and transportation costs



57%

High manpower costs



52%

Uncertain global economic environment

High raw material costs (43%), Increase competition in the industry (47%), High rental costs (37%), Lack of productivity technology knowledge (20%) (e.g. automation, robotics), Others (14% - Unfamiliar with foreign markets and market regulations + Challenges in free trade agreements and country Approvals) and Lack of financial resources (e.g. equity, loans) (9%)

2. Which aspect of skills or capabilities development would you like your business to improve on?



74%

Branding and Marketing



66%

Productivity



62%

Innovation

Human Resource (26%), Financial Management (20%) and Standards adoption (14%)

Enhancing Jobs & Skills

3. What are some of the manpower challenges that your company are currently facing?

(Participants were allowed to choose more than 1 option, therefore the options do not add up to 100%)



78%

Difficulty in hiring staff



42%

Lack of employees with the right skills



29%

Difficulty in retaining staff

Lack of time for employees to go for skill upgrading training (28%)

4. Is your company interested to tap on the SME Talent Programme (STP) to employ interns from ITE, Polytechnics or Universities to work on short-term projects?

72% YES

28% NO

Going Overseas / Internationalisation

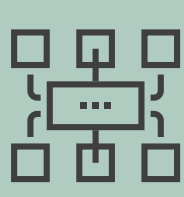
5. Are you currently exporting or planning to export your products overseas?

(Participants were allowed to choose more than 1 option, therefore the options do not add up to 100%)



78%

Yes, we are currently exporting overseas



29%

Planning for export activities in the next few years



13%

No

6. Where are your existing exporting markets?

(Participants were allowed to choose more than 1 option, therefore the options do not add up to 100%)

31%
North America
(USA, Canada)

29%
Europe
(U.K, Germany, Netherlands, France, etc.)

34%
Middle East
(UAE, Qatar, Kuwait, Saudi Arabia, etc.)

5%
Central Asia
(Kazakhstan, Uzbekistan, etc.)

49%
North East Asia
(China, Japan, Korea)

55%
South East Asia

19%
Africa
(South Africa, Egypt, Nigeria, Ghana, etc.)

19%
South Asia
(India, Sri Lanka, Pakistan, Maldives)

(Thailand, Cambodia, Indonesia, etc.)

41%
Oceania
(Australia, New Zealand, etc.)

5%
Central America
(Mexico, Haiti, Cuba, etc.)

19%
South America
(Brazil, Argentina, Paraguay, etc.)

7. Which export market(s) is your company looking at for the next 3 years?

(Participants were allowed to choose more than 1 option, therefore the options do not add up to 100%)

44%
China

43%
South-East Asia

32%
USA

- India (25%)
- Japan (25%)
- Dubai, UAE (22%)
- Australia (21%)
- South Korea (21%)
- Hong Kong (16%)
- Netherlands (11%)
- Others (8%)
Europe, New Zealand, Russia, Africa

8. Which are the areas that will affect your decision to export overseas?

(Participants were allowed to choose more than 1 option, therefore the options do not add up to 100%)



55%

Rules and regulations of that country related to importing of food products



49%

Logistics costs



41%

Customisation of products (labelling / package size / taste)

Production Capacity (ability to meet customers order quantity) (19%), Others: Finding the right distributor, availability of channels to reach out to the target audience, etc (14%)

INTRODUCTION OF SFMA

Established in 1967, the Singapore Food Manufacturers' Association (SFMA) is a professional and active trade association formed by a small group of like-minded local food manufacturers with the purpose of developing and promoting the local food manufacturing industry. Members comprise small family concerns, small-and-medium enterprises, public listed companies, traders and various supplier companies related to food industry.

With close to 400 members, SFMA has evolved into the apex body for the food manufacturing industry of Singapore and is well-recognized and endorsed by Singapore government bodies like International Enterprise Singapore and SPRING Singapore to drive various initiatives under the food manufacturing industry transformation map.