

## JOINT MEDIA FACTSHEET

# Refreshed Industry Digital Plan to Support Retailers in Accelerating Technology Adoption and Driving Business Growth

MR No.: 026/26

Singapore, Tuesday, 26 May 2026

1. Enterprise Singapore (EnterpriseSG) and the Infocomm Media Development Authority (IMDA) launched the **refreshed Retail Industry Digital Plan (IDP)** today, to guide over 2,000<sup>1</sup> SME retailers on their digital transformation efforts. The launch was announced by Ms Low Yen Ling, Senior Minister of State for the Ministry of Trade and Industry and the Ministry of Culture, Community and Youth at the event *Retail Reimagined – From Now to Next*, organised by EnterpriseSG to bring retail ecosystem players together to shape the future of retail transformation.
2. Since its launch in 2017, the IDP has provided SME retailers with a step-by-step digital roadmap, starting with foundational tools and progressing towards more advanced solutions. The impact of digital adoption has been evident, with retailers citing reduced operating costs, increased market share, and revenue as key benefits. However, while the roadmap has been effective in driving initial adoption – with over 75% of SMEs adopting entry-level solutions and 45% intermediate ones – findings from IMDA’s 2025 annual survey for the retail sector suggested that adoption of more advanced solutions remained limited.
3. At the same time, Singapore’s retail sector faces growing pressures, including rising operational costs, manpower constraints, and intensifying global e-commerce competition. As technologies mature, customer acceptance of new retail formats grows, and more proven use cases emerge, the rapid advancement of artificial intelligence (AI) and new

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<sup>1</sup> Source: Singapore Department of Statistic, 2024 and Annual Survey on IDP conducted by IMDA in 2025. According to the survey, 88% of enterprises are keen to adopt at least 1 sector specific solution in 2026. Figures refer to retail companies classified under the Retail SSIC codes (exc. 473 and 478) with annual revenue between \$1 million and \$100 million multiplied by 88% (2381 x 88% = 2095).

retail technologies presents an opportunity for retailers to address these challenges and strengthen their competitiveness. Together, these developments made a refresh of the IDP both timely and necessary.

4. To address these evolving needs, EnterpriseSG and IMDA have worked closely with SMEs and industry partners, including the Singapore Retailers Association, Singapore Fashion Council, and Singapore Furniture Industries Council to understand the pain points and business needs that have emerged since the launch of the current IDP.
5. The refreshed IDP aims to strengthen the resilience and competitiveness of Singapore's retail SMEs through two key shifts in approach:
  - a. IDP reorganises solutions around business touchpoints, covering the full spectrum of front-of-house, back-of-house, and corporate operations, moving away from the previous approach of segmenting solutions by stages of digital readiness. This makes it easier for retailers to identify specific pain points across their operations and find the right digital solutions to address them.
  - b. IDP expands its suite of solutions to include a greater emphasis on AI-powered and AI-enabled technologies across all business touchpoints. Recognising that many SMEs lack clarity on how to apply AI effectively, the refreshed IDP guides retailers in adopting these solutions – ensuring they are equipped to harness technologies that are critical to staying competitive. Key AI-enabled solutions include:

#### **Front-of-House – Customer Experience**

- i. In-store or Online AI Concierge and GenAI Customer Engagement Chatbot for retailers seeking to elevate in-store and online customer engagement through personalised support and recommendations.

#### **Back-of-House – Operations**

- ii. Demand Forecasting for retailers seeking to optimise inventory management and make informed business decisions through data-driven insights and predictive analytics.

#### **Corporate Solutions**

- iii. GenAI Marketing & Sales Content Generation and GenAI Digital Training System for retailers looking to run their business more efficiently. These AI tools help reduce manual workload and free up staff for higher-value work. Homegrown florist Far East Flora, for instance, cut content production time by an estimated 50% after adopting a GenAI Marketing and Sales Content Generation solution.

6. To help businesses safely digitalise, a Cybersecurity and Data Protection Roadmap has also been included in the refreshed IDP, to provide practical guidance and measures for SMEs to adopt solutions to protect their systems and data. Companies can have access to cybersecurity toolkits and cybersecurity solutions such as Integrated Anti-malware, Firewall and Backup, and Secure/Protect (Firewall).
7. Beyond technology, retailers are encouraged to invest in job redesign and reskilling to ensure their workers are equipped to make the most of these tools.
8. Retailers can work with EnterpriseSG and Workforce Singapore<sup>2</sup> to develop integrated enterprise and workforce transformation plans that maximise impact for both their business and their people.
9. Retail businesses can visit the SMEs Go Digital platform at <https://smesgodigital.gov.sg/web/retailIndustrydigitalplan> for more information on the refreshed Retail IDP.

## **Annex A: Retail Sector Overview and Quotes for Media Reporting**

## **Annex B: Company Profiles**

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<sup>2</sup> Workforce Singapore will be merged with SkillsFuture Singapore to form Skills and Workforce Development Agency.

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### **About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development.

We partner committed companies to build capabilities, innovate and go global. We drive growth – empowering local businesses and shaping industries, anchoring Singapore as a trade and startup hub, and establishing trust in our products through quality and standards.

We're here, for wherever you're growing. Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.

### **About Infocomm Media Development Authority**

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation by developing a vibrant digital economy and an inclusive digital society. As Architects of Singapore's Digital Future, we foster growth in Infocomm Technology and Media sectors in concert with progressive regulations, harnessing frontier technologies, and developing local talent and digital infrastructure ecosystems to establish Singapore as a digital metropolis.

For more news and information, visit [www.imda.gov.sg](http://www.imda.gov.sg) or follow IMDA on LinkedIn (IMDAsg), Facebook (IMDAsg) and Instagram (@imdasg).

## **Retail Sector Overview**

- As of 2023, the Singapore Retail sector consists of over 27,500 enterprises, comprising both globally competitive SMEs and large homegrown firms. The sector output reached S\$ 42.2 billion<sup>3</sup>.

### **Quotes for Media Reporting**

**Ms Jeannie Lim, Assistant Managing Director, Services & Growth Enterprises, EnterpriseSG**

“The refreshed Retail IDP reflects our commitment to helping local retailers stay competitive in an increasingly dynamic and technology-driven landscape. By focusing solutions around key business needs and emphasising AI-powered technologies, we are making it easier for retailers to identify pain points and adopt the right digital solutions. Through strong industry partnerships, we are ensuring that businesses have the relevant support they need to embrace these technologies and build new capabilities to thrive.”

**Mr Johnson Poh, Assistant Chief Executive, Enterprise Transformation and Innovation Group, IMDA**

“IMDA is here to support SMEs in the retail sector to stay competitive, enhance productivity and retail operations through digital. The refreshed Retail IDP is designed as a dynamic and intuitive guide to help SMEs in the sector tackle their business challenges with ease through digital. By adopting a problem-centric approach, the IDP allows SMEs to easily identify the right digital solutions that can directly address their unique business challenges such as intensifying global e-commerce competition, evolving customer expectations, and the need to innovate on business models to drive top line growth and deliver personalised customer experiences.”

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<sup>3</sup> Source: Singapore Department of Statistic, 2024

Company profile	
Name	Far East Flora Holdings Group
Details of Business	Far East Flora Holdings is a Singapore-based floriculture group that has grown from a small family business into a major wholesaler, retailer, and importer of flowers, plants, and garden products. They also operate FarEastFlora.com, one of Singapore's leading online florists.
Write-up	<p>Across its various business units, the group faces distinct challenges at different business touchpoints.</p> <p><u>Self-checkout System</u></p> <p>At the front-of-house, Far East Flora's flagship store at Clementi has implemented <b>self-checkout systems</b> to streamline operations, resulting in a 30 to 40% reduction in cashiers' workload. The initiative reduces cashier workload and queue waiting times, while freeing up staff from cashier counters to focus on ground-level customer service.</p> <p><u>GenAI Digital Marketing &amp; Generative AI Marketing and Sales Content Generation</u></p> <p>As an online platform, FarEastFlora.com faced constant pressure to produce marketing content – from campaign visuals and social media posts to advertisements – across a wide range of products. This was a challenge especially during festive periods where turnaround time is critical.</p> <p>To address this, the company adopted an <b>AI-assisted Digital Marketing</b> solution to improve search engine marketing performance and campaign management. With the same marketing spend, FarEastFlora.com achieved an estimated 5% to 10% increase in returns, since the solution allows them to sharpen audience targeting and significantly reduce manual effort involved in monitoring and adjusting digital advertising. They have also leveraged <b>Generative AI Marketing and Sales Content Generation</b> solution, achieving an estimated 50% reduction in content production time.</p> <p><u>GenAI Digital Training System</u></p> <p>At the corporate level, FarEastFlora.com faced challenges in training and onboarding florists. Classroom-based sessions were typically conducted during office hours, requiring staff to be taken off the shop floor and directly impacting operational output. To address this, the company adopted a GenAI <b>Digital Training</b> system, delivering training materials in short modules of 10 to 15 minutes via a mobile microlearning platform. This allowed florists to complete training flexibly, replacing full-day classroom sessions and minimising disruption to day-to-day operations.</p>

## Company profile

Name	The Canary Diamond Co.
Details of Business	The Canary Diamond Co. is a Singapore-based fine jeweller specialising in diamonds and precious gemstones.
Write-up	<p><u>GenAI Digital Training System</u></p> <p>Like many boutique luxury retailers, The Canary Diamond found it particularly challenging to hire strong sales talent and recognised that not everyone has the natural aptitude to become an effective salesperson. Hence, in partnership with Nanyang Polytechnic through the AI Catalyst Programme supported by Enterprise Singapore, the company developed a GenAI digital training system to support their sales assistance when engaging customers. Through a simple voice command on their personal device, sales personnel can instantly access real-time inventory levels, product information, and AI-generated recommendations on how to best present each product to customers. This equips sales staff with the knowledge and confidence to serve customers better, delivering a more informed and seamless shopping experience.</p> <p>The system also supports ongoing staff development. Sales staff can receive immediate feedback with a confidence score on their sales pitch, enabling real-time improvements. Supervisors can identify the habits and techniques of top performers using data collected from each staff member and translate these into practical learning points for monthly training sessions.</p>