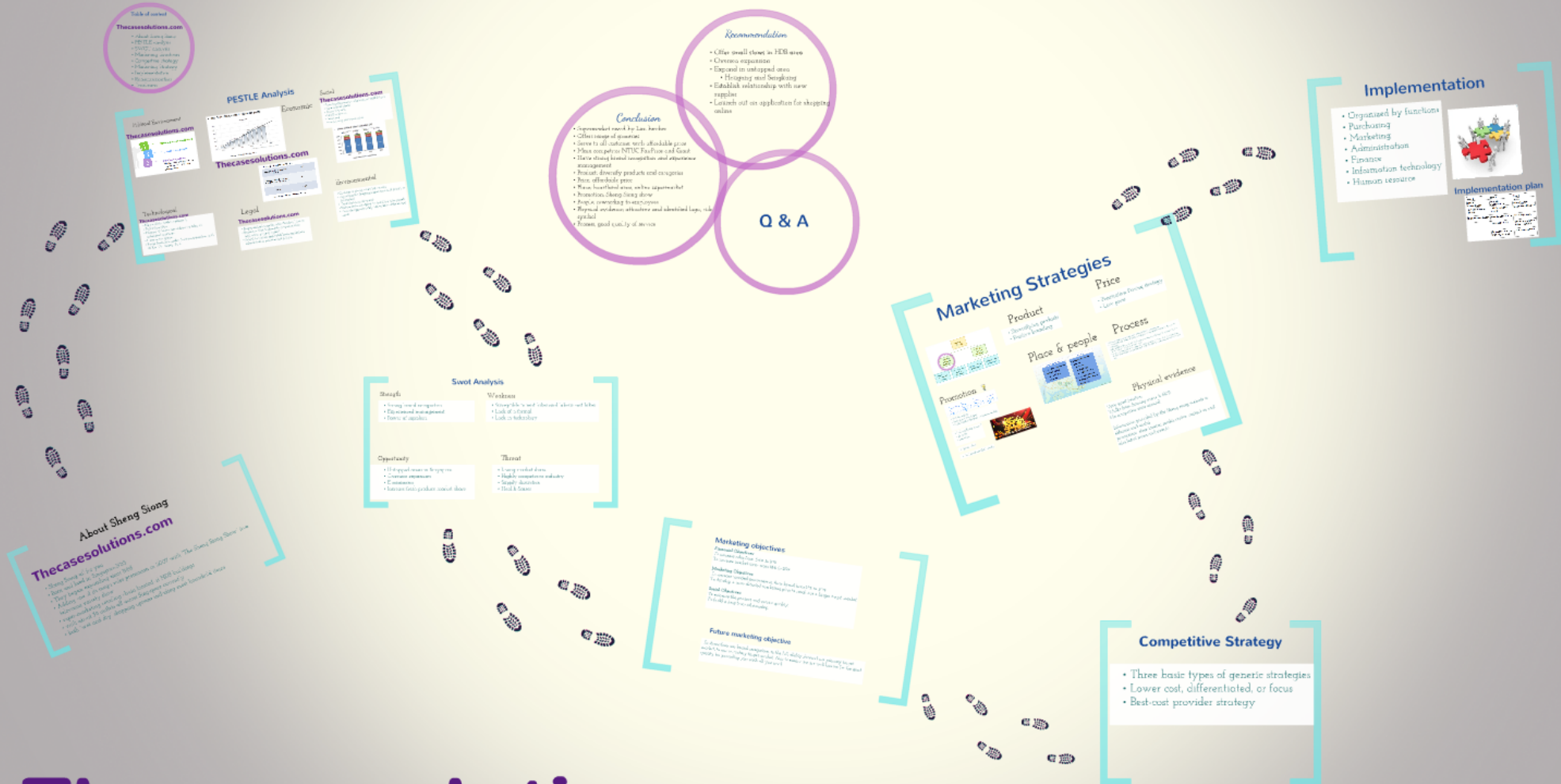
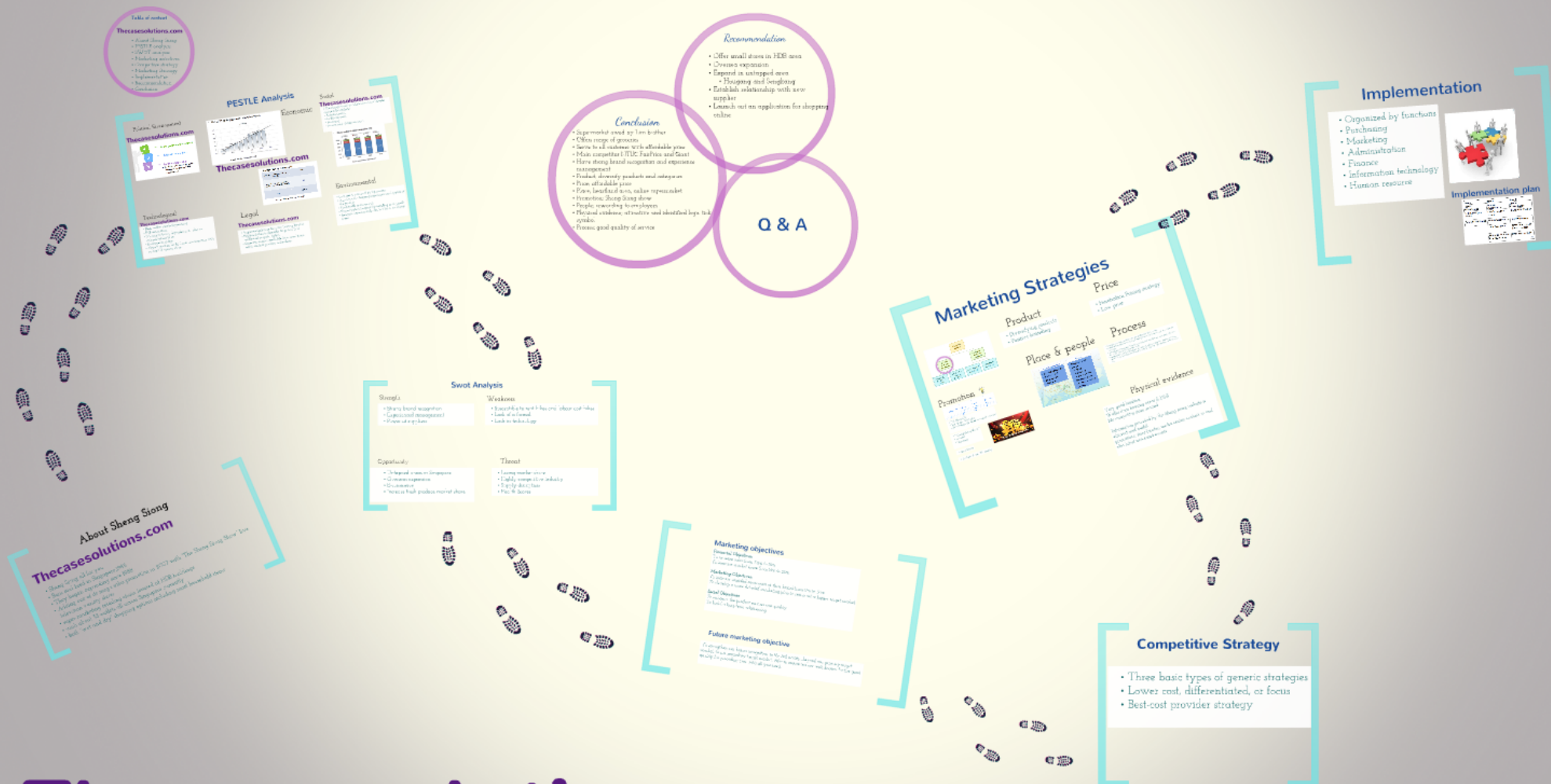


Sheng Siong Supermarket: Building and Sustaining Competitive Advantage



Thecasesolutions.com

Sheng Siong Supermarket: Building and Sustaining Competitive Advantage



Thecasesolutions.com

Table of content

Thecasesolutions.com

- About Sheng Siong
- PESTLE analysis
- SWOT analysis
- Marketing objectives
- Competitive strategy
- Marketing Strategy
- Implementation
- Recommendation
- Conclusion

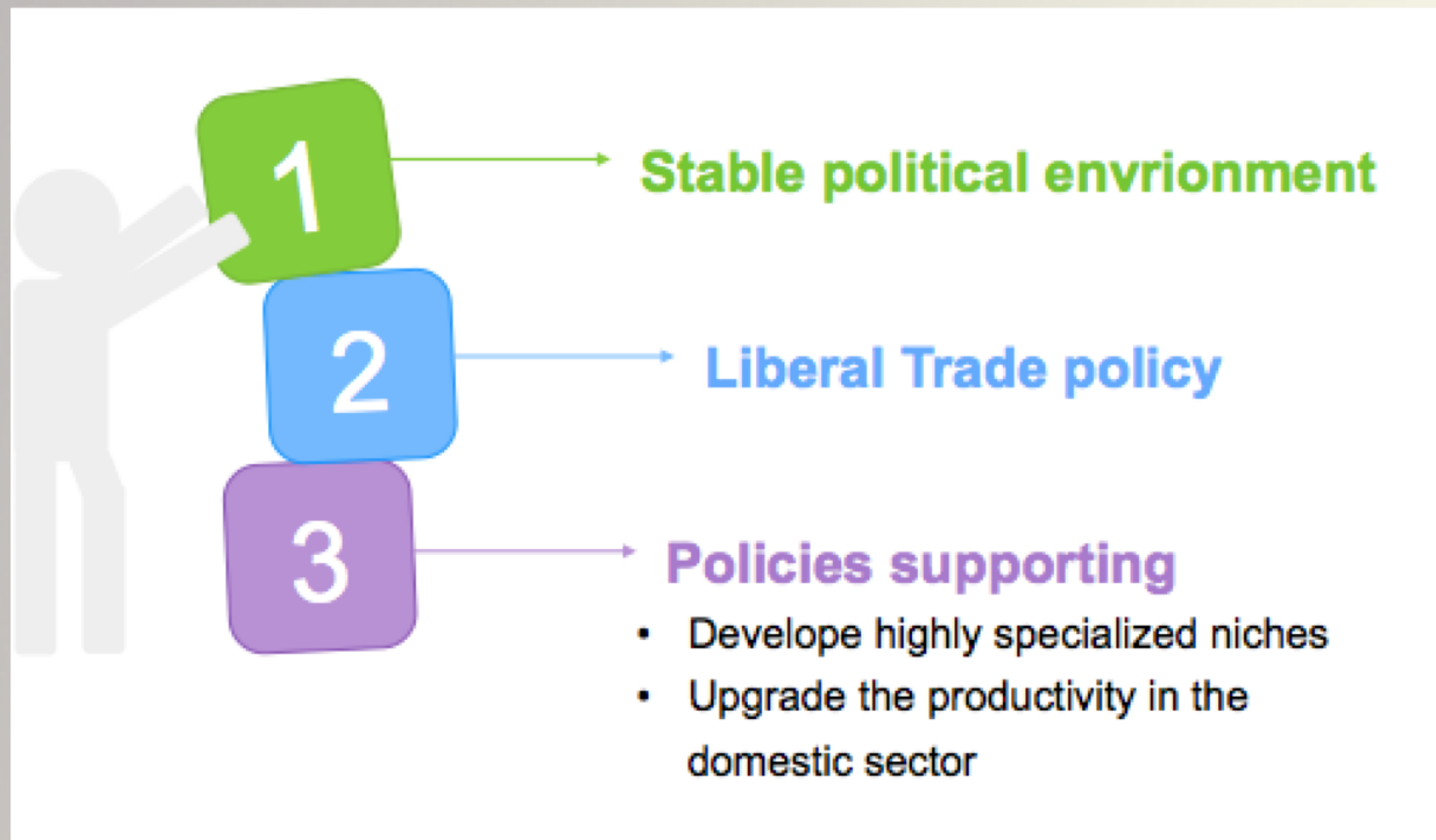
About Sheng Siong

Thecasesolutions.com

- Sheng Siong all for you
- Born and bred in Singapore, 1985
- They began expanding since 1988
- Adding one of its mega sales promotion in 2007 with “The Sheng Siong Show” live television variety show
- super-marketing retailing chain located at HDB buildings
- with about 38 outlets all across Singapore currently
- both “wet and dry” shopping options including most household items

Political Environment

Thecasesolutions.com



- The GDP of Singapore in recent ten years



Source: Trading Economics 2015

Economic

Thecasesolutions.com

- Average Monthly Expenditures

| | |
|---|--------|
| Average monthly Expenditures (total \$) | 4724 |
| Average monthly Expenditures (Food & Food serving Services \$) | 1188 |
| Ratio | 25.15% |

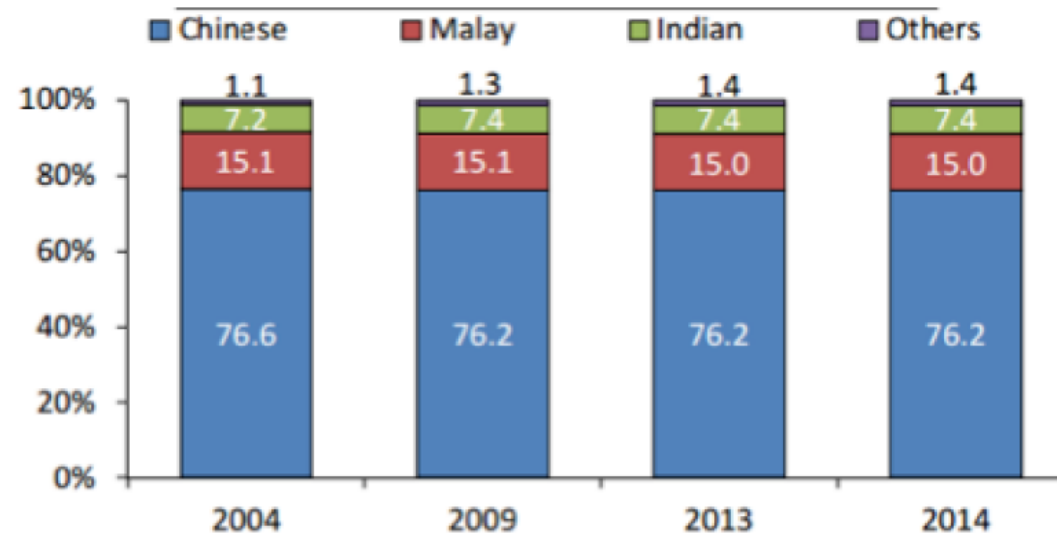
Source: Household Income and Expenditure 2013

Social

Thecasesolutions.com

- The changing consumer behaviours and lifestyles
- more individualistic,
- brand conscious,
- health conscious,
- discerning
- remain very status conscious.

- Ethnic profile of citizen population (%)



Source: Department of Statistics 2014

Technological

Thecasesolutions.com

- New outlets (without presence)
- Full automation
- Moving its heavy dependence on labor to automated machines
- E-commerce system
- Mega Promotion Lucky Draw in conjunction with its live TV variety show

Legal

Thecasesolutions.com

- Singapore Exchange Securities Trading Limited
- Registered their trademarks (to protect their intellectual property rights)
- Subject to various applicable laws, regulations, administrative practices and policies