



International marketing

The analysis of Singapore

Group one

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Add family names
and date



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Introduction

by pouring water
over it

Seattle **Spacial** Roast Drip Coffee is a kind of drip bag coffee, which is transform from **pour over coffee**. Its characteristic is that it contains the fun and flavor from **pour over coffee**. Also is much more convenience when you don't need the **special equipment**.

Our report analysis the economy and culture in Singapore, our target market, which can help us to better sell us product.

Objectives

1. To know more about the economy and culture form out target market.

2. To learn more about the relationship between coffee and **Singaporeans**.

Why this huge
gap?

A week in the life of the target customer

The unique lifestyle of Singapore, shaped by its local culture, politics, economy, and so on, corresponds to various occasions where our products can be integrated. Therefore, we categorize this section into two groups: lifestyle and location.

Lifestyle

In Singapore, people have an early morning routine. They typically start their day with a cup of hot coffee for breakfast¹. And they lead a relatively fast-paced lifestyle. Therefore, using drip filters to make coffee enables them to enjoy the unique taste of coffee while also saving time and energy.

Why does the font change?

In the afternoon, it is common for people in Singapore to enjoy afternoon tea, which can be a refreshing beverage or paired with desserts. Coffee is often their beverage of choice.

In the evening, many people stay up late due to work or academic demands. Overtime is common in busy work environments², and students face significant exam pressure, particularly in Singapore³. As a result, many people crave coffee late at night. Thus, affordable and convenient drip filter coffee meets the needs of both office workers and students.

Good direction here
However, do not forget that Singapore is multi-cultural - so who is doing this?

Locations

- Kopitiam⁴ (coffee shops)

Kopitiam is a ubiquitous cultural phenomenon in Singapore. Singapore's coffee culture is heavily influenced by it, which offers coffee, tea, and simple fare. They are also considered important social gathering places, where people often meet with friends and family. They can also offer drip filter coffee to those who wish to enjoy coffee in different locations.

¹ <https://reurl.cc/Y8b1pl>

² <https://sbr.com.sg/hr-education/news/working-dogs-98-singapore-employees-work-overtime>

³ <https://www.bbc.com/zhongwen/trad/45918246>

⁴ https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1716534

- Workplace

Singapore's industry is primarily based on the service sector⁵, and employees can enjoy drip filter coffee in their offices while working. It is an ideal time for a caffeine boost, whether in the morning, afternoon, or evening.

- Hawker Center⁶ ✓

Hawker centers are popular spots for locals to purchase food and enjoy meals, including late-night snacks. They offer drip filter coffee as a product for office workers who want to take it back to their workplace.

- Department Stores

Singapore has numerous department stores. People in Singapore lead fast-paced life while valuing their quality of life. They enjoy spending their leisure time in department stores. Therefore, high-quality and unique drip filter coffee products are sold at a higher price point to customers who value coffee quality.

- Airports and airplanes

Due to its favorable policies and geographic location, Singapore has experienced robust development in international trade, resulting in an increase in demand for business flights. Changi Airport is Singapore's largest airport and a well-known transit hub, with a throughput of 68.3 million passengers in 2019⁷. Singapore Airlines is one of the top five best airlines in the world. As a result, many business people at the airport require coffee, which can be provided on the plane or at the airport through drip coffee. Airport shops can also sell drip coffee as souvenirs, meeting the needs of business customers. In addition, the uniqueness of this location can also expand its customer base.

Singapore's economic analysis

A heading cannot be at the bottom of a page

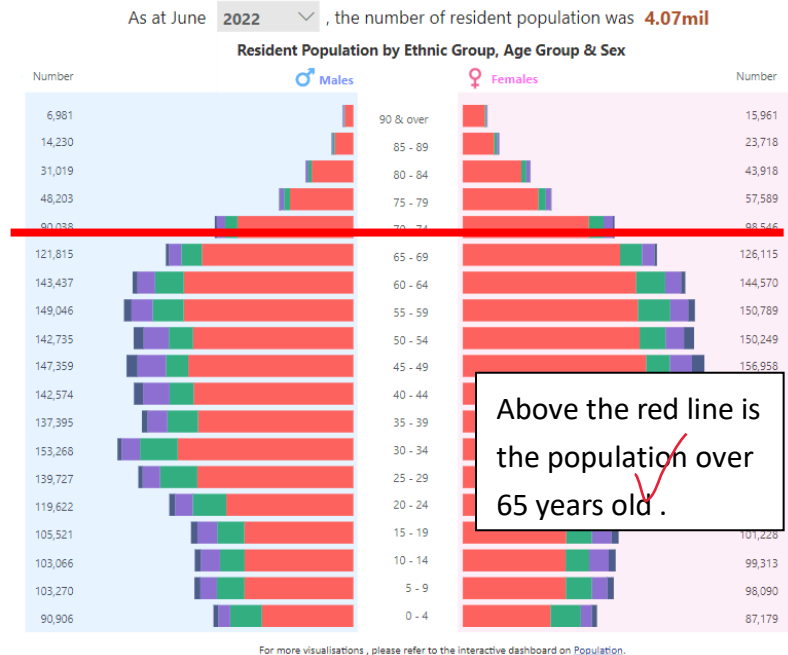
⁵ [Economic Survey of Singapore 2022 \(mti.gov.sg\)](https://mti.gov.sg)

⁶ <https://www.visitsingapore.com/editorials/the-street-food-of-singapore/>

⁷ <https://reurl.cc/Q4gdA9>

Population

Singapore's population totals was 5.64m⁸ (~ 2022.6) . According to the definition of the World Health Organization, the population over 65 years old accounts for more than 7% of the country, which is an aging society⁹. The data about age & sex distributions can show a phenomenon that Singapore has been to

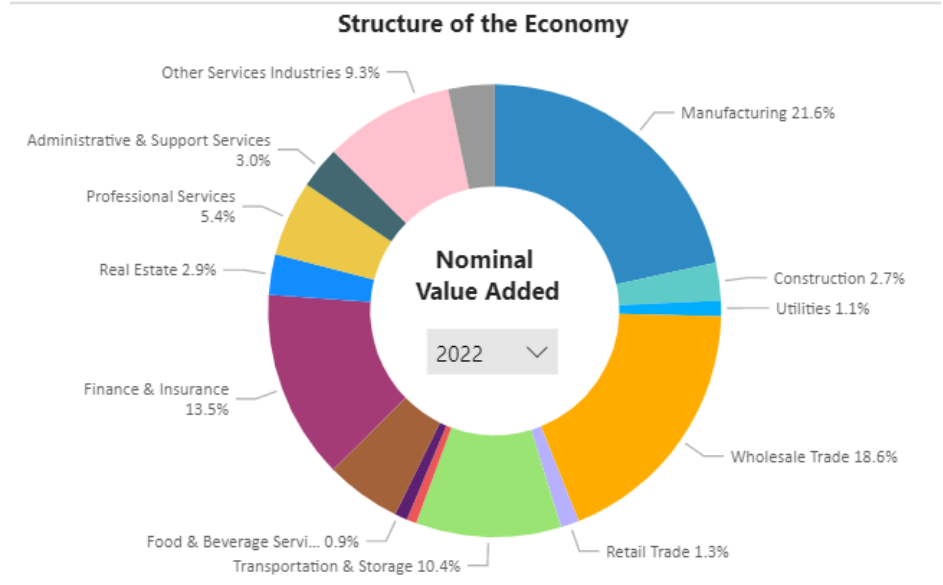


an aging society. Human resources and elderly care policies will be important issues that the Singapore government needs to pay attention to .

A figure title, source and reference in the writing

Economic statistics and dominant activity

Gross National Product in Singapore was 539955.30 SGD Million in 2022 ¹⁰, this brings Singapore's per capita



⁸ Singapore Department of Statistics (DOS) Website
⁹ <https://www.who.int/news-room/fact-sheets/detail/ageing-and-health>
¹⁰ <https://tradingeconomics.com/singapore/gross-national-product>

income to at least S\$114,165¹¹ .Among all industries, the top three most profitable are: manufacturing 21.6%, wholesale trade 18.6%, finance and insurance 13.5% .

Currency & trade restrict Will this affect you?

The legal currency used in Singapore is the Singapore dollar, which also be called SGD . And the exchange rate is about 1SDG=0.75USD=23.02TWD¹² .

If people want to engage in trading activities in Singapore, the following is a brief introduction on import and export taxation¹³ :

Import → Adopt the commodity coordination system, and more than 99% of imported goods are exempt from tariffs. Intoxicating liquors, tobacco products, motor vehicles, petroleum products and biodiesel blends other than the following goods may be subject to GST .

Export → No GST and tariff to be paid .

Font changes. . .
Use bullet points
here

Distribution channels

Retailing is currently one of the largest industries in Singapore. Although the global COVID-19 pandemic has restrained the market growth, the growth of the internet has made e-commerce platforms the preferred choice for people to purchase food & beverages, cosmetics, clothing & footwear, accessories, and furniture¹⁴. The above fields have become high-yield fields for e-commerce platforms during the epidemic.

The main payment methods ¹⁵used by Singaporeans are: credit cards, cash, digital/mobile wallets, etc.

avoid etc

Due to the developed network system and high national average income, Singaporeans have relatively high purchasing power, which has become the driving force of the local market . However, the retail market is becoming saturated and it is difficult for new brands to break through, which also makes merchants fear . . ?

Cultural analysis ↘

¹¹ <https://www.singstat.gov.sg/publications/reference/singapore-in-figures/economy>

¹² <https://www.oanda.com/currency-converter/zh/?from=EUR&to=USD&amount=1>

¹³ Singapore Customs Website

¹⁴ <https://www.mordorintelligence.com/industry-reports/retail-industry-in-singapore>

¹⁵ <https://inai.io/blog/top-payment-methods-in-singapore-that-your-business-needs-to-know>

Location

Singapore is a city island in southeast Asia and city countries, located in the southernmost tip of the indochina peninsula, guarding the southern end of the sea gorge export, located in the south of the Singapore strait with Indonesia, the north of the strait from Malaysia, and with new soft long dike and the second channel two Bridges connected between the new horse. Singapore is composed of 63 islands including Singapore Island, covering an area of 728 square kilometers. It is known as a garden city because of its high degree of greening.



Climate

Singapore is located in the tropical zone, controlled by the equatorial low pressure belt. It is an equatorial rainy climate, with long summer without winter. The annual temperature difference and daily temperature difference are small, and the annual average temperature is between 24 degrees Celsius and 34 degrees Celsius.

Group / individual society

Singapore is a collectivist country, mainly because of the large number of Chinese in Singapore, who are deeply influenced by Confucian culture. And the Confucian culture tends to be collective. And Singapore is mentioned to prevent the erosion of Western individualism on people in Singapore, which he believes would lead to young people attach too much importance to individuals and not want to serve their country.

Source
You could use
Hofstede -- that is
in our reading here

Mono / multicultural

¹⁶ 新加坡 - 维基百科 · 自由的百科全书 (wikipedia.org)

Singapore¹⁷ is also a multicultural society with a majority of Chinese. Most Singaporeans speak in at least two languages, English and their mother tongue. It also has to do with Singapore being a big trade port and economic center

Diet and nutrition

Yes - more detail
so multi-cultural

Due to the strategic position of Singapore, Singapore cuisine reflects the ethnic diversity of Singapore culture originated in Malaysia and is the product of the century-old cultural interaction. Food is mainly influenced by the local Malays, coupled with the immigrant traditions from China, Indonesia, India, Perchinanakans, and the Western (especially English and some Portuguese-influenced Eurasia, known as Keith) brought from 19th century Britain. The local food culture also exists in other areas, such as Sri Lanka, Thailand, the Philippines, and the Middle East. In Singapore vendor stalls, chefs with Chinese backgrounds, influenced by Indian culture, may try a variety of condiments and ingredients, turmeric, and shortening, while Indian chefs may also offer fried noodles, but some Indian chefs do not offer pork and beef.

Typical meals

With ¹⁸the influence from various countries, it is enough to show the phenomenon of globalization and further influence Singapore cuisine. local food Shrimp noodles, laksa, Hainan chicken rice, pork bone teh, fried kitiao, satay, coconut rice, chili crab, coffee coconut toast, black coffee, crab rice noodles, meat noodles, etc.



¹⁷ 【龚群】新加坡的道德价值取向 (zhhexueshi.com)

¹⁸ 新加坡 - 维基百科，自由的百科全书 (wikipedia.org)

Summary form

What is important to you from the economic analysis?

1. Ethnicity would impact the cultural mode .
2. High revenue society can afford high price goods than low revenue
3. The prosperity of major economic activities and tourism is related to the prosperity of the country's economy .

Well that seems fairly obvious right. If I have lots of money I can buy a Mercedes Benz. If I have less money then I can only afford a Kia

What is important to you from the cultural analysis?

1. History that create this culture or make traditional
2. Where most of people come from the proportion
3. GAP between the rich and poor. If is to high , I think it can make so many different between poor and rich aria
4. Economic situation in last decade, it can make culture change quickly

I do not follow any of these points. Please re-read them yourselves

How might the customer make your product part of their lives?

1. We can launch a coffee mate bundle , which contains various seasonings that nanyang people are used to add in coffee .
2. We can take the middle and high end route when pricing, with the use of higher quality and grade coffee beans and better packaging.

Disposal of coffee pods

Drip coffee pods are convenient, but they are easy to make an environmental concern. Opinions vary on whether drip coffee pods can be recycled. From the perspective of composition, it can be divided into three parts: aluminum foil, non-woven bag and coffee powder. Except for coffee powder, other materials are non-recyclable. Here are some ways to recycle coffee powder: dehumidifier, deodorized coffee grounds takeaway cup .

NCUE, - FEEDBACK, CLASS PRESENTATIONS

THE GROUP YOU ARE ASSESSING:		Save your file. Use this format: group being assessed your group.doc So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.	
SEMAJ			
YOUR GROUP NAME:			
INSTRUCTOR			
A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clearly supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

5%	5%	5%	5%
<p>Comments (space will expand as you type)</p> <p>Good start - clear</p> <p>Do not forget date on the first slide</p> <p>Contents = Agenda - this is something I mentioned in class already</p> <p>Five point six four million or about five point five million</p> <p>Animate the points - bring them in bit by bit</p> <p>That is all I want to say about . . . Now Bill will continue the presentation</p> <p>Try not to jump between presenters too often -</p> <p>aria = area</p> <p>Slum - in Singapore? This is not possible in Singapore and suggests a lack of connection with the country</p> <p>de-hu-mid-i-fier</p> <p>Report: The report covers some detail on the economy and culture of Singapore. However, it is not well integrated and particularly the summary is not clear. For example, from the cultural analysis surely you can see: Singapore is a multi-ethnic (or multi-cultural) society. The main groups are . . . (First point) . . .</p>			

NCUE, - FEEDBACK, CLASS PRESENTATIONS

The format is also careless with a huge gap at the start and then numerous font changes. It would have also benefited from a richer set of sources of information. You need to dig deeper to get your project moving.

79% (group grade)

Grade (%) 20%