

**Business Case: Optimizing Island-Wide Deliveries and Operations for OMO to Hawker Centres**

**General Information**

Yang Kee Logistics Pte Ltd would like the teams to conduct fact finding, research on the challenges and provide a solution with the objectives to propose and recommend ideal business model based on optimisation of resources with the One Man Operator selling products to the hawkers.

The items under the study includes any items related to the hawker's requirements such as sauce, noodles, Eggs, food items and related products. They are all mostly sold as loose items. The distribution and delivery can be done in pieces. Hawkers order the goods direct and may expect same-day delivery.

Currently, the OMO either own or lease a truck to contain their inventory and would drive to a hawker centre to provide their services to the stall owners. A larger OMO operations would be whereby they would have a dedicated unit at a hawker centre selling supplies and ingredients to nearby hawker operators, usually with just 1 or 2 assistants. They would usually conduct transactions in cash and manually handle inventory.

**Issues Encountered**

For the team to discover and research what are the challenges. Some of it may be as follow:

1. Cost of operations – Vehicle and inventory, rental, cost of goods, manpower etc
2. Sustainability – Many OMOs are individuals running their operations alone.
3. Payment Method – Cash. Government is pushing toward cashless payment for the hawker and consumers
4. How to efficiently leverage on digitalisation to scale business, lower cost, operate business in a more efficient manner

**Requirements**

It would be good for the team to suggest some form of digital platform that can help save time and cost for all parties. Also, by lowering or maintaining the cost base helps to ensure our hawker heritage continues to be sustainable for Singaporeans to enjoy good quality food at a very affordable price.

Any other form of digital solutions are welcomed to solve this above issues encountered.

**Open House**

The Open House will be on: 29<sup>th</sup> Apr 2019, 10.30am  
30<sup>th</sup> Apr 2019, 10.30am

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***Team leader to send email to the contact person in advance regarding the number of persons going to the open house.***