

# YOUR UPCOMING CHALLENGES



## Standing out in the market

Singapore's F&B scene is extremely competitive. Good food and/ or ambience will not guarantee continuous patronage to an outlet as new concepts and eateries are sprouting up every day. Have a unique selling point to capture as much of the market as possible.



## Cost

The three main recurring costs of an F&B business are rental, manpower and ingredients. Allocate and manage these costs properly and carefully to keep your profits healthy.



## Staffing

Singapore is facing a perpetual manpower shortage in the service sector. Have a robust HR policy and good recruitment and retention strategy. Consider adopting a manpower-lean format right from the start.



## Relevance and sustainability

Our world today faces rapid changes in trends, consumers' tastes, technologies and also the way to do business. Be ready to embrace these changes and keep up with them accordingly. Instead of viewing new trends and technologies as threats, adopt and adapt!