



# Survey Results for eHomemakers' Expansion into Singapore

Prepared by:

Kho Zi Hui | Lim Ming Hao Wilfred | Wong Min Qi | Woon Tien Yuan

From NUS Business School

## Imperative for Expansion into Singapore

---

With its **higher GDP per capita, stronger exchange rate**, as well as the fact that Singaporeans are expected to be **willing to spend more on quality products with a social cause**, the Singapore market offers a lucrative opportunity for eHomemakers to tap into. In addition, as social entrepreneurship is more widely accepted in the country, **eHomemakers can expect to be better received in Singapore and also learn** from existing successful social entrepreneurs.

## Results of Market Research in Singapore

---

To better understand consumers' perceptions, beliefs, attitudes and opinions towards the concept and sale of eHomemakers' eco-friendly hand-woven baskets in Singapore, the team conducted **4 focus groups** for NUS students and staff (with 8-10 participants per session) and gathered **212 survey responses** from the general public.

The key findings from the market research in Singapore are as follows:

1. As the **level of awareness of such baskets was low** in Singapore, it implies that the team must put in extra efforts to **raise awareness among Singaporean consumers**.
2. Baskets' **usefulness, design and durability** are the top three attributes that influence consumers' purchase decisions. A majority of the respondents indicated that they are more likely to use these baskets to store items. Thus, the **functionality of the baskets must be highlighted** when promoting baskets to Singaporean consumers.
3. The top 5 favourite baskets are **Stationery Holder, Napkin Holder, Loose Change Basket, Nyonya Basket, and Pinocchio Shoe**. These items can be expected to generate more sales as compared to the other basket items.
4. As most respondents indicated that they would only purchase once, the **highest possible revenue should be captured in the first sale** in order to gain maximum value from each customer.
5. As the prices consumers were willing to pay varied greatly from the actual prices, **baskets may be perceived to be over-priced**. This implies that it was most important to **highlight the meaningful impact behind every purchase**, since the survey results indicated that the strongest motivation for Singaporeans to pay more for these baskets lies in the underlying social cause of helping disadvantaged women.
6. The preferred channels for selling these baskets are in **shopping malls, Art & Craft novelty stores and booths in school or bazaars**.

7. As compared to students, **staff were more willing to buy the more expensive items** given their higher disposable income.

## Pilot Phase

---

Other than the market research findings, eHomemakers can also benefit from the key initiatives that the team implemented as a pilot phase in entering the Singapore market. The team has managed to raise awareness of eHomemakers among Singaporean consumers through:

1. **Basket sales in Reedz Café**, a popular hangout for students in the Mochtar Riady Building of NUS Business School,
2. A Salaam Wanita **Facebook Page**,
3. A **blog post by a celebrity blogger** in Singapore, Beatrice Tan,
4. **YouTube videos** documenting the tedious back-end process behind the Salaam Wanita Baskets Project,
5. **Email blasts** to the NUS population, and
6. **Short publicity talks** after class lectures in NUS Business School.

In addition, the team also contacted several social enterprises in Singapore for possible collaborations, which eHomemakers can liaise with for its market penetration efforts into Singapore.

## Moving Forward

---

At the end of this practicum, the team has built the foundation that eHomemakers needs for further expansion into Singapore. Through the market research conducted as well as the pilot test phase, it can be observed that there continues to lie a potential in the Singapore market for such eco-baskets.

To move forward, both the company and the team strongly believe that the key to a successful and sustainable business lies in finding **a long-term strategic partner based in Singapore**. This partner will help to link up with the eHomemakers headquarters in Kuala Lumpur and facilitate transportation of these eco-baskets from Malaysia to Singapore. More importantly, this partner will also be in charge of marketing these baskets to reach out to the larger Singapore market.

At the same time, the NUS team will continue to support eHomemakers in raising greater awareness of these baskets in Singapore.

*Disclaimer: The above findings are extracted from a full report generated and published for academic purposes under NUS, and for sole usage by eHomemakers only.*