Presentation on Smart E-Commerce Centre

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Bridging Innovation and Learning in TVET (BILT) project

TVET themes: Digital and Green transformations; entrepreneurship; migration

Bridging events
2022 - Africa

Innovation work
41 Innovation & Learning Practices
- Use of Ed Tech
- Integrating digital skills into TVET

Learning work
- Learning Labs: VR platforms;

TVET themes: Digital and Green transformations; entrepreneurship; migration

Europe
Africa
Asia and the Pacific

implemented by

with support of

and sponsored by

BILT Learning Lab: H2Skills - training development for the hydrogen economy
The BILT Agenda - 2025

**Commitment 1:**
Strengthen partnerships between Europe, Africa and Asia-Pacific (‘Bridging’)

**Commitment 2:**
Foster Innovation and Knowledge Generation

**Commitment 3:**
Reinforce Learning and Capacity Building

**Commitment 4:**
Spotlight the Dual Transition by examining their implications on ‘New Qualifications and Competencies’ in TVET in relevant sectors

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TP SMART E-Commerce Centre

The centre allows students to experience first-hand the fundamental interplay between experiential and transactional journeys and navigates the online and offline worlds in e-commerce and retail marketing.

- Task Force Team (Staff): 9
- Students using 1st Avenue as a learning Platform (Online): 80
- Part-time students/alumni: 8
- Interns: 9
- Staff involving in running 1st Avenue day-to-day: 4
- Total Sales: >SGD40,900
TP SMART E-Commerce Centre - Overview

1st Avenue (Unmanned Store)

Mobile Enabled Order @Shop

E-Payment & Self-Checkout

Order Processing

Online & Offline Customers

Front-of-House

Store Front

In-Store

Back-of-House

Customer Experience Touch Points

LED Monitor
Interactive Monitor
Pop-up Lockers
Mobile Services Kiosk
Food Vending Machines
Concierge Robotics
LED TV
Virtual Mirror
Tablets
Virtual Reality Tools
Palm Biometric
RFID Tech

Buying & Merchandising
Digital & Social Media Marketing
Production & Fulfilment
Inventory & Warehousing
Resource Aggregation & Last Mile Delivery
1st Avenue: TP's Merchandise Web Store Front

In 2019, the TP Smart E-Commerce Centre of Excellence (SMEC) was proposed. 1st Avenue Online (1stavenue.tpih.sg) served as SMEC’s E-Commerce Web Storefront.

The objectives of this platform include:

- Allowing students to learn e-commerce management, retail marketing & digital marketing.
- Offering TP merchandises and apparel to the TP community.
- Serve as a testbed for new technologies for retail.
Thank You