



DEWAN PERNIAGAAN & PERUSAHAAN
MELAYU SINGAPURA
SINGAPORE MALAY CHAMBER OF COMMERCE & INDUSTRY
ديوان فرنيگان دان فروسهان ملايو سيغافورا

BAZAAR

SINGAPURA

新加坡 | சிங்காபூரா

MERCHANT INFORMATION DECK

DIGITAL TRANSFORMATION OFFICE
SINGAPORE MALAY CHAMBERS OF COMMERCE & INDUSTRY

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Bazaar Singapura 2022

9 - 18 September 2022

Bazaar Singapura is an event that digitalises our local merchants during the period of the Great Singapore Sale to give them an equal exposure during the nationwide event.

With the collaboration between the 3 ethnic chambers and our e-commerce partners, we aim to :

- 1) Gather businesses big or small to support one another during the nation's biggest sales event.
- 2) Aid our local merchants who have been affected by the pandemic to regain their market positioning.
- 3) Strive to give our utmost attention to our merchants for them to benefit from the sales period.

Key Partners

- Singapore Chinese Chambers of Commerce & Industry
- Singapore Indian Chambers of Commerce & Industry
- Enterprise Singapore
- TikTok
- Lazada
- Singapore Retailers Association



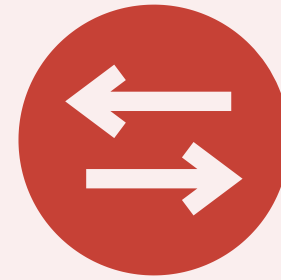
Track Record 21/22



Our online campaign managed to garner **\$608,568.42** worth of sales.



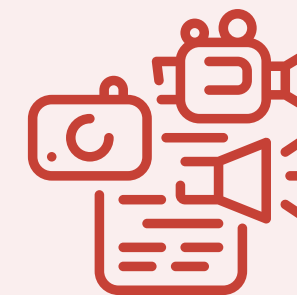
Our campaign had a total of **124** participating merchants.



More than **10,000** transactions were made across all partner platforms.

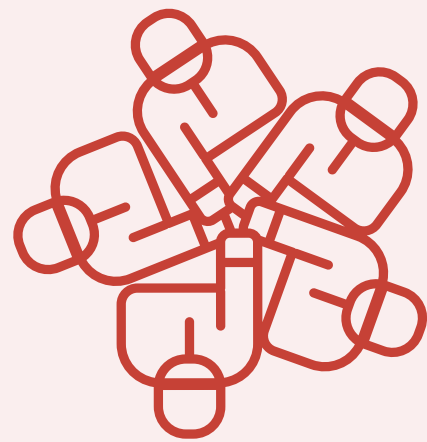


Our website received more than **25,000** visitors.



There were **33** features in traditional and digital media.

Why Join Us?



Multi-Organisational Partners

- Wider outreach and a larger consumer base from all communities



24/7 Technical Support

- Dedicated team to assist throughout campaign



Business Scale Up

- Uplifting the capabilities of the merchants by the various tech partners

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Have an Online Store?

Your business will be listed on BazaarSingapura.sg and will be linked to your online shop

Marketing by SMCCI to drive traffic to the website and your business

To increase visibility, you may opt for marketing add-ons

Interested to expand to TikTok Shop or Lazada? We can help you too!

How It Works?

Do not have an Online Store?

Choose from one of our e-commerce platform partners:
TikTok Shop or Lazada

Get assisted onboarding service by the platform partners

Be listed on a customised landing page on the partner platform app and exposure to millions of users

Merchant Package

Basic Package

Early Bird*

\$50

Online presence on Bazaar Singapura website during campaign

Visibility on SMCCI & participating partners platforms

Complimentary marketing through campaign push

Onboarding to e-commerce platform & back end support

*Early Bird Special till 14 August

Standard price : \$100

To sign up, please fill in the form at:
bazaarsingapura.sg/merchant-info/

Home Based Businesses Package

\$100

Basic Package

SMCCI Membership (Associate)

1 year membership

SMCCI Membership Package

\$250

Basic Package

SMCCI Membership (Ordinary/Affiliate)

1 year membership

Digital transformation diagnostic

Networking invite with other merchants and partners

Member's rate for SMCCI services

Merchant Package – Add Ons

SOCIAL MEDIA FEATURE

From \$100

Get featured on SMCCI's social media platforms and our Telegram Channel

WEBSITE FEATURE

From \$100

Broadcast your products/services on the Bazaar Singapura portal

E-NEWSLETTERS

From \$300

Increase your awareness by getting featured in SMCCI's weekly newsletters.

CUSTOMISED PACKAGE

From \$350

Maximise your business potential by making use of SMCCI's marketing platforms!

Contact Us



To secure our special early bird offer, please register at bazaarsingapura.sg/merchant-info/ by **14 August 2022, Sunday**. Final date for merchant application is on **8 September 2022, Thursday**.

We look forward to your kind support and do contact us via email should you require our assistance.

Sincerely,
Nur Zhafeerah
nurzhafeerah@smcci.org.sg

Zulkifly Jumari
zulkifly@smcci.org.sg

Zaki Masturi
zakimasturi@smcci.org.sg

