ABSTRACT

Since its inception, the hawker centre has always been a familiar feature in Singapore. Besides its convenience, the wide variety of local delights at affordable prices it offers has established it as part of our nation's culture. However, as Singapore progresses towards the developed country status, its people become more affluent and enlightened of the finer things in life. The traditional image of the hawker centre as damp and insect-infested, therefore, would not appeal to the younger generation who are more health-conscious. At the same time, the food industry in Singapore has been growing steadily, with the emergence of fast food outlet and food courts to satisfy those who take ambience as a consideration when deciding on where to dine. As a result, the hawker centre faced the possibility of becoming obsolete.

In order to preserve the hawker centre as part of our landscape, the Government introduced the Hawker Centres Upgrading Programme to revamp the negative image of hawker centres.

Maxwell Road Food Centre and Beo Crescent Market were among the first centres to benefit from this programme and have resumed operations for a year. The aim of this research is therefore to measure the level of satisfaction of both the stallholders and customers with regards to the upgraded centre by means of a survey. The findings are then analysed and recommendations are made to further improve the programme.