ABSTRACT

Launched in 1992, the Retail Sector Development Plan (RSDP) aims at helping small and medium-sized retailers upgrade and rationalize their operations. To help the HDB retailer in solving the problems caused by periodic rental increases, the Government has decided to sell HDB shop units to the sitting tenants under the Retail Sector Development Plan. The study examines some of the problems associated with the HDB sale of shop programme in HDB town and neighbourhood centres. Using Toa Payoh Town Centre (Toa Payoh TC) and Yishun Neighbourhood Centre 1 (Yishun NC1) as case studies, it was found that the HDB sale of shop programme has generally helped to encourage the shopkeepers to upgrade and rationalize their retail operations. On the other hand, socio-economic problems of the retailers such as livelihood, social attachment and old age have hampered its development. The findings also reveal that the pricing policies under the HDB sale of shop programme, if carefully implemented, can be effective in the rationalization of the retail industry.