**BUILDING A SMART NATION WITH TANGIBLE BENEFITS
FOR OUR CITIZENS AND BUSINESSES**

<u>**Factsheet – GoBusiness**</u>

1.   The Smart Nation and Digital Government Office (SNDGO), Ministry of Trade & Industry (MTI) and Government Technology Agency of Singapore (GovTech) launched the GoBusiness Licensing portal on 31 October 2019. The portal is part of the Government's effort to develop easy to use, seamless and relevant services for businesses.

<u>**Service Journeys to improve Citizens & Business services**</u>

2.   The GoBusiness portal was developed using the Service Journey approach, which puts users at the centre, rather than organising services by Government agencies. The portal addresses three challenges frequently cited by businesses:

   i. Silos – users had to navigate numerous touchpoints (e.g. websites) to complete a specific task (e.g. apply for F&B licences),
   ii. Poor discoverability – users found it difficult to find information on Government programmes and services, and
   iii. Lack of awareness – users were not fully aware of services or programmes available to them.

3.   These pain-points are addressed by re-engineering processes, regulations and workflows. Where possible, GoBusiness also digitalised and automated processes, to cut red tape and make it easier for businesses. The first Service Journey which the GoBusiness team embarked on was for businesses opening a food shop (e.g. restaurant, cafe or food court).

<u>**Simpler, Faster and Better Process Through the Guided Journey Feature**</u>

4.   As of 31 Jan 2020, the GoBusiness Licensing portal facilitated seamless licence application for 463 food premises. The improvements for these business users are:

Simpler

S/N	Before	After
1	**<u>Self-research required</u>** Companies would need to conduct their own research and read numerous agency websites to figure out which licences they might need to apply based on their business model, and also decide the order of applying licences (i.e. which one has to come before the other).	**<u>Guided Journey to recommend licences</u>** By answering a simple set of questions, the portal recommends the licences that are required based on the answers.
2		**<u>In-built logic</u>** These licences are now listed in the order that the business needs to apply, in a step-by-step process.

3	**Self-research required** Companies would need to first know that a change of use/trade might be required for the retail of food to consumers, and check the requirements of the various agencies to decide which agency's approval is required and which type of application is required.	**Automated checks built into the system** Based on just the premises' address, the portal informs businesses which agencies' permission is required for the retail of food, and exactly which licence to apply.
4	**Agency-centric application process** Currently, there are several different sub-categories of food shops, which determine the compliance requirements. This may not always be straightforward.	**Business-centric application process, based on the needs of companies** Based on the questionnaire, the portal narrows down the food shop categories, and recommends the most suitable categories based on the business model.
5	**Many fields across many forms** Business owners had to fill up to 845 data fields across numerous application forms.	**Up to 90% reduction in fields on a single form** Multiple forms were combined into a single form, and the total number of data fields was reduced to no more than 90 data fields.

Faster

S/N	Before	After
6	**Filling in similar information multiple times** Information filled in previous forms are not saved or propagated to subsequent forms.	**Auto-filling of information** All information entered by applicant in a previous form are populated automatically in subsequent forms.
7	**Sequential submission of applications** Businesses either had to submit their applications to individual agencies sequentially, or submit to multiple agencies at one go but risk rejection due to licence dependencies.	**Logical sequencing and submission of applications** Once the pre-requisites are met, the portal recommends licence applications based on business needs, sequences them logically, and allows multiple application forms to be submitted to the relevant agencies for concurrent processing.

Better

S/N	Before	After
8	-	**Reduction of total fees** Applicants can potentially enjoy more than $500 in cost savings from the removal of unnecessary steps in the application process.

9	**Application of licence to seek confirmation** Businesses who are unsure whether a change of use is required will apply to URA to seek confirmation, regardless of whether the licence was needed.	**System automatically checks the status to indicate whether the licence is needed or not** Based on the premise address, the portal informs businesses when: 1. The address does not require a change of use permission. Therefore, the business can immediately apply for SFA's food shop licence. 2. The address does not allow for a change of use. Therefore, businesses should consider alternative premises if they would like to open a food shop.
10	**Confusing terminologies** Business can find some of the agencies' terminologies and requirements confusing, and would have to call up agencies to clarify.	**Simplified and easy-to-read format** The portal simplified the information and provided sufficient information upfront so that businesses can make informed decisions.
11		One of the required certificates food businesses may have to apply for is the Fire Safety Certificate. To help business owners understand the technicalities of the application process, an infographic has been included to help businesses figure out what kind of renovations would require the hiring of Qualified Persons (QP), for a new application of fire safety certificate.
12	**Updating of information by businesses to agencies done manually** Changes to application form of preceding agencies are not cascaded down to other agencies. As such, businesses will need to update downstream agencies themselves.	**System automatically updates changes and informs agencies** Changes to the application form are automatically sent to downstream agencies that require this information, so that businesses do not have to do this manually.

Enhancing the GoBusiness Licensing portal into a broader platform of services

5.   To facilitate more seamless and convenient experiences for businesses interacting with Government, we will expand GoBusiness to other industry sectors, such as the retail sector. Beyond streamlining licence applications, the GoBusiness portal will expand to other services. MTI, SNDGO and GovTech will embark on other Service Journeys that cover non-licensing services, streamline other Government-to-Business interactions, and cater to other key moments of a business' lifecycle.

    i. "Starting a business" Service Journey: We are working with ACRA and other Government agencies to have GoBusiness enable SMEs to register their business

and sign up for services such as CorpPass. In addition to helping SMEs "Start Fast", the portal will also help SMEs "Start Right" by providing relevant information, software and digital tools upfront that will enable them to start out on a stronger footing.

ii. "Getting help to Grow" Service Journey: Currently, businesses may need to go through different sources to gather information on government assistance schemes and assess which one is relevant to them. The Portal will introduce an e-Adviser (to be announced by MTI) that will recommend appropriate government grants and non-grant support relevant to each business' needs.

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