

## **PARTNER OF LABOUR MOVEMENT**

### **Swift Health Food (Singapore) Pte Ltd**

*Nominated by NTUC U SME*

Swift Health Food (Singapore), HoneyWorld, has been a Labour Movement Partner since 2021. The company boasts a growing workforce of over 70 workers across eight key retail outlets and several stockists in major departmental stores such as BHG, Isetan, Metro, OG and Tangs. Most of its retail workers are long-serving older workers in their 50s and 60s.

The company has supported the Progressive Wage Model (PWM), ensuring all retail workers are paid above the recommended wages. The company also strongly believes that their customers also benefit from the Retail PWM as they enjoy better service standards from retail workers who are happy at work. The company works with NTUC LearningHub to send their retail workers for WSQ training under the retail PWM requirements. At the same time, the company is also working to adopt the Progressive Wage Mark.

Since April 2022, the company has sponsored NTUC memberships for all their workers as an extension of welfare benefits. Through our NTUC In Your Workplace Programme, the company has also achieved 100 per cent of the 3Bs Checklist, which aims to cultivate 'Better Workplace, Better Worker and Better Work' in the SME. For example, the company adopted the Tripartite Standards for Flexible Work Arrangements and Work-life Harmony, which successfully boarded them on the Better Workplace campaign with NTUC U Women and Family. In March 2022, the company pledged to adopt the Anti-Workplace Harassment Policy over an International Women's Day celebration with NTUC U Women and Family to protect the interests of their workers. Moreover, during the COVID-19 pandemic, the company overcame various challenges around workers' concerns and uncertainties. For example, one of the Malaysian workers wanted to return home permanently, given caregiving needs for young children as a mother.

In October 2022, the company resumed its yearly team-building event for all workers by gathering for the first time post-pandemic. Through NTUC U SME's recommendation, the company also conducted a complimentary health screening for all workers in conjunction with our NTUC membership briefing during the team-building event. The level of trust and integrity built between management and workers, as well as amongst workers themselves, shapes the strong backbone of this family-like SME culture. Even though most retail workers are older workers in their 50s and 60s, most are very willing to learn, especially in technology adoption.

Through NTUC U SME's interactions with these retail workers during our NTUC In Your Workplace launch, the company passionately shared about the different mobile payment modes and in-store promotions to maximise benefits earned for their customers and nurture long-term loyalty. Hence, the company strongly believes in investing in its workers through various training programmes. Before sending their retail workers to the PWM-recommended WSQ course, the company has also sent their workers to other upskilling and re-skilling training around customer service and sales management. The company is also embarking on Operation and Technology Roadmap to review its business and workforce transformation plans.