MEDIA RELEASE

WELCOME TO THE SUI! WORLD
Where customers are wowed by great service

Singapore, 8 January 2007 – CEO, brand strategist, business development director, sales manager, customer service executive. These are just some of the responsibilities that a group of students from Republic Polytechnic will be shoudering come January 9, 2007.

Student Urbane Initiatives or SUI!, as it is creatively known, is an initiative of Republic Polytechnic’s Centre for Innovation and Enterprise. The shop will be 100% managed by students. These students will experience what it is like to manage the entire spectrum of a retail business, from product conceptualisation and branding to sales and service management.

Prof. Low Teck Seng, Principal and CEO of RP commented, “SUI! Shop is a great example of how a student initiative becomes reality. RP hopes to promote an entrepreneurial culture by giving our students the opportunity to experience the business world on campus, complete with its risks and pains. This way they will learn the importance of customer service. SUI! has ambitions to nurture a new breed of entrepreneurs ready to take on the world.”

SUI! Shop is a part of Republic Polytechnic’s efforts to help raise the level of customer service to world class standards. Its students will serve with a smile and go the extra mile to ensure customers have a good experience in their shop. The new academic year which starts in April will see Republic Polytechnic launch Singapore’s first Diploma in Customer Relationship and Service Management.

“SUI! Shop will give us our students an excellent opportunity to learn what it takes to meet the needs of a demanding business environment,” added Prof. Low.

The SUI! Shop is open to students and the public from Monday to Friday, 11.30am to 1.00pm and from 4.00pm to 5.30pm. The shop will be selling specially designed T-shirts, garskin, decals and jewellery as well as other merchandise. All proceeds from the SUI! Shop will go to the Centre for Innovation and Enterprise Interest Group which promotes youth entrepreneurship and organises service learning activities for its student members.

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About Republic Polytechnic
The first educational institution in Singapore to adopt the Problem-Based Learning approach for all its diploma programmes, Republic Polytechnic has five schools offering nineteen diploma courses in Information & Communications Technology, Engineering, Applied Science, Technology for the Arts, and Sports, Health & Leisure. Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving process skills and a life-long learning attitude. Its holistic, broad-based curriculum, covering culture, enterprise development and cognitive processes, prepares students for an active and meaningful role in society. Republic Polytechnic strives for excellence by achieving various national and international accreditations, including People Developer Standards, ISO9001, ISO14001, OHSAS 18001, Singapore Quality Class, Singapore Innovation Class, and the Singapore Health Awards (Gold). For more information, visit http://www.rp.sg.

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