



BLISS RESTAURANT

Introduction



Location: Singapore

Industry: Food & Beverage

Image Credit to Bliss Restaurant

Bliss Restaurant and Catering is founded by Christine Low. It is a social enterprise based on the job integration model, with the social mission to offer employment opportunities to incarcerated/marginalised groups. Employees include those with physical and intellectual disabilities.

Bliss currently has 4 outlets in Singapore. It serves quality food and beverages, provides a good ambience, and offers genuine hospitality and real value to customers. It has a vision to create a vibrant lifestyle-dining destination with a social cause. Bliss provides in-house dining, and caters for private events and corporate functions.

Highlights

- Won the 2013 President's Challenge Social Enterprise Award - given to outstanding businesses with a social mission
- Under social enterprise mentorship scheme by Ministry of Social and Family Development (MSF) and social enterprise Empact, and was mentored by Suhaimi Rafdi, former CEO of Cathay Organisation



Social Problem

In Singapore, it is estimated that three percent of the resident population have some form of disability, ranging from mild to severe. The majority of people with disabilities are either unemployed or underemployed, despite their ability and willingness to work.

Employment for people with disabilities appears to be one of the greatest bottlenecks in the continuum of services for them. Although more people with disabilities are in employment today, there remain significant barriers to participating in the labour market.

One of the main reasons why people with disabilities are finding it difficult to gain employment seems to be the mind-sets of the employers. While some employers seem more willing to hire persons with disabilities, there is a lack of awareness of how they can successfully integrate a person with disability into their workforce.

Social Intervention and Impact Created

Bliss provides high-quality dining to customers, while fulfilling the mission of offering employment opportunities to all with disabilities, without discrimination, who otherwise may not be offered employment. Bliss practices corporate social responsibility (CSR) in other areas of their operations too:

Environmental

- All waste oil is recycled into biodiesel
- Biodegradable disposable cornware is available for catered events to reduce carbon footprint

People

- Gainful employment for people without discrimination
- Training opportunities for employees for skills upgrade
- All used carton boxes and tin cans are donated to low-income elderly residents
- Groceries are donated to low-income needy residents through Aljunied GRC

Business Model

Currently, Bliss is operating with a two-pronged bottom-line reporting: people and profit. There are two revenue streams from foodshop retail and events catering. With this sustainable model, Bliss can support the employment of 20-25 beneficiaries.

Current Marketing Efforts

Bliss does not have a marketing plan as they do not have the resources to employ a marketing personnel. All marketing efforts are mainly through social media and internal. It is acknowledged that marketing is something to be built on and in the coming months.



Challenges Faced and Project Scope

Challenges faced include maintaining revenue above expenditure of running the restaurants. Bliss would like students to develop a sustainable marketing strategy for them.

Useful Links and Resources

Company Website: <http://www.blissrestaurant.com.sg/>
<http://www.blissgroup.com.sg/>
<http://www.blisse.sg/>
<https://www.blisscatering.com.sg/>

Facebook: <https://www.facebook.com/Bliss-Restaurant-145960748817879/>

Twitter: <https://twitter.com/blissesg>

Burple: <http://www.burpple.com/bliss-restaurant>

Additional Resources

Bliss restaurant under mentoring scheme for social enterprises:

<http://www.straitstimes.com/singapore/business-leaders-help-top-social-enterprises-under-mentoring-scheme>

Figures and challenges of disabled people seeking employment in Singapore:

<http://www.dpa.org.sg/wp-content/uploads/2015/08/Employment-merged.compressed.pdf>

Videos describing Bliss:

<https://www.youtube.com/watch?v=C4V-TGYrf0c>

<https://www.youtube.com/watch?v=hzs4asHQqA0>