

Eureka Snacks Sg Pte. Ltd.



About Us

Eureka Snacks SG Pte Ltd is a leading snack retailer in Asia. The products marketed include myEureka gourmet popcorn, that is found in major shopping malls across Singapore, supermarkets, hotels and airlines.

Eureka Popcorn comes in 20 flavours, possibly the largest collection of gourmet popcorn and probably the most popular Singaporean's popcorn choice. Website: sg.eurekasnack.com

The company is managed by a CEO who is a chartered accountant turned retailer. The CEO had been leading and managing teams from KPMG, Ernst & Young, Nike & Pfizer, and were governed by good corporate governance and control.

Our Views about HR and Talent

Eureka Popcorn believes in investing in people, and the operations centred around 3S - Staff, Stock and Sales. Staff comes first, and good staff will ensure there is enough stock to make more sales for the company. The company had operations in Changi Airport, and the store inside Terminal 3 and Jewel serves as training hub.

The CEO takes a personal approach to train and develop talents and address any training needs analysis to ensure operations are done right first time. Staff will be undergoing hands on training and feedback provided for improvements. Staff will be informed of developmental plans and career progression based on their skillsets and personal traits.

Student's Feedback

I had fun working with a popcorn company. I learned a lot on the ground, and learned about teamwork and how front and back operations are managed. I am glad that the team I worked with is open for ideas and welcome exchange of opinion.

Collaborations with IHLs

We had employed part-timers from IHL such as NUS, NTU, SMU and local polytechnic to work at outlet as part time sales promoter. We had trained the staff ground up to learn on customer service, sales and cashiering. We had hosted interns from SMU on operations management and provided business perspective to mentor the interns as well. There are separate streams on interns for business development, legal and finance, HR as well.