

Card 1—Secondary research

- To reinforce credibility of our project —> obtained support of our project from various sources
- Background information on social etiquette
- Books from our college as well as from NLB
- Recent development of social etiquette —> limited number of books on social etiquette importance
- Analyzed articles and survey results from the Internet

Card 2—Primary research

- Gather public opinions and interests on social etiquette —> conducted own surveys (paper and STOMP)
- STOMP is a local online forum where the public can cast their feedbacks on surveys posted there
- Fast and hassle-free conducting of our survey
- Professional opinions on social etiquette CCA
- Interviewed of representatives from image consultant companies

Card 3—Short-term benefits

- a. Students learn to dress properly at formal events
- b. Learn to be emotionally intelligent, that is, tolerate differences and take others' opinions into weigh – important when socializing at gatherings and receptions
- c. Speak with confidence and clarity in public to ensure the right message is sent across
 - Maintain a healthy lifestyle to be well-groomed

Card 4—Long-term benefits

- a. Well-groomed students —> Well-groomed workforce
 - b. Singapore society becomes more friendly and courteous
 - Increased success chance in securing jobs and negotiations with politeness and proper etiquette
- “As you can see, social etiquette is a necessary life skill that, when learned early, will help the learner a long way.”