



## Staying Alive in COVID-19 Storm

### Ricky: Agility is the Key

「疫」境自強

王維基：「靈活反應才是關鍵」

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The scramble for masks and protective gears amid the coronavirus outbreak has brought HKTVMall under the media and public spotlight, not only for the masks sold on the online platform, but more for the company's high sensitivity to consumer sentiments and responsive actions taken at this critical time. Ricky Wong, Co-founder, Vice Chairman and Chief Executive Officer of HKTVMall, believes SMEs should demonstrate integrity and step up marketing efforts to weather the economic storm and triumph in future.

### Advice from the Entrepreneur to Turn Crises into Opportunities

While the Hong Kong retail and tourism sector has entered a harsh winter, HKTVMall remains one of the few impervious to the downturn. The company saw a significant increase in sales volume in February, receiving an average of 32,600 orders per day in the month which represents a year-on-year growth of 165%. "The demand for e-commerce has always been here, especially among the youngsters. The only reason that Hong Kong was often perceived as falling behind others in this aspect is because we lack quality online shopping platforms all these years."

HKTVMall is now arguably the largest "shopping mall" in Hong Kong, with over 300 online stores offering close to 320,000 items contributing to a bulk of its revenue through "rental fee" and sales commissions. The "landlord" would obviously hope to drive more traffic to the platform and help its merchants boost sales, which is why, HKTVMall is planning to launch the e-Com Academy, a 6-day e-commerce course for merchants to equip them with better e-commerce skills. These courses come in addition to a series of Merchant Day co-organised with Google, which Ricky said have been well-attended by hundreds of SMEs merchants who realised they are short of e-commerce skills and expertise.

"While the brick-and-mortar retail sector is taking a downturn, SMEs should act fast and transform their businesses by putting the O2O retail strategy into practice, lest being eliminated by the market sooner or later."

HKTVMall近月的一舉一動都成為傳媒和公眾焦點，除了因為新冠肺炎疫情而要網上搶購抗疫用品外，亦因其緊貼消費者脈搏的敏感度和舉措而為人熱議。香港電視購物網絡有限公司聯合創辦人、副主席兼行政總裁王維基給中小企電商經營的建議：誠信為上、加強推廣，才可以在現時「疫」境，以至在未來穩中求勝。

### 創業家教路 企業如何轉危為機

現時香港零售旅遊業步入寒冬，要數「疫」市奇葩，HKTVMall自然榜上有名。HKTVMall在今年二月的訂單量錄得顯著增幅，按年上升165%至平均每日訂單數量32,600張。王維基表示：「其實香港消費者多年來一直有網購需要，尤其是年輕人，只是當年沒有一個優質網購平台選擇，所以大家才覺得香港網購發展落後。」

HKTVMall現時儼如全港最大商場，內有3,000多間舖、逾320,000件貨品，以收取網店舖租及銷售分成作為主要收入。作為「大業主」，自然希望商戶丁財兩旺，所以即將成立e-Com Academy(電商學堂)、定期提供6日電商技巧課程，同時與Google合作舉辦Merchant Day，讓電商學習推廣銷售技巧。王維基稱普遍中小企未熟習電商技巧或缺乏專才，所以過去活動都非常受歡迎，每次都有數百人參加。

「現時實體零售經濟一蹶不振，中小企商戶更應趁現時迅速變陣、實踐O2O零售，否則遲早只會被淘汰。」

However, it is also uneasy for businesses to stand out in the ultra-competitive online business environment. On that end, Ricky reiterated the importance of quality and integrity.

“Building trust is crucial for e-commerce businesses to succeed, so the bottom line is never to think about pulling tricks on your customers. Whenever there is a quality issue with your products or services, rectify the situation immediately, otherwise you are risking to lose your consumers, reputation and long-term income stream.”

Another piece of advice is to invest in marketing and uplifting the brand name. “I got to know a group of graduates from the Shue Yan University operating a store in HKTVMall that sells novel snacks from Japan, they are now making close to HKD30 million a year. In just half a year after the store was launched, their sales skyrocketed with the appropriate use of SEO, SEM and eDM tools that helped capitalise the unique value of their niche products.” Ricky emphasised that 75% of consumers would search for a product by keywords, so the more precise and detail your product descriptions are, the easier you could stand out from the crowd.

“We have now collected a large amount of consumption data from our customers, and such data can be categorised by more than 2,000 attributes. Merchants can tap into this data to market their products or services in a more targeted manner.”

HKTVMall recently announced to expand its total number of pick-up points from 75 to 100, covering partner stores such as Baleno, CATALO, Foodwise and Hung Fook Tong. “The plan will not only drive up traffic and potential sales of those merchants’ outlets, but also expand our network of pick-up points and free up some of our delivery capacity, as well as provide convenience to customers by allowing them to collect their purchased items at a nearby location. Altogether, this will create synergy between all the three parties.”

## Agility is Key to Success When Things Don't Go as Planned

The size of the consumer staples market in Hong Kong, according to Ricky, approximates to HKD500 billion of annual spending, of which more than HKD400 billion goes to brick-and-mortar stores. In the coming 2-3 years, he believes online retail sales can grow to HKD100 billion, accounting for 20% of the entire market. “HKTVMall now only contributes to HKD2.8 billion of merchandise transaction value in the market, even being Hong Kong’s largest online shopping platform. There are certainly huge potentials for us and the e-commerce sector to grow.”



Despite the enormous business opportunities, order fulfilment is yet a challenge for HKTVMall as it has constantly been overloaded by orders these two years. To cope with that, HKTVMall introduced a robotic pick & pack system from Germany to its business. “To be honest, had it not been for this system, it would be impossible for us to handle such a huge amount

然而現今網絡市場競爭激烈，要在電商市場突圍亦非易事，王維基重申質素和誠信是關鍵。

「先決條件是不要『出古惑』，因為網購最靠『信任』二字，若產品或服務質素有問題，商戶必須修正，否則損失不只是顧客、更是商譽和長遠收入。」

另一秘訣是多做推廣及品牌提升。「我認識一群樹仁畢業生在HKTVMall開店，售賣在日本搜羅的新穎零食，全因利用SEO/SEM/電郵等推廣得宜，加上產品獨特，開業半年銷量暴增，現時一年營業額已約3千萬。」王維基特別強調現有七成半消費者會用關鍵字搜尋產品，所以產品資訊描述越詳細、越準確越好，才能在芸芸產品中凸顯出來。

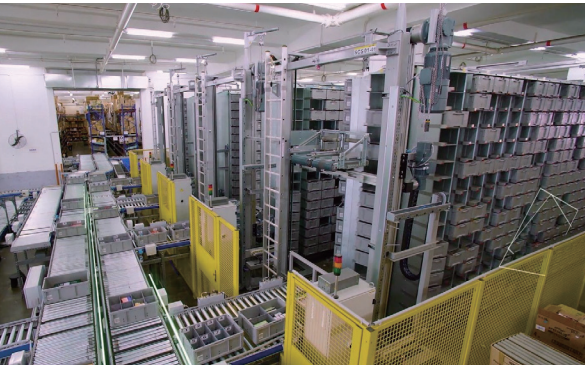


「現時我們有大量顧客的消費數據，數據可以劃分為2,000多項不同特性，讓不同商戶可運用數據、針對地推廣他們的產品或服務。」

HKTVMall近日宣佈將訂單自取點由現時75個、增加25個至100個，包括Baleno、CATALO、Foodwise慧品、GIORDANO及鴻福堂門市。「計劃一方面可為商戶的門市帶來人流及潛在購買力，另一方面可助我們拓展自取點網絡，為送貨服務減輕壓力，同時讓顧客在就近地方提貨、優化配送體驗，可謂一舉三得。」

## 計劃趕不上變化 執行應變是重點

王維基表示，現時香港日用品消費市場每年約5,000億港元，其中4,000多億來自實體店，他相未來2-3年網絡零售應可佔總體2成約1,000億。「HKTVMall作為全港最大的網上市場，現時只有28億的交易額，我相信未來增長潛力無限。」縱然商機無限，但近兩年亦曾因訂單太多問題而未能滿足送貨要求，所以自2019年開始從德國引入自動執貨及倉儲系統。



of orders. This is even beyond the talks of cost saving or efficiency. Before that, we were so overwhelmed by the massive workload that required 200 warehouse staff to handle 3,000 orders a day, but now we can easily handle over 20,000 orders a day with just a handful of staff.”

“We basically do not make marketing plans that look beyond the next six months - such plans won't be able to catch up with the rapidly changing online shopping trends. Instead, we rely on a nimble and sharp team to react on market changes and adjust our execution strategies spontaneously.

## Changing Times, Changing Tides

HKTVMall has just celebrated its 5<sup>th</sup> anniversary. Looking ahead to the next five years, Ricky sees three major shifts in the local online shopping business landscape: In the past, online consumers were mainly from the younger generations aged under 35 years old; but the widespread use of mobile phones and tablets has now led more senior citizens, aged 60 or above to become active online shoppers. Online shopping is no longer exclusive to the younger generations. “We noticed many silver-hair consumers like to visit our physical store in the afternoon and have hence launched a O2O campaign to get this group of consumers on board to our app during their visit. Subsequently, this has driven up both the online and offline sales.”

A wider age range of online consumers means the products offered on the shopping platform can no longer be limited to tech gadgets, Japanese and Korean fashion, sneakers, accessories or other products favoured mostly by youngsters, but should also include groceries, beauty and health products, or even mattresses and other furniture items to cater for the more mature group. At the same time, online shoppers are becoming smarter and are more aware of common online shopping pitfalls. They have learnt to read the product reviews before making a purchase, and will only buy from reliable merchants



Ricky looks to ride on these changes in consumption pattern to fuel his business growth. “As the largest online shopping mall in Hong Kong, we have over 600 choices just for potato chips, so I'm sure everyone can find their favourite products here. With the less tech-savvy consumers in mind, we have earlier released a new version of our mobile app, HKTVMall Lite, which comes with a simplified interface to provide easier navigation and payment process for all consumers.”

Hong Kong could use more people like Ricky - a person with foresight, always rising to the challenges - to maintain our reputation as the international business hub.

「現實是，若沒有該系統，我們根本做不來，已不是省錢或效率的問題。以往我們在貨倉聘請200人、每日付運3,000張訂單也要叫苦連天，現在我只需幾個人便可處理每天平均20,000多張訂單。」

「基本上我們現時不會有六個月或以上的市場計劃，因網購趨勢日新月異，計劃永遠趕不上變化。我們團隊勝在執行能力高，能隨市場轉變而改變執行策略。」

## 時移勢易 見證網購風雲演變

HKTVMall剛慶祝5歲生日，王維基留意到5年前後本地網購環境有三大變化：過往消費者以35歲以下的年輕人為主，隨著現時手機與平板電腦日益普及，網購已不受年齡限制，即使60歲以上人仕網購亦非常活躍。「早前已注意到許多銀髮族在下午時段往HKTVMall零售門市購物，所以公司有推出O2O購物策略，鼓勵顧客在購物期間登記成為我們App用戶，帶動線上線下銷售。」



年輕人世界通常圍繞新潮電子產品、日韓衣履、波鞋飾物等，但隨著越來越多年齡層的消费群加入網購大軍，產品變得包羅萬有，由糧油雜貨、美容健康、甚至是床褥傢俱都有。此外，過往消費者在不同社交平台購物常現受騙例子，所以他們變得越來越精明，會深入查看評價、找可靠的商家才會去買。

王維基看準這些消費模式的轉變，化成增長動力。「HKTVMall是全港最大網上百貨商場，就薯片已有600款，不論男女老幼都能找到喜愛貨品。而早前推出的HKTVMall Lite便是針對長者等不諳科技人士，界面設計及付款方式等都作出簡化，方便任何人購物。」

或許香港需要更多王維基的高瞻遠矚、迎難而上精神，才能維持國際商貿之都的稱譽。



## Money-saving Tips for Business Trading 企業省錢交易竅門

HKTVMall is planning to adopt ezTRADE, a standard-based B2B e-commerce platform, through which its merchants and trading partners can make electronic purchase orders and send invoices for better communication and business efficiency.



Currently, ezTRADE is helping around 2,000 China and Hong Kong enterprises from industries ranging from retail, packaged consumer goods, healthcare to food and food services to improve their business efficiency and accuracy, cost-saving and customer service quality enhancement.

HKTVMall計劃採用以GS1標準為基礎的「通商易」，讓HKTVMall、商戶及貿易夥伴利用電子平台傳送訂單和發票，提升溝通和營運效率。

現時「通商易」正協助約2,000家中港企業提升速度和準確性、節省成本並改善客戶服務質素，當中橫跨零售、包裝消費品、醫療、食品及飲食服務等多個行業。

If you are one of the merchants of HKTVMall, or seeking improvements in efficiency, please email us at: 若您是HKTVMall商戶或與想提升營運效率，請即電郵至 [services-web@gs1hk.org](mailto:services-web@gs1hk.org)



## Data is the New Currency 數據是現今交易貨幣

As Ricky mentioned, comprehensive product descriptions give your products better chances to stand out from crowd in an online market environment. GS1's barcode standards has laid the foundation of the world of e-commerce, where e-commerce giants like Alibaba, Amazon, eBay and others have been recommending their merchants to use the barcode standards for better search results, product identification and big data analytics. GS1 HK also offers other omni-channel business solutions and services, such as GS1 SmartSearch, e-commerce partnership programmes like sourcing matching platform and CTS Bus WeChat Stores and Barcode Scan @WeChat solution.



如王維基所言，在電商市場中產品資訊越詳細越好，產品才能突出。GS1的編碼標準正是電商的基礎，就連阿里巴巴、Amazon、eBay等電商巨擘都要求/期望商戶使用GS1條碼，以改善其搜尋、產品識別及大數據分析功能。本會亦有GS1智慧搜尋、銷售合作計劃如採購配對平台及微信商城項目、條碼「掃一掃」@微信等全渠道商貿方案及服務。



## Paddling Ahead in Pandemic With e-Commerce Skills 學習電商技巧「疫」境向前

SMEs must equip themselves with e-commerce skills to turn around their businesses. GS1 HK works hand-in-hand with leading international e-commerce enterprises to organise various training courses and workshops on wide-ranging topics, including digital marketing strategies, retail strategic planning and supply chain management. Some of these programmes are government funded. We have recently launched a course on smart retail supply chain and big data analytics with the one and only official CPFA-certified organisation (Certified Professional for Apache projects) in Hong Kong. The course focuses on ways to leverage big data analytics in order to help companies transform into the future smart retail business model.

中小企轉型必須學習電商技巧，本會一直與眾多國際領先電商舉辦培訓課程及工作坊，內容涵蓋數碼營銷策略、零售規劃及管理、供應鏈管理等，部份課程更可申請資助。近月推出的智慧零售供應鏈和大數據分析課程，更與全港唯一具備官方認證CPFA(Certified Professional for Apache projects) 資格的機構合作，教導電商善用大數據分析、轉型成未來智慧零售模式。