

Forget the Past and Start from Scratch

Online Skincare Products Business Doubled in Epidemic

摒棄固有 從頭做起 網銷護膚品疫情生意升逾倍



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The ongoing impact of epidemic is seeing businesses winding up one after another. Richard Chu, founder of “Premier Living (Enterprises) Co., Ltd.”, said despite the widespread impact on retail, the sales of its skincare products on its online store “Beauty Online” has doubled since the outbreak. For a new company with 4-5 years of history, it has been blessed by the circumstances. Richard admitted he was just trying his best to muddle through at the beginning, but convinced that only with the determination to break through the comfort zone, would “Premier Living” gradually succeed.

Opting for the Crème de la Crème in Skincare

“Our company used to be a distributor of Dow Chemical Co. in Hong Kong, supplying plastic raw materials to local industrial plants since 1958. 10 years ago, we noticed the evolving economic structure of China. The service and retail consumer goods sectors were developing in full swing, whereas light industry is slowly declining. Since then, we decided to diversify our business to balance out the risks.”

The company has considered different products: electronic equipment, infant food, beauty and skincare products, etc. “The profit margin of electronic products is too low for us to stay afloat, even if we worked closely with partners like HP and Lenovo on other business,” Richard noted. “The product life cycle is too short for organic baby food, with shelf life of just around a year, leaving only half a year for selling after importing from foreign countries.”

“Skincare products are becoming like household products, so even the market is competitive, we find our niche in Swiss-made brands which are of top-notch quality and scarce in the market. We try to

疫情未見好轉，店舖倒閉潮陸續浮現；但卓越生活(企業)有限公司創辦人朱家源(Richard)卻稱，對比疫情前後，旗下網店「肌齡喜源」的護膚產品卻錄得1倍以上增長。這對一家開業短短4-5年的公司來說，也算是時勢造就。原來當初Richard也是「摸著石頭過河」，卻憑著一股「摒棄過往、重新學習」的幹勁，令護膚品牌漸上軌道。

選定護膚品中的貴族

「自1958年起，公司是美國陶氏化學在香港的分銷商，供應塑膠原料給香港的工業。十年前，我們發現國內經濟結構進入另一階段，服務及零售消費品業發展得如火如荼、工業則慢慢式微，便決心多元發展、分散風險。」

公司曾考慮不同市場產品：電子器材、嬰幼兒食品、美容護膚品等。「電子器材毛利太低，雖然公司本身有HP、Lenovo等客戶夥伴，仍需要面對激烈競爭；有機嬰幼兒食品的保質期往往只有1年，從外國入口到港後只有大半年去銷貨，產品週期太短；護膚品則日漸平民化，雖然市場競爭大，但我們主要





drive down the cost by selling products online, hoping to earn a spot in the market.

“Beauty Online” is now selling more than 100 kinds of skincare products imported from Switzerland and France, such as Derma Médream、ELEMONT、Swissdé and self-owned brands B'lifey and La Vibébe. In addition to online store, their products are also available on more than 20 e-marketplaces. “We focus on using e-commerce platforms because of their huge customer base and collection of goods, so consumers can enjoy free delivery when placing bulk orders. Their systems are also upgraded regularly to ensure a better shopping experience, but for SMEs like us, upgrades can be costly.”

“There’s trade-off for sure, we are unable to collect customer information for targeted promotion, because the e-platforms own the data.” Richard said.

Using Technology in Every Possible Ways

The company has been actively using new technologies for promotion and boosting sales, for instance using GS1 HK’s e-coupon platform. “We have tried to negotiate with enterprises and organisations before, to let their employees and members shop at discounted prices. However, issues like manpower and logistics got in the way, for example who to take care of orders and money, and how to dispatch goods for the whole company.”

“GS1 HK’s e-coupon platform has helped resolve the issues: companies only need to share a link or QR code, and buyers can shop and pay on the platform. Orders are received at once, and we arrange delivery quickly. This opens up a new market we were unable to crack.”

To help companies register for Rewards Programme by more than 100 banks, GS1 HK’s e-coupon platform is connected with JETCO (JETCO) banking alliance and eBuy International’s platforms. Specifically, the e-coupon platform will list out all participating companies’ products, so that the banks’ procurement department will identify and select those suitable as their rewards or redemption items. It helps companies access to the enterprises’ sales & promotion channels easily. GS1 HK also provides a number of value-added services, such as re-targeting, automatic order reminder, performance and data analysis services, etc, to improve sales and marketing.

The e-coupon platform is developed based on the Global Coupon Number (GCN) standard, allowing companies to attract consumers in new ways. “Beauty Online” also plans to use the solution to

代理瑞士品牌、市場罕見且是優質保證，並以網絡分銷，儘量降低成本，冀在市場佔一席位。」

肌齡喜源現正銷售超過100款從瑞士及法國入口的護膚品，如Derma Médream、ELEMONT、Swissdé及其自家品牌B'lifey及La Vibébe。Richard稱除自家網店，產品在20多個網購平台都有售。「現時側重以電商平台賣貨，因它們具備龐大網絡人流，又可讓消費者夾單免運費，並經常進行系統更新，為買家帶來更佳體驗，這些對中小企來說都難以做到。」但「針無兩頭利」，Richard同時指這樣便難以收集顧客資料，作針對性推廣。

應用科技 無孔不入

Richard表示公司正積極利用新科技去宣傳、助長銷情，應用GS1 HK的電子優惠券平台便是一例。「過往與企業或機構商討合作，讓其員工或會員以優惠價購物，但因合作單位人手及物流問題，在收訂單、收錢、派貨等程序上談不攏；電子優惠券平台便解決了這些障礙，企業只需分享一條連結或QR碼，買家即可在平台上付款、我們即時收到訂單、安排付運，有助我們拓展出過往難以打開的市場。」

為讓企業在過百間銀行的積分換領計劃分一杯羹，GS1 HK的電子優惠券平台將與銀通 (JETCO)銀行聯盟及eBuy International的平台配對；銀行信用卡或積分部會揀選合適優惠，成為其獎賞積分換領的禮品之一，助商戶產品及服務滲入更多企業渠道。本會亦提供多項增值服務，如Re-targeting、訂單自動提示、成效及數據分析等服務，推動流量並改善營銷。

BEAUTY ONLINE™
肌齡喜源™
By Premier Living 卓越生活

Product Name	Start Date	Expiry Date	Price
【B'lifey】瑞士水漾緊緻精華-極細水嫩豐乳乳(30ml) 送【Dr. MedTec】70%韓國醫學逆時補毒精華手環(4600ml) BL001A	16-八月-2020	30-九月-2020	\$180.00
【Derma Médream】瑪瑪野櫻粉花藍光感精華(原量版)(每支45ml - 一盒6支) 044037	16-八月-2020	30-九月-2020	\$499.00
【Derma Médream】瑞士女神眼周修護精華(每支) 04533	16-八月-2020	30-九月-2020	\$299.00
【Derma Médream】瑞士眼周修護-提拉-緊緻-補潤(淨注射式-只限外運)(每支42ml - 一盒16支) 046022	16-八月-2020	30-九月-2020	\$528.00

launch discount packages. Besides incentivising customers' purchase and trial, driving buyers' traffic to its online store and social media is also the major goal.

According to Euromonitor, the retail sales of China's skincare products market in 2018 reached 212.2 billion, a 13.2% YOY increase. The market is so big that the company cannot afford to miss, but the high entry barriers, like the high cost on brand building, complexity in import customs clearance and safety certification, etc., have hindered the process.

"Premier Living" joined GS1 HK's CTSBUS e-commerce programme in hope to reach its 4 million active users to promote sales in the Greater Bay Area and even the whole country. "CTSBUS programme is very suitable for SMEs, because it is an affordable way to increase brand awareness. At the same time, it provides us with one-stop services, including product listing, cross-border logistics, customs clearance, etc. This is a great stepping stone to open up the Chinese market."

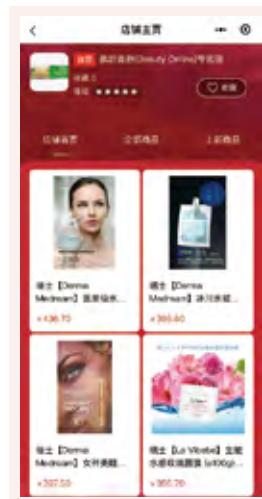
Richard's business partners have echoed the programme is beneficial to the brand, "Many local consumers believe products delivered directly from overseas and bonded warehouses are more reliable and quality-guaranteed, because real products may be switched with fake ones when goods reached local warehouses."

該平台建基於全球優惠券編碼 (GCN) 標準, 讓企業以嶄新方式吸引消費者。肌齡喜源亦計劃利用方案推出優惠套裝, 除了吸引顧客購買試用外, 更重要是將買家引流到其網店及社交頁面。

Euromonitor資料顯示, 2018年中國護膚品市場的零售額達2,122億元, 同比增長13.2%, Richard自然不會錯過, 但礙於市場門檻高, 例如建立品牌的龐大開支、入口清關、安全認證等, 窒礙公司的進軍勢頭。

公司遂加盟GS1 HK的中旅巴士(CTS)微信商城, 接觸該平台4百萬活躍用戶, 推動大灣區以至全國銷售。「CTS微信商城很適合中小企, 因其門檻不高, 但有助提高品牌知名度, 同時能為我們提供一站式服務, 包括產品上架、跨境物流、清關等, 是開拓中國市場的踏腳石。」

Richard亦從業務夥伴間確認這渠道更有利品牌:「許多國內消費者會認為由海外直送、保稅倉出的產品, 是最可靠、最有質素保證的, 因為有些貨品到了國內倉庫便有機會被調包, 變成假貨。」



“Think Outside the Box” is the Key to Digital Marketing Success

Major in computer science, Richard believes that the most important thing in running an online store is digital marketing skills. Many owners have little knowledge about their products, but still, they are able to make them popular. In the digital world, huge investment does not always guarantee good return, so SMEs and large enterprises share a level playing field. Apart from the traditional platforms like Google, Facebook, and Instagram, he believes other channels like GS1 HK BARzaar, Barcode Scan@WeChat can be useful too, so that customers in other countries can browse the products on mobile phones by scanning the barcode, increasing their purchase intention.

As a member of GS1 HK's SME Advisory Board, Richard pointed out the importance of digital marketing skills for SMEs to connect O2O business, but to be truly successful, mentality is more important. He advised that if any traditional business has set out its mind to transform or diversify, it must break away from comfort zone and start from scratch, get rid of the old ways, embrace the new, and learn like a start-up. Only in this way, it can overcome adversity.

數碼營銷 打破常規是皇道

修讀電腦科學的Richard認為經營網店最重要的是數碼營銷能力, 許多商家甚至不認識產品、也可將產品推廣到膾炙人口。這並非大花金錢便能「返到數」, 所以不論是中小企或大財團、都有著平等的成功機會。網店的宣傳始終離不開Google、Facebook、Instagram, 但除了這些傳統方式外, 他亦認為需要在其他渠道如GS1 HK BARzaar、條碼掃一掃@微信等推廣, 讓身處外地的顧客也能以手機掃描產品條碼, 在手機瀏覽產品, 提升購買意慾。

作為GS1 HK中小企業諮詢委員會一員, Richard表示數碼營銷能力基本上能讓中小企打通各類生意, 但要真正成功, 心態更重要。他寄語傳統行業若決心轉型或多元發展, 便必須忘記以往成就、脫離固有框框, 而要像初創公司一般由頭做起、學習, 堅持破舊立新, 才有機會戰勝逆境。

