

Souper 靚湯

Heating Up the Online Soup Pack Market 悉心調配 網上湯品市場



S O U P E R[®]

About the Company 公司簡介

Established in 2018, Souper is highly endorsed by busy working class for its nutrition-rich soup packs that are instantly-ready, healthy and preparation-free. The manufacturing employs vacuum processing and 125°C high temperature sterilization techniques, which could preserve soups much longer without the additions of chemical preservatives or MSG.

「靚湯」成立於2018年，以製造「即食、健康、省工序」的營養湯包為主。產品的生產運用真空及125°C高溫殺菌技術處理，讓湯品在沒有添加任何防腐劑及味精下延長儲存時間，廣獲忙碌的上班族愛戴。

Background 背景

Souper was founded in 2018 with an aim to provide nutrition-rich soup packs with long life-span for the society, because the traditional soup packs often require refrigeration to avoid contamination. As a new business, Souper opted for online shop as the primary channel to quickly gain a foothold and initiate word-of-mouth, spreading the gospel of their products' key benefits.

In 2019, Souper expanded to local online retail store Ztore and partnered with food delivery platform Deliveroo. Despite the excitement to see sales volume growth, the manual logistics operation from packing, delivery and sales reporting has distracted them from further business development.

With their product's long life-span advantage, they also looked for opportunities in supermarket retail chains and mainland China markets as well.

「靚湯」成立於2018年，目標是提供既營養又耐儲存的即食湯包回饋社會，因市面上湯包普遍會因存放不當而滋生細菌。

成立初期，「靚湯」選擇網店為主要銷售渠道，希望能儘快在市場佔一席位，加強品牌認知及口碑傳播，宣揚「靚湯」湯包耐存的特點。

2019年，「靚湯」將業務拓展至本港網上零售商「Ztore士多」及飲食快遞伙伴「Deliveroo 戶戶送」，即使銷售量有可觀增長，但人手的物流操作例如執貨、送貨及銷售計算都讓「靚湯」創辦人及員工費神，難以集中精力拓展市場。

由於產品具有長保質期，公司亦有意進駐連鎖超市及內地市場，進一步發掘新商機。

“The comprehensive portfolio of solutions has not only improved our inventory management, reduced manpower and enhanced search ranking results, but also developed new sales channels and markets. We can therefore invest more time and effort in marketing to cope with our speedy expansion.”

「GS1 Hong Kong全面的方案不但改善了我們的存貨管理、減省人手、提升搜尋排名，更助我們發展新銷售渠道及市場。現在我們可重組資源並分配至市場營銷，獲得大幅度的業務增長。」



Cathy Wu
Founder & CEO
創辦人及行政總裁
胡家惠

GS1 standards used or solution (s) / service (s) applied

- Global Trade Item Number (GTIN)
- BarcodePlus
- GS1 SmartSearch
- Barcode Scan@WeChat

應用的GS1標準或方案/服務

- 全球貿易貨品編碼 (GTIN)
- BarcodePlus
- GS1 SmartSearch
- 條碼掃一掃@微信



Solutions

Souper identified GS1 Hong Kong as the trustworthy partner to develop omni-channel retail strategy, manage inventory, strengthen online presence, open up new market, and connect with consumers.

Souper first applied for GS1 Hong Kong's barcode (GTIN) and use the barcode label for all its product SKUs. It helps unlock the door to both physical retail store like O'Farm and online shop like Ztore, as most retail chains and e-marketplaces require sellers to use GTIN to quickly interface with their own systems, to facilitate inventory management and data exchange of trade items.

Inventory can be tracked instantly when Souper and its retailer scan the barcode at the warehouse and point of sales. The sales records of individual retail point are essential for Souper to analyze locational purchasing behavior.

Souper further adopted GS1 SmartSearch solution to enhance its search ranking online. By incorporating structured web data and GTIN in its website, search engines can better understand its products and prioritize its content to a higher ranking. In fact, Souper website ranking has seen a significant 20% increase after 2 months of the implementation.

Souper has also capitalised on the Barcode Scan@WeChat function to reach out to China market consumers: By scanning the product barcode via WeChat, consumers can read the product details and marketing messages provided by Souper, and be directed to Souper's e-shop or Mini Home CTSBUS Mall. This aids Souper to build brand awareness and engage with consumers in Mainland market, exploring the billions of market opportunities.

Benefits

By utilizing GS1 Hong Kong's full-suite of standards and solutions, Souper quickly expands its online / offline presence:

1. Penetrate into physical and online sales channels easily
2. Improve website ranking by 20% and grow website traffic by 40%
3. Build brand awareness, engage consumers and tap into the potentials of China market.

解決方案

「靚湯」認定GS1 Hong Kong是可靠夥伴，有助其多元化策略實踐，包括發展多渠道零售策略、加強網上曝光、開拓新市場、管理庫存，並與消費者緊密連繫。

「靚湯」首步申請了全球貿易貨品編碼，並在成品包裝上貼上GS1條碼。此舉成功讓湯包上架至實體店如「O'Farm綠營坊」及網店「Ztore」，因大部份零售連鎖店及電商平台都會要求商家使用GTIN標準，迅速對接其系統去管理商品和傳送相關資料。

「靚湯」及其零售夥伴只需在倉庫及零售點於出入貨時掃描條碼，便能自動記載進出紀錄，並準確無誤地掌握每個零售點的銷量，有助分析地區銷售數據，推動業務策劃。

公司進一步採用了GS1 Hong Kong SmartSearch方案提升其網上搜尋排名。「靚湯」在其網站中應用了GTIN及結構化數據，讓搜尋引擎如Google等更易理解其網頁內容，優先將該頁面置於搜索結果的較前位置。「靚湯」網店的排名事實上在2個月內顯著提升了20%。

品牌同時以條碼掃一掃@微信功能去接觸中國內地消費者：消費者只需使用微信去掃描產品條碼，即可閱覽產品資料及推廣之餘，更可鏈接到公司網店或其「Mini Home中旅巴士商城」店舖。這有助公司提升品牌知名度，並與中國內地消費者互動，開拓十億人口市場。

效益

「靚湯」應用了GS1 Hong Kong一系列標準及方案，迅速拓展其線上線下業務：

1. 輕鬆打入各個實體及網上銷售渠道
2. 提升網站排名20%及增加網站流量40%
3. 建立品牌、與消費者互動及發掘中國市場潛力

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