

Kingsford Far East Limited 港豐遠東有限公司

Marching into Medical and Healthcare
Market in China with Trusted Products
信心產品 開拓國內醫療及保健產品銷售市場



港豐遠東有限公司
KINGSFORD FAR EAST LTD

“ We are specializing in distribution of medical devices, healthcare and baby products and we like to enhance the quality of life of families by importing quality brands. GS1 HK's e-Marketplace provides us an additional channel to increase product exposure and promote our products effectively.

我們專營分銷醫療器材、護理及嬰兒產品，期望透過進口高質品牌，提升本地家庭的生活質素。「信心港商城」為我們提供新渠道，增加產品曝光率、同時有效地推廣我們產品。

Ms. Teresa Li, Director and General Manager
董事總經理李家寶女士

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Challenges

For business owners, Taobao and JD.com are the key entry gateways to the enormous online consumer markets in Mainland China. It is no exception for Kingsford Far East Limited, which has firmly established its presence in the healthcare medical industry since 20 years ago. With a wide online and offline distribution network in Hong Kong, Kingsford's products are available in various Government establishments, department stores, chain stores and pharmacies, and command a large group of fans followers on social media like Facebook and Instagram.

With its reputation on superior quality, Kingsford has set its eyes on expanding its business to Mainland China. The company sought the help of GS1 Hong Kong to promote their business reputation and get their foot in the door to the huge market in Mainland China.

挑戰

眾所周知，淘寶及京東全球購是商家打入內地龐大網上消費市場的入門平台。對於紮根保健醫療行業逾二十年的港豐遠東有限公司亦不例外。港豐在本港的網上或實體店舖都擁有廣泛的銷售網絡，政府部門、百貨公司、連鎖零售商及藥房均可見港豐的產品，公司的Facebook及Instagram亦坐擁大批支持者。

港豐的產品品質優越，商譽良好，下一步著眼拓展業務至中國內地市場。公司遂與香港貨品編碼協會合作，透過本會在內地建立商譽，為其打入龐大內地市場邁出成功一步。



About the Company

Founded in 2012, Kingsford Far East Limited obtained ISO9001:2015 and ISO13485:2016 certification. The company specialises in the wholesale and distribution of medical equipment, household healthcare devices and baby products. Kingsford has regularly diversified its product portfolio and has introduced new products like A&D blood pressure monitor and Haenim UV sterilizer.

公司簡介

港豐遠東有限公司於2012年成立，並獲得ISO9001:2015及ISO13485:2016認證。公司專門從事醫療儀器、家庭保健用品、嬰兒用品批發及分銷；於成立數年間，不斷引入外國優質品牌，如日本愛安德A&D電子血壓計、韓國喜臨Haenim紫外線消毒烘乾機等，使產品多元化。



Solutions

Kingsford becomes a GS1 Hong Kong's e-Marketplace merchant to get their products listed on Taobao and JD.com platforms. The e-Marketplace is not just a highly cost-effective scheme, but also immensely convenient, because GS1 HK offers a one-stop service for them, including product listing, page design and photo shooting, cross-border logistics, advertising and customer service etc. It helps Kingsford increase its product exposure and expand sales channels in Mainland China, whilst saving considerable costs and manpower to handle the orders.

The company achieved over HKD30,000 of sales in one month alone, and earned over 60 positive customer feedback on their hero product, Haenim UV sterilizer, on the platform. The programme helps Kingsford successfully build up awareness and new sales channels.

Furthermore, equally important, there has been growing concerns over the authenticity of medical and healthcare products in Mainland China. By joining the scheme, Kingsford addresses aptly the matter as the platforms boost two major advantages - trusted products and brand reputation. GS1 Hong Kong requires all the listed products and the respective product information to be provided by registered brand owners or authorised retailers, so that Mainland consumers can shop online worry-free with guaranteed authentic source of product.

解決方案

港豐成為本會「信心港商城」的商戶，產品得以進駐淘寶及京東全球購兩大網購平台。對港豐而言，「信心港商城」不止成本效益極高，更非常方便，因為GS1 HK提供一站式服務，產品上架、產品頁面設計及拍攝、跨境運輸、店鋪推廣及客戶服務等一應俱全。「信心港商城」不但提高了港豐產品在內地的知名度，擴闊銷售渠道，更為其在處理訂單上，節省大量成本及人力資源。

港豐於一個月內達到超過港幣三萬元的銷售額，並獲得逾60位顧客對其Haenim紫外線消毒烘乾機的正面回應，成功為公司建立名氣及新銷售渠道。

中國內地的醫療及保健產品的安全問題近年備受關注，但透過加入「信心港商城」，港豐得以消除有關疑慮，因為「信心港商城」坐擁商譽及信心兩大優勢。GS1 HK要求所有上架的商品及其資料，均由註冊的品牌持有人或獲授權的零售商提供，確保貨源真確，內地消費者買得安心。



Benefits

By joining GS1 Hong Kong's e-Marketplace programme, Kingsford is now able to capitalise on the following advantages:

- 1 • Expand sales to two dominating e-commerce channels in Mainland China with minimal efforts at an economical way;
- 2 • Increase product and brand reputation as a Hong Kong local company with guaranteed product quality;
- 3 • Initiated word-of-mouth effect among Mainland consumers and builds credibility.

效益

港豐參與本會「信心港商城」計劃並得以建立以下優勢：

- 1 • 以低成本高效益的方法，擴展銷售業務至中國內地兩大電子商貿平台；
- 2 • 作為產品質素有保證的本地品牌，成功進一步提升產品及品牌的商譽；
- 3 • 讓品牌在內地得以口碑傳播，增加可信性。



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