

## WeMedia Shopping Network Technology Co. Ltd 微自媒科技有限公司

Product Information Visibility - The Key to Every Business Opportunity

資訊透明 盡掌商機



### About the Company 公司簡介

WeMedia is an innovative company committed to providing a new online shopping experience to consumers. Their dynamic and experienced team believes that the best shopping experience comes from genuine sharing and sincere recommendation. WeMedia also set up WEMESHOPS, an online shopping platform.

微自媒 (WeMedia) 是一間創新科技公司，致力為顧客提供嶄新的網上購物體驗。公司擁有一支朝氣蓬勃及富有經驗的卓越團隊，他們相信最佳的購物體驗來自真實可靠的資訊。另外，WeMedia亦成立了一個網上購物平台－WEMESHOPS (懂事兒)。

### Challenge/ Background

WeMedia business is mainly on the imports and resell of overseas products to China. Given the rampant counterfeiting problem in China, WeMedia is most concerned with the quality of the products they sell, and are committed to uphold the corporate motto of supplying 100% authentic products. However, how can they assure their consumers of their commitment? The best way is to prove the product authenticity in a consumer-friendly way.

Mainland consumers are known for having the habit of 'scanning' an item whenever they make a purchase as they are usually curious about every little detail of the product, including the place of origin, producer, product components etc. That is also to make sure of the product authenticity.

WeMedia would like to provide instant accessibility of the product details to their consumers, to boost consumer trust and loyalty and uphold their corporate motto.

### 挑戰/背景

WeMedia的業務主要為從海外進口產品，並轉銷中國。由於中國假貨情況猖獗，WeMedia尤其重視公司產品質素，恪守企業理念，務求為顧客提供100%真貨。那麼，他們是如何履行對顧客的承諾呢？最佳方法必然是讓顧客可以驗證產品的真偽了。

內地顧客一般都頗為關心產品的每個細節，包括：原產地、生產商、產品組件等，每當要付款購物時，他們都總會先掃描產品，以驗證產品的真偽，保障自己。

WeMedia希望顧客可以迅速取得產品的詳細資料，因為這除了能增加顧客的信任外，同時亦能彰顯其企業理念。

As an e-commerce platform, maintaining consumer confidence is of utmost important. ezTRACK™ not only enhances the visibility of the entire supply chain and becomes an important part of the supply chain through enabling consumers to obtain logistics from supplier to last mile data through mobile app, but also enhances their confidence on our product.

作為電商平台，維護客戶信心至關重要，縱橫網™不但提升了整條供應鏈的透明度，成為整個供應鏈的重要一環讓消費者能夠透過手機程式讀取由供應商至最後一公里之間的物流數據，亦提升了他們對我們產品的信心。

Ms Kara Cheung,  
Chief Supply Chain Officer/Consultant  
首席供應官/顧問 張敏怡女士



本木之初浆果防晒乳美白保湿  
防晒霜  
08809376440524 (WSN20170500002-D-1)

本木之初山羊奶黄金乳奶蒸气  
面霜 200ML  
08809376440500 (WSN20170500002-D-1)

ELIZAVECCA 小黑猪碳酸氧  
气泡泡面膜  
08809071369427 (WSN20170500002-C-1)

比利山羊奶蜂蜜手工皂100g  
09339932000293 (WSN20170500001-H-1)

## Solution

Upon the advice of GS1 HK, WeMedia adopted ezTRACK™ – a highly reliable solution that can effectively track and trace the flow of goods along the entire supply chain through a robust Electronic Product Code™ (EPC) standard-based platform. The solution enables them to gather and retrieve real-time product information and monitor the movement of goods anytime and anywhere, along the entire production process.

The adoption of ezTRACK™ also enables consumers to instantly obtain product details and logistics information of the product. After consumers scan the QR code on the product package, they will be automatically directed to the consumer interface of ezTRACK™, where they can find the logistics tracking information by shipment level. Even for the same product, the QR code of every batch and shipment is unique.

## Benefits

ezTRACK™ benefits both the brand and the consumers by providing real-time information visibility along the entire supply chain. WeMedia can now:

1. Address global customers' increasing demand to have critical product information at their fingertips
2. Establish a reliable global supply chain to ensure production and distribution of quality products and services
3. Enhance customers' satisfaction by responding to their needs and purchase habit
4. Boost consumer trust by proving product authenticity and combating counterfeit

## 解決方案

獲取香港貨品編碼協會的意見後，WeMedia隨即採用了一項高度可靠的方案—蹤橫網™。蹤橫網™透過以EPC標準為本的平台，於整條供應鏈上有效追蹤和追溯貨品和產品資料。此項方案有助WeMedia監控整個生產過程，隨時隨地即可擷取產品的實時資訊及監察產品的流向。

此外，顧客亦可從蹤橫網™即時獲取產品的詳情及物流資料。掃描產品包裝上的QR碼後，顧客將自動獲轉換至蹤橫網™的客戶界面，並於此追蹤貨品付運時的物流資訊。即使是同一款貨品，每一批貨品於付運時都載有獨一無二的QR碼。

## 效益

蹤橫網™提供整條生產線的實時資訊，同時惠及品牌和顧客。WeMedia現時可以：

1. 配合全球客戶日益增加的需求，讓讀取關鍵產品資料變得輕而易舉
2. 建立可靠的全球供應鏈，確保能生產和配送優質的產品和服務
3. 迎合顧客的需要及購買習慣，提升其滿意度
4. 提供產品認證，防範假貨，以增加顧客的信心



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