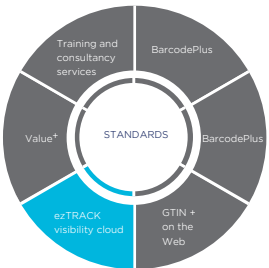


GS1 Hong Kong helps businesses enable a successful omni-channel strategy with benefit:

Full supply chain visibility:

Businesses can optimise fulfilment by seeing inventory in stores and e-commerce in real time and accurately matching those items to consumer demand across the omni-channel.

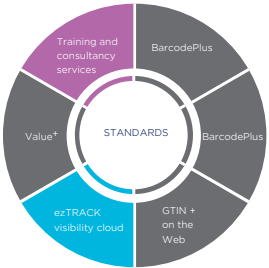
To learn more: [ezTRACK](#)



Accurate inventory visibility:

Through the application of global standards like barcode and EPC-enabled RFID technology to create inventory precision

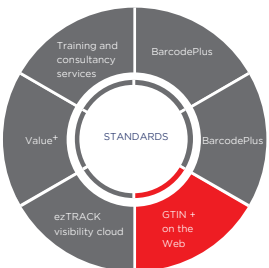
To learn more: [GS1 RFID enabling engine](#)



Better product searchability :

Brand Owners, Manufacturers, Retailers, Advertising Agencies and Search Engine Optimisation Strategists can benefit from providing structured data about products and product offerings to improve the visibility / discoverability of those products or offerings on the web.

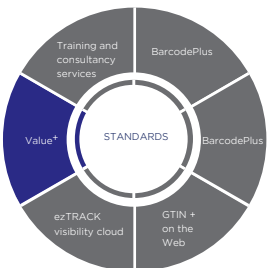
To learn more: [GTIN+ On The Web](#)



Strengthening brand equity :

The e-tailers assign a unique identification number to every single product, validating a number before listing a product for sale. The consumers can have reliable data to make sure they are buying authentic products instead of the potential parallel import or counterfeit. Through the mobile app, the e-tailer can also provide personalised 1:1 after sales engagement to the consumer and manage the distribution channels.

To learn more: [GS1 max choice](#)



Trusted product information:

Developing a simple product listing with industry, businesses can share product data and content on the Internet that can be trusted by consumers and accurately understood by search engines.

To learn more: [GS1 BarcodePlus](#)



Consumer big data and analytics:

Companies can enable products to be accurately identified and associated with consumer recommendations and behaviours in order to improve customer experience. This insightful data may also be used to enhance sales and marketing programmes.

To learn more: [GS1 BarcodePlus](#)



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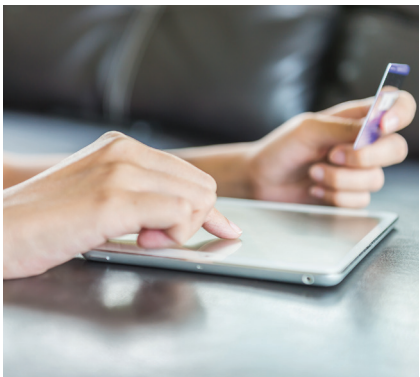
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The Global Language of Business

Capturing the e-Commerce opportunities



Rise of e-Commerce:

Consumers increasingly embrace digital technologies and devices in all stages of their new buying journeys. A customer can use more than one sales channel to shop from a retailer for any given transaction and the challenge to retailers is to create an unified experience to the consumers. The rapidly changing delivery expectations of the digital customers, driven by trends towards click & collect and next day delivery, mean that operating an effective e-commerce supply chain and fulfilment operation presents a whole new set of challenges.

An omni-channel strategy is the key:

In essence, consumers are now accustomed to an “always-on, always-open” shopping experience due to the accessibility offered by online shopping. For retailers to succeed in the e-Commerce, an omni-channel strategy is the key. Omni-channel provides customer with a seamless experience, regardless of merchandise purchasing channel.

How to enable omni-channel strategy:

According a recent report*, through the conversations with retail executives, it is discovered that the enablement of omni-channel is, intensity and area of focus of retailer efforts varied, four key enablers were identified as the key to a successful omni-channel strategy. GS1 Hong Kong works with a broad cross section of industry trading partners who have agreed to adopt and implement GS1 Standards and collaborate on best practices to assist enterprises and SMEs to capture the omni-channel opportunities efficiently.

Convenience is the drive for shopper transformations

According to a survey conducted by MasterCard Worldwide in 2013, 66.4% of Hong Kong people shopped online, increasing from 57.9% in 2011. 82.0% of the interviewees indicated that they had the intention to shop online, compared to 75.5% in 2011. 70.2% of the respondents indicated the main reason for online shopping was convenience.

*Source: TDC Internet Industry in Hong Kong Aug 2014

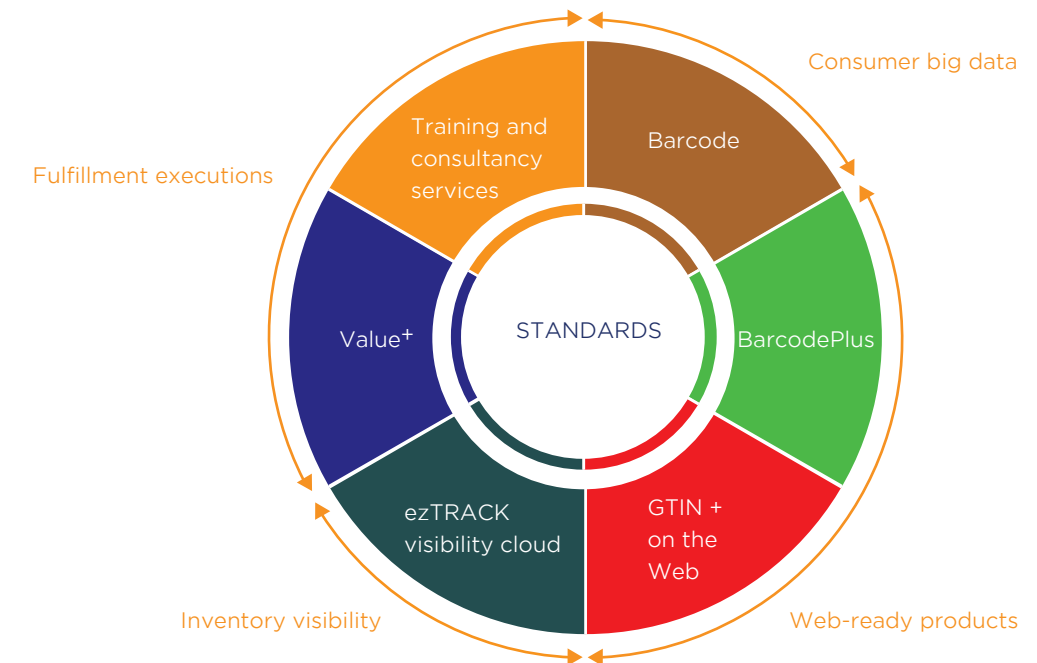
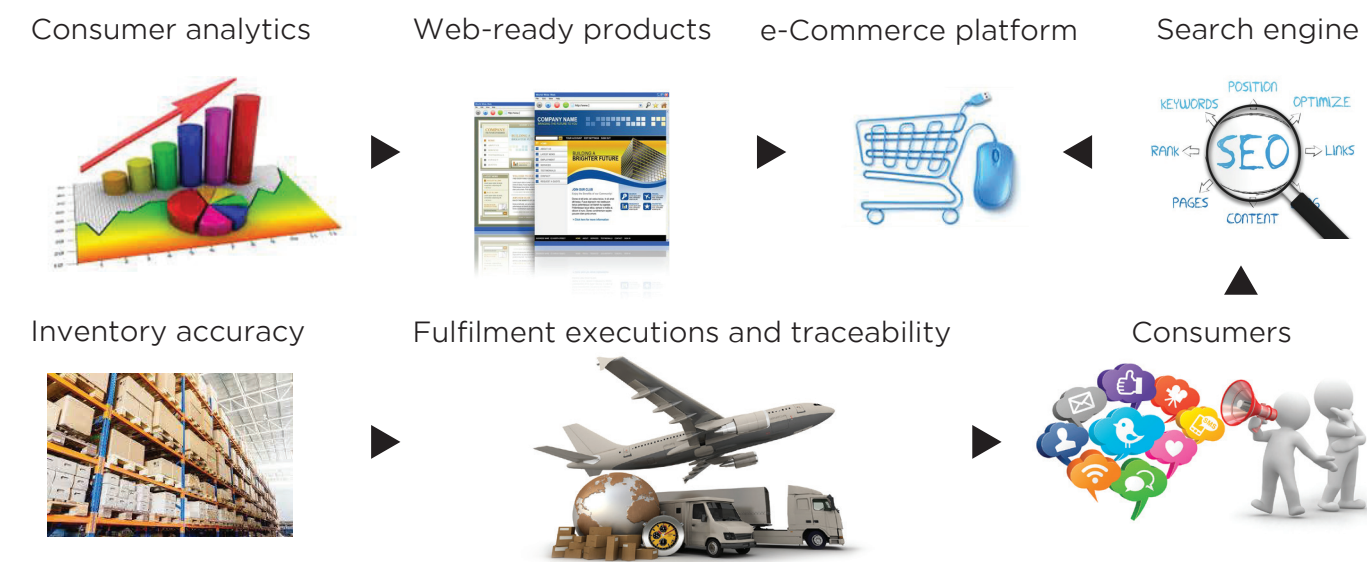









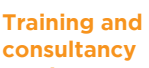
Consumer big data	A retailer sought big data analytics to improve its recommendation engine for sales through multiple channels, including mobile devices to improve the speed and effectiveness of systems that suggest products and services most likely to appeal to individual customers. Also, search engine players like Google are filling various patents in collecting consumer data and utilising them to anticipate needs based on consumers' past shopping behaviours with unique product code, like GTIN (Global Trade Item Number) offered by GS1.
Web-ready products	The strategy in bringing the products to the e-commerce marketplace quickly and have them represented accurately and consistently in potentially thousands of different places online. The information has to be high quality and trusted (i.e. complete, accurate, timely) information and images about the products and services. This strategy also involves building web-scale search products utilising the power of different search technology and data o build custom search engines and innovative experiences.
Inventory visibility	Accuracy, location and inventory management by utilising global standards like barcode or EPC-enabled RFID technology to create inventory accuracy. It includes support accurate, on-demand access to products and product information at all consumer purchasing decision points. It also strengthen inventory management in both B2B and B2C relationships by improving supply chain visibility. Finally, it enhance business processes to deliver a seamless and satisfying customer fulfilment experience across all channels.
Fulfillment executions	To provide the customer with the products they desire via a consistent research, shopping, purchasing and fulfilment experience—regardless of channel or channels. The strategy includes store fulfilment, pickup-in-store, and return-to-store may be necessary to meet customer expectations and keep up with the competition.

* Are You Ready? How to Create an Always-On, Always-Open Shopping Experience, A View from Retail Leaders on the Industry Imperatives and Needed Standards, Capgemini Consulting 2014

E-Tailers



GS1 Hong Kong services and solutions in implementing the omni-channel strategy:

	A barcode (technically called "GTIN" or "Global Trade Item Number") is a number represented in vertical lines of varying widths printed on labels to uniquely identify items enabling the rapid and un-ambiguous identification of products, assets, documents to people using a scanner.
	A one-stop solution for management practices including Product Data Management, Product Quality Certificate Management, Consumer Loyalty Programme Management etc, allowing businesses to enhance product data visibility
	An implementation guideline to expose structured data of products to consumers through online search engine.
	A brand protection & consumer engagement solution that appends a unique serialisation number label to allow end-to-end e-Pedigree visibility to bolster consumer confidence and enable personalised post sales engagements.
	A brand protection & consumer engagement solution that appends a unique serialisation number label to allow end-to-end e-Pedigree visibility to bolster consumer confidence and enable personalised post sales engagements.
	Experienced consultants having broad industry exposure and focusing on specialised areas, help numerous companies in different industries to achieve supply chain excellence through standards such as barcode, RFID and technology solutions.