

Ztore 士多



The Nostalgic Online Grocery Store with
Digitalised Supply Chain Management
懷舊網上超市 實現供應鏈電子化

“ **GS1 Standards enable us to improve operation efficiency and support data analytics when there are standardised ways to identify the right product at the right time.** ”

Mr. Danny Shum, Chief Executive Officer

Ztore.com background

Ztore.com is an online supermarket with same-day delivery, selling quality groceries and home essentials. Partnering with local nostalgic brands, Ztore.com is expanding to include international variety to the mix, allowing busy Hongkongers to shop grocery online anywhere, anytime through a safe payment gateway.

Challenges

Before Ztore and HKTV Mall appeared, online grocery shopping had not been actively pursued by retail players in Hong Kong because of shopping convenience. Ztore started by partnering themselves with some local vintage brand owners like SMITH candies, MAMEE snacks noodles. The company covers somewhere between 6,000 and 7,000 product variety from over 200 suppliers, in which about 60% of them do not have a digitalised inventory management system.

As its scale continues to grow, it puts pressure on Ztore's warehouse rental and storage cost if the stocks can only be manually managed, so it is of absolute need for them to continue to perfect their supply chain management. Ztore requires extra manpower to tag labels, manage inventory in and out of warehouse and sometimes even jeopardise the same-day delivery promise to customers.

Solutions

Ztore became GS1 HK members and encouraged its suppliers to digitalise their inventory with a simple barcode, or GTIN (Global Trade Item Number). Since then, Ztore witnessed drastic improvement in their warehouse operation when the manager needed only a scan to identify the product details, easily following the “first-in-first-out” rule for the packaged food

items. It is easier for them to know the out-of-stock items and make purchasing order as needed, helping to efficiently coordinate with the increasing growing number of suppliers.

One of the major edges of Ztore is their same-day delivery service commitment, with more efficient warehouse management, they achieved close to 100% service level.



Benefits

The adoption of GS1 GTIN and barcode standard brings a win-win situation between Ztore and its suppliers, helping them:

- 1 • Reduce the workload at warehouse and the tension of warehouse storage space
- 2 • Easily identify the product in the warehouse
- 3 • Better control inventory, including replenishment of products at the right time when stock is low
- 4 • Guarantee the service level commitment to their customers



背景

Ztore.com 是一間網上超級市場，專售優質的糧油雜貨及生活用品，並提供即日送貨服務。除了與本地老字號合作外，Ztore.com 更搜羅世界各地的產品，讓忙碌的香港人可以在網上隨時隨地購買心儀產品，並透過安全的付款平台結帳。

挑戰

在士多與 HKTVMall 面世前，零售商基於香港購物的便利在並不熱衷推廣網上超市。不過，士多仍努力不懈，逆流而上，於開業時引入傳統香港老字號品牌，例如：史蜜夫糖果和媽咪麵。士多從超過 200 個供應商入貨，產品種類多達 6,000 至 7,000 款，但當中 60% 的供應商並不具備電子化倉存管理系統。

隨着業務規模不斷擴張，倘若貨物只能由人手管理，士多的倉庫租金和存放開支就將會成為負擔，故其當務之急就是要不斷完善其供應鏈管理。以往，士多需要額外人手貼上標籤、管理多個倉庫，控制貨品的入貨和出貨，稍有差池，更有機會無法向顧客兌現服務承諾，不能於指定時間內送貨。

解決方案

加入香港貨品條碼協會後，士多鼓勵供應商使用簡單的條碼，或全球貿易貨品編碼 (GTIN)，令倉存管理得以數碼化。自此，士多的倉存管理獲得重大的改善，經理只需透過掃描條碼，就能識別產品詳情，而根據「先入先出」原則來管理包裝食品亦變得輕鬆簡單。現時，他們能輕易掌握產品缺貨情況，並在有需要時重新採購產品，及有效率地與日益增加的供應商協調。

士多的其中一項優勢在於其即日送貨服務，再加上更有效的倉存管理，他們的服務就能更臻完善，服務水平接近 100% 之高。



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GS1 標準使我們能夠透過標準化的方式，在正確的時間識別正確的產品，提高營運效率並支持數據分析。

行政總裁 岑迪贊先生

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效益

GS1 全球貿易貨品編碼及條碼標準為士多及其供應商創造雙贏局面，有助他們：

1. 減輕士多倉庫的工作量，及緩解倉庫儲存空間的壓力
2. 輕易識別倉庫內的存貨
3. 更有效管理倉存，存貨數量低時可及時補貨
4. 竭誠向顧客兌現服務承諾