

Scott UK Limited

Aiding The Domestic Appliances Go International
協助本地家電邁向國際市場

SCOTT

About the Company 公司簡介

Originally from France, SCOTT offers consumers a premium, high quality small domestic appliances, specialising in beverage, food preparation and cooking appliances. Their extensive knowledge allows them to deliver innovative, human-oriented products for consumers seeking a comfortable home lifestyle. SCOTT appliances are designed for functionality, style, convenience and ease of use, which are sold extensively in France, UK and Hong Kong.

SCOTT源自法國，為顧客帶來簡潔易用、功能超卓的家居產品，專注食品及飲料製作和煮食家電。SCOTT憑藉豐富經驗、創新及“以人為本”理念，堅持產品安全可靠、時尚實用，為消費者締造舒適家居生活。SCOTT品牌現已暢銷法國、英國及香港。

Background 背景

With the prevalence of customers' multi-channel shopping behavior, companies are broadening their offerings through an increasingly complex mix of online and offline means. SCOTT, a brand that specializes in beverage, food preparation and cooking appliances like coffee machine and cook blender, is also striving to offer goods and services seamlessly across O2O, via its own website, pop-up roadshows and counters in department stores.

SCOTT started in France since 2014. In 2017, SCOTT launched their product in Hong Kong by leveraging multiple e-marketplaces to expand its sales channels, aiming for global customers with specific regional markets like Hong Kong, UK and France. The brand believes their hero product, an ultra-slim, fully automated coffee machine needs more traction, so they turn to the e-retailer channels such as Amazon, to raise their product profile, advocate quality and increase sales in the global market.

隨著客戶多渠道消費習慣日益普及，各品牌亦不斷利用千變萬化的複雜線上線下渠道，提供各式各樣產品。SCOTT是一個專門提供飲品及食品製造和煮食用具品牌，產品包括咖啡機及攪拌機等。該品牌正積極結合其網站、快閃式市集、百貨公司內的專櫃等，致力透過無縫的O2O渠道為顧客提供各類產品及服務。

來自法國的SCOTT創立自2014年，並於2017年利用多個網上平台擴展其國際銷售業務，目標客戶集中香港、英國和法國。公司希望品牌旗下的一個超迷你、全自動的皇牌咖啡機能夠得到更多市場關注，所以透過網上商店如Amazon等來宣傳它的產品認知及質量，藉此提高在國際市場中的銷售額。

“SCOTT's products are sold in the global markets, so with GS1 global barcode standard, we can be uniquely identified as the one-and-only in the world without fear of counterfeit. From now on, we can stay focus to expand our global footprints and gain international recognition!”

「SCOTT的產品在全球有售，所以有了GS1全球條碼標準，便可確保我們每件產品都是獨一無二，撇除假貨的疑慮。由現在起，我們可以專注拓展全球業務，致力贏取國際市場的認可！」



Tiffany Chan
Sales Manager
銷售經理

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

- Global Trade Item Number (GTIN)

應用的GS1標準或方案/服務

- 全球貿易貨品編碼 (GTIN)



Solutions

To sell products on Amazon, SCOTT was asked to add a product identifier, or GTIN, to uniquely identify the specific products listed on the site. By doing so, sellers like SCOTT can help to maintain the high quality shopping experience on Amazon. The global standard allows greater visibility of SCOTT's products by better referenced on the e-marketplace when consumers conduct search, and increase sales by cross-selling opportunities, helping the brand achieve its objectives.

With GTIN, Amazon can have a standardised way to improve the quality of their product catalogue. They first verify the authenticity of product GTINs by checking the GS1 database, and then identify which products are related so they can best group similar products together for buyers to compare and purchase, enhancing shopping experience.

Not only does the GTINs fulfil the need for the product listing on Amazon, but it also helps some of SCOTT's retail partners who use the same global standard to maintain their inventory easily and speed up the check-out process in their physical outlets.

In fact, major online platforms like Alibaba, eBay, Google, Walmart are either requiring or demanding sellers to adopt GS1 GTIN standard, for uniquely identifying their products in global e-commerce. Failing to do so may lose visibility within the search results or even be disapproved by the platforms. SCOTT is considering to expand its presence to these online retailers, again capitalising on the use of GTIN.

Benefits

The GTIN usage in e-marketplaces boasts profound impacts for SCOTT:

1. Made online, global listing convenient and easy as it can be used worldwide
2. Gain visibility in Amazon through being better referenced on the marketplace
3. Increase sales by receiving additional up-selling
4. Helps its partners to manage their supply chain more efficiently

解決方案

要在Amazon平台銷售產品，SCOTT需要為每件不同型號產品配上全球貿易貨品編碼 (GTIN)，作為一個獨一無二的標記。這個做法能確保所有Amazon的商家都提供高質購物體驗予消費者。GS1國際標準能讓消費者在網上搜尋商品時更容易找到SCOTT的產品，大幅增加其透明度及交叉銷售的機會，助品牌達到目標。

Amazon會以GTIN構建一個統一的方法來改善它們的產品目錄。首先，他們利用GS1的數據庫來確認產品的真確性，並找出該產品相關類別的產品並歸類，從而讓買家能更準確地比較不同產品及選購心水產品，提升購物體驗。

除了能夠符合Amazon的產品上架條件外，GTIN也有助公司與應用相同標準的零售夥伴管理庫存，並加快實體店的結帳速度。

現時多個主要網購平台，例如阿里巴巴、eBay、Google和Walmart等，均要求或規定賣家採用GS1 GTIN標準，讓全球網購平台都能輕易識別各類產品。沒有採用此標準的產品不單會令被搜尋到的機會大幅降低，甚至無法放到平台上銷售。SCOTT現正考慮進一步採用GTIN來擴展至其他網購平台。

效益

GTIN為SCOTT在網購平台上帶來正面影響：

1. 網上銷售的流程因國際標準而變得更方便快捷
2. 更容易成為Amazon的推薦商品，增加網上曝光率
3. 輕易獲得追加銷售的機會，提升銷量
4. 使其業務夥伴更有效地管理供應鏈

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