

Garming Marine Products (International) Co Ltd 嘉明海產(國際)有限公司

Unleashing Online Frozen Food Market with Barcode & BARzaar 以條碼及網上市集 解凍冰鮮網購市場



About the Company 公司簡介

Established in Hong Kong for more than 40 years, Garming Marine Products (International) Company Limited, a subsidiary of Sunwah Group, has been providing quality frozen seafood for many local catering businesses. Since last year, the company develops its retail line with the launch of Ice-Diamond and Pacific Pearl brands, available in online marketplace HKTVmall.

嘉明海產(國際)有限公司成立超過40年，屬新華集團旗下全資附屬公司之一，一直為多家本地餐飲機構提供優質急凍海產食品。公司去年開始擴展零售業務，推出零售品牌 Ice-Diamond 及千津，並於網上購物平台HKTVmall 有售。

Background 背景

As home cooking trends take shape, many “new-to-kitchen” chefs turn their grocery shopping online. Spotted the opportunity, Garming Marine, a famous seafood wholesaler in the catering industry, started to develop its retail business last year through different e-marketplaces, such as HKTVmall, Topsoya Market, etc. Through active promotion on social media channels like Facebook and Instagram, Garming Marine aims to claim a position in the “new normal” economy.

A new comer in retail business, consumers have no idea about the company’s brand or its store location for the time being. Garming Marine intends to strengthen promotion on various marketing channels, to gain extra miles on brand exposure as well as market penetration.

留家煮食成新趨勢，許多「忽然廚神」都會在網上買食材。於餐飲業界頗具名氣的嘉明海產觀準時勢，由過往一直專注批發業務，至去年起積極發展零售品牌、並以網絡銷售為主，在HKTVmall、壹品鮮市集等電商發售，輔以Facebook及Instagram等社交渠道作推廣，冀在「新常態」經濟下佔一席位。

公司初涉零售市場，暫時對於一般消費者而言，品牌的知名度及零售點有限，便希望加強品牌推廣、提升曝光、並開拓更多渠道，務求滲透消費市場。

“Committed to providing our customers with a diverse range of quality frozen seafood, GS1 global barcode standards and services help us inside and out, by improving our stock management, and by promoting to GS1 Hong Kong members network. I’d recommend the BARzaar platform to my peers because it’s a win-win solution for the business community.”

「我們致力為客戶提供優質及多元化急凍海產食品，使用GS1全球條碼標準及服務，對內不但有助存貨管理，對外亦可藉著香港貨品編碼協會會員網絡推廣品牌。希望各界同業亦可多加善用有關優惠平台，共創雙贏。」

Mr. Cameron Choy,
General Manager
總經理 蔡錦豪先生

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

- GS1 Global Trade Item Number (GTIN)
- BarcodePlus cloud-based product information platform
- GS1 Hong Kong BARzaar



應用的GS1標準或方案/服務

- GS1全球貿易貨品編碼 (GTIN)
- BarcodePlus 雲端編碼及產品資訊平台
- GS1 Hong Kong BARzaar 優惠推廣平台



Solutions

To get listed on major retail stores and e-commerce platforms, all products need an “Identity card” - a Global Trade Item Number (GTIN) - to ensure quality shopping journey on the e-marketplaces as well. Besides listing, Garming Marine adopts GS1 global standards to facilitate consumers searching its products online, enhancing transparency and cross-selling opportunities.

Garming Marine also utilizes BarcodePlus, a cloud-based product information repository, to manage barcodes and create a digitalised product catalogue for easier product management. GTIN also helps the company and its business partners to better manage inventory and speed up checkout process. Connected to WeChat database, the platform allows consumers to simply scan a barcode and instantly access and share extend product information, boosting awareness for the brand.

Being GS1 Hong Kong's member, the company is eligible to reach out to GS1 Hong Kong's 8,000 members, connecting through GS1 Hong Kong's BARzaar for free, offering discounts promotion to expand business and stimulate repeated purchase.

Benefits

GS1 Barcode and BarcodePlus assist Garming Marine on:

1. Launching products on e-marketplace becomes easy and convenient, increasing online exposure;
2. Managing product catalogues in an easy and effective way, ensuring inventory management efficiency.

GS1 Hong Kong BARzaar helps the company:

1. Raise product online profile and brand awareness;
2. Promote sales by making online order easy and sharing with friends and peers simple.

解決方案

要在主流零售點及電子商務平台上架，產品都需要一個「身份證」、即全球貿易貨品編碼 (GTIN)，這做法同時能確保電商平台提供高質的購物體驗。嘉明海產應用了GS1的國際標準，便利上架之餘亦讓消費者在網上更易尋獲其產品，增加透明度及交叉銷售機會。

公司亦利用BarcodePlus 雲端編碼及產品資訊平台編配條碼及輸入產品資訊，輕鬆地製作出產品目錄，令產品管理變得數碼化。GTIN也有助公司與生意夥伴管理庫存，助夥伴加快結帳速度。平台已與微信資料庫連繫，消費者只需以「條碼掃一掃@微信」功能掃描條碼，可瀏覽及分享產品資訊，提升嘉明海產的知名度。

為拓展市場，公司使用GS1 Hong Kong BARzaar優惠推廣平台去提供折扣促銷，接觸超過8,000間企業和機構員工及他們的家人朋友，宣傳之餘亦鼓勵重複消費。

效益

GS1條碼及BarcodePlus平台助嘉明海產：

1. 電商上架流程變得方便快捷，增加網上曝光率
2. 輕鬆有效地維護產品目錄，確保條碼不會重覆，強化庫存效率

GS1 Hong Kong BARzaar 優惠推廣平台讓公司：

1. 提升產品網上曝光率及品牌認知度
2. 方便消費者網上落單及向朋友分享優惠，帶動銷售。

GS1 Hong Kong 香港貨品編碼協會

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