

Premier Living (Enterprises) Co. Ltd. 卓越生活(企業)有限公司

Skincare Company Charms its Way into Two New Markets 護膚品公司開拓兩大新市場



About the Company 公司簡介

Premier Living (Enterprises) Company Limited is committed to sourcing quality products from around the world and introducing to customers at an affordable and reasonable price. Headquartered in Hong Kong, Premier Living focuses on online channels in order to reach to global customers.

The company has imported more than 100 kinds of skincare products from Switzerland and France including Derma Médream, ELEMONT, La Vibébe, B'lifey, Mila Ella, and Swissdé, etc.

卓越生活(企業)有限公司致力從世界各地搜購優質產品，並以合理價格向顧客銷售。公司總部位於香港，專注以網上渠道接觸全球顧客。卓越生活現正銷售超過100款從瑞士及法國入口的護膚品，如Derma Médream、ELEMONT、La Vibébe、B'lifey、Mila Ella及Swissdé等品牌。

Background 背景

As China thrived as a manufacturing powerhouse in the 90s, raw materials B2B trade in Hong Kong has lost its advantage since. Began as a distributor for raw materials, Mr. Richard Chu, founder of Premier Living (Enterprises) Co. Ltd. (Premier Living) sensed the change and started to explore B2C business amid the rising online market. The company launched "Beauty Online", an e-shop focused on skincare products, and has stumbled through to success.

The company attempted to drive the cost down by selling online mainly, yet the lack of digital experience had taken a great deal of its time and resources to build its product online presence. It also needs new online channels to expand and boost sales, especially in the Mainland China market.

中國於90年代逐步崛起成為生產大國，在此消彼長下、香港的原材料供應行業逐漸式微。卓越生活(企業)有限公司創辦人朱家源起初是以原料貿易起家，其後留意到大勢已去，決定在方興未艾的網上市場中尋商機。公司成立專門銷售護膚產品的「肌齡喜源」網站，在跌碰中學習成長。

公司主要以網絡分銷以降低成本，但由於缺乏數碼經驗，花了許多時間及資源去建立產品網上知名度。另一方面，公司需要新的網上渠道來擴大市場、特別是中國內地市場，以提高銷量。

"Online retail will continue to grow exponentially in the digital era. Our e-shop has recorded double revenue growth compared to a year ago, thanks to the integrated sales and marketing strategies including GS1 Hong Kong's digital coupon and CTS Bus Mall @WeChat. I think the solution and programme are effective ways for business to expand their online sales channels with minimal efforts."

「網上零售在數碼年代將持續爆發式增長。我們的網店收入比一年前增長了一倍，實有賴香港貨品編碼協會電子優惠券和中旅巴士微信商城計劃等綜合的營銷策略推廣。我認為這些方案和計劃是企業以低成本去拓展網購渠道的有效捷徑。」



Mr. Richard Chu,
Founder
創辦人 朱家源先生

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

- GS1 HK Digital Coupon
- CTS BUS Mall @WeChat



應用的GS1標準或方案/服務

- GS1 Hong Kong 電子優惠券方案
- 中旅巴士微信商城服務



Solutions

Premier Living had tried cracking the corporate group purchase market but in vain, thus it adopted GS1 Hong Kong's digital coupon solution to help: The company needs only to share a link or QR code with the enterprise customers, their staff can then shop and pay on the platform. Once orders are received, the company will arrange deliveries for each customer's order, relieving the customers' concerns on manpower and logistics.

It also plans to use the solution to launch discount packages on its "Beauty Online" store. Besides incentivizing customers' purchase and trial, they want to drive buyers' traffic to its online store and social media too. GS1 Hong Kong also provides value-added services, such as re-targeting, automatic order reminder, performance and data analytics services, to improve sales and marketing.

Besides, Premier Living has joined GS1 Hong Kong's CTS BUS Mall @WeChat Programme in hope to reach its 4 million active users to promote sales in the Greater Bay Area. The programme supports the company with one-stop services, including product listing, cross-border logistics, customs clearance, etc. It is able to establish its brands in China with this approach because many local consumers believe products delivered directly from across the borders and bonded warehouses are more reliable and quality-guaranteed.

Benefits

GS1 HK Digital Coupon solution helps Premier Living to:

1. Open up new markets and engage consumers in a new way
2. Easily analyse campaign success and optimize promotion effectiveness

The CTS Bus Mall @WeChat programme enables:

1. Selling to cross-border Chinese travellers
2. Efficient sales channel with one-stop service that minimises resources needed

解決方案

卓越生活曾嘗試打入企業團購市場，惜一直鎊羽而回，遂應用香港貨品編碼協會(GS1 HK)的電子優惠券方案協助。公司只需提供一條優惠鏈結或QR碼予企業，其員工即可進行網購並付款，而公司便可根據不同顧客的訂單安排付運，解決合作單位人手及物流問題。

公司亦計劃利用方案在「肌齡喜源」推出優惠套裝，除了吸引顧客購買試用外，更重要的是將買家引流到其網店及社交頁面。GS1 HK亦提供多項增值服務，如Re-targeting、訂單自動提示、成效及數據分析等服務，推動流量並改善營銷。

此外，卓越生活亦加盟GS1 HK的中旅巴士(CTS)微信商城計劃，接觸該平台位處大灣區的4百萬名活躍用戶。該計劃為公司提供一站式服務，包括產品上市、跨境物流、清關等，此模式有助在中國建立品牌，因為許多國內消費者會認為由海外直送、保稅倉出的產品，是最可靠、最有質素保證。

效益

GS1 Hong Kong 電子優惠券方案有助卓越生活：

1. 開闢新市場，並以嶄新方式吸引消費者
2. 輕鬆分析營銷活動成效，改善促銷效果

中旅巴士微信商城服務能提供：

1. 以廉宜成本向國內跨境旅客銷售
2. 高效的銷售渠道和一站式服務，減少資源成本

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