

## Smartech International Marketing Limited 浚達國際市務有限公司

Harnessing Anti-Adversity Combo to  
Penetrate the Fragmented Market  
三寶抗逆市滲透分散市場



### About the Company 公司簡介

Smartech International Marketing Limited persists in the provision of innovative and unique household appliances. With its belief in the importance of a customer-oriented policy, it aims to bring innovative, practical and energy-saving products to local customers at a reasonable price.

浚達國際市務有限公司致力發展創新獨特的家用電器產品，並承諾以客為尊，用實惠的價格為本地顧客帶來創新、實用和節能的產品。

“With the myriad of offerings by GS1 Hong Kong, Smartech can grow strong together and tackle the market challenges ahead with our diversified products.”

「透過香港貨品編碼協會多元化的服務，浚達期望能一起攜手進步，以我們多樣化的產品應付未來的市場挑戰。」

### Background 背景

Market fragmentation is increasing in momentum, which means it is harder to keep customers' loyalty. To penetrate the market, Smartech, a supplier of innovative and niche household appliances, has made its hundreds of products available in HKTVmall, CLP e-shop, LOG-ON, city'super, G.O.D. and a massive range of appliance stores, aiming to quickly snatch up market share in Hong Kong and Macau using a multi-level sales channels strategy.

To compete more effectively, the company has been strengthening its product portfolio to stay on top of the market pulse, while fully utilising social media for promotions and opening its arms to any new marketing tools. The GS1 Hong Kong's "BBS Combo" - "Barcode, Barzaa, Scheme" caught eyes of Smartech as effective weapons to strike the lucrative markets.

隨著市場越來越零散，商家在維繫客戶忠誠度就變得越困難。為了提升市場滲透率，創新及特色兼備的家用電器供應商浚達國際市務有限公司，將數以百計的產品在HKTVmall、中電網上商店、LOG-ON、city'super、G.O.D.以及多間電器門市中上架，務求以滲透多重銷售渠道的策略，快速搶佔香港和澳門的市場佔有率。

為了提升競爭力，公司緊貼市場脈搏，推出更多產品組合；同時充分利用社交媒體進行促銷，亦樂於採用不同的嶄新營銷工具。香港貨品編碼協會(GS1 HK)的抗逆市三寶 - 「條碼X市集X嘉許計劃」組合便是有助進軍市場的最佳武器，遂吸引浚達採用。

Mr. Bruman Tam,  
Sales and Marketing Manager  
市場推廣及行政經理 譚偉東先生

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

- Global Trade Item Number (GTIN)
- GS1 Hong Kong's BARzaa
- Consumer Caring Scheme



### 應用的GS1標準或方案/服務

- GS1全球貿易貨品編碼 (GTIN)
- GS1 Hong Kong BARzaa  
優惠推廣平台
- 貼心企業嘉許計劃



## Solutions

Smartech applied for GS1 barcode not only to gain access into physical retail and e-marketplaces, but also to pave the way for a seamless customer journey, as the barcode improves online search result, connects buyers offline to online (e.g. Barcode Scan@WeChat) and gives customers better confidence with a trusted source of information.

As GS1 Hong Kong's member, Smartech can leverage GS1 Hong Kong BARzaar for free to promote their products and reach out to GS1 Hong Kong's 8,000+ corporate member community, covering their staff, family and friends, which unlocks extensive sales opportunities and attract potential customers. It is also a robust "BARzaar" - "Brilliant • All-round • Reliable" - where registered members can purchase a wide variety of products at great discount.

For the 5th year in a row, Smartech has been recognised as a Consumer Caring Company, which keeps exceeding consumer expectation through making continuous improvement on products, services and processes. Besides its passion on smart technology for the wellbeing of customers, Smartech upholds stringent international safety standard and commits to its service standard level at all times. With the Consumer Caring logo, consumers tend to trust more and repeat patronage of the brand, effectively nurturing loyalty.



## Benefits

The "Barcode, Barzaar, Scheme" Combo Helped Smartech to:

1. Get listed onto online & offline marketplaces and enhance consumer journey (Barcode);
2. Expand sales channel and enhance exposure (GS1 Hong Kong's Barzaar);
3. Foster positive brand image and inspire trust for the brand (Consumer Caring Scheme).

GS1 Hong Kong 香港貨品編碼協會

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## 解決方案

GS1條碼不僅是浚達打入實體零售及網購市場的門票，更可为顧客帶來緊密的購物旅程、改善網上的搜尋結果、將買家由線下連接到線上（例如：「條碼掃一掃@微信」）、為顧客提供可靠資訊來源，加強消費者信心。

作為GS1 HK會員，浚達利用GS1 Hong Kong BARzaar平台免費推廣產品，接觸超過8,000間企業和機構員工及其親友，吸引潛在顧客、擴大銷售機會。這個強大的優惠推廣平台擁有「出色•全面•可靠」的功效，讓註冊會員在此可以以優惠價錢購買到種類繁多的產品。

浚達連續五年獲嘉許為貼心企業，透過不斷改進產品、服務和流程，一直超越消費者期望。公司以智能科技為客戶帶來更健康生活，同時恪守嚴謹的國際安全標準，堅持兌現服務承諾。「貼心企業」的標誌讓消費者可以更信任品牌、有利重覆購物，提升消費者忠誠度。



## 效益

「條碼X市集X嘉許計劃」組合有助浚達：

1. 於線上及線下市場上架，為消費者帶來無縫體驗
2. 擴闊銷售渠道，提高曝光率 (GS1 Hong Kong BARzaar)
3. 建立正面的品牌形象，增加對品牌的信任 (貼心企業嘉許計劃)

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