

Forget the Past and Start from Scratch

Online Skincare Products Business Doubled in Epidemic

摒棄固有 從頭做起 網銷護膚品疫情生意升逾倍



Richard Chu

Founder, Premier Living (Enterprises) Co., Ltd.

朱家源

卓越生活(企業)有限公司創辦人

The ongoing impact of epidemic is seeing businesses winding up one after another. Richard Chu, founder of “Premier Living (Enterprises) Co., Ltd.,” said despite the widespread impact on retail, the sales of its skincare products on its online store “Beauty Online” has doubled since the outbreak. For a new company with 4-5 years of history, it has been blessed by the circumstances. Richard admitted he was just trying his best to muddle through at the beginning, but convinced that only with the determination to break through the comfort zone, would “Premier Living” gradually succeed.

Opting for the Crème de la Crème in Skincare

“Our company used to be a distributor of Dow Chemical Co. in Hong Kong, supplying plastic raw materials to local industrial plants since 1958. 10 years ago, we noticed the evolving economic structure of China. The service and retail consumer goods sectors were developing in full swing, whereas light industry is slowly declining. Since then, we decided to diversify our business to balance out the risks.”

The company has considered different products: electronic equipment, infant food, beauty and skincare products, etc. “The profit margin of electronic products is too low for us to stay afloat, even if we worked closely with partners like HP and Lenovo on other business,” Richard noted. “The product life cycle is too short for organic baby food, with shelf life of just around a year, leaving only half a year for selling after importing from foreign countries.”

“Skincare products are becoming like household products, so even the market is competitive, we find our niche in Swiss-made brands which are of top-notch quality and scarce in the market. We try to

疫情未見好轉，店舖倒閉潮陸續浮現；但卓越生活(企業)有限公司創辦人朱家源(Richard)卻稱，對比疫情前後，旗下網店「肌齡喜源」的護膚產品卻錄得1倍以上增長。這對一家開業短短4-5年的公司來說，也算是時勢造就。原來當初Richard也是「摸著石頭過河」，卻憑著一股「摒棄過往、重新學習」的幹勁，令護膚品牌漸上軌道。

選定護膚品中的貴族

「自1958年起，公司是美國陶氏化學在香港的分銷商，供應塑膠原料給香港的工業。十年前，我們發現國內經濟結構進入另一階段，服務及零售消費品業發展得如火如荼、工業則慢慢式微，便決心多元發展、分散風險。」

公司曾考慮不同市場產品：電子器材、嬰幼兒食品、美容護膚品等。「電子器材毛利太低，雖然公司本身有HP、Lenovo等客戶夥伴，仍需要面對激烈競爭；有機嬰幼兒食品的保質期往往只有1年，從外國入口到港後只有大半年去銷貨，產品週期太短；護膚品則日漸平民化，雖然市場競爭大，但我們主要

