

SME Retail Conference 2014 "Brand Management and Communication : Vision, Leadership and Strategy"

中小企零售研討會2014「品牌管理與傳播：理念 領導 營戰」

Since 2010, the Association's SME Retail Supporting Programmes ("the Programme") have been providing staunch support to SME retailers through a wide range of tailor-made activities. With the financial support of the Trade and Industry Department's "SME Development Fund", the Programme has benefitted more than 10,000 retail practitioners.

協會自2010年起，推出「中小企發展支援計劃」，為中小企零售提供一系列活動。透過工業貿易署「中小企業發展支援基金」資助，計劃目前已經惠及超過10,000中小企零售從業員。



The 4th phase of the SME Retail Supporting Programme was kicked off during the SME Retail Conference on 25 March, 2014 at the Productivity Council Building. With the theme of "Brand Management and Communication: Vision, Leadership and Strategy", there was an impressive line-up of speakers which attracted more than 100 retailers to learn more about brand management and branding strategies.

於2014年3月25日假生產力大樓舉行的「中小企零售研討會2014」正式為「第四期零售中小企發展支援計劃」揭開序幕。今年，研討會主題為「品牌管理與傳播：理念 領導 營戰」，透過講者嘉賓的精彩分享，為超過100位出席的零售同業解構零售品牌管理及相關策略。





At his opening remarks, Mr. Henry Yip, Vice Chairman of the HKRMA, highlighted the importance of brand management for SME retailers. In view of keen competition from international brands and consumers becoming more brand-conscious, it is essential that SME retailers build their own brand with a good reputation.

香港零售管理協會副主席葉焯德先生致歡迎辭時強調品牌管理對中小企零售商的重要性，他表示在品牌效應及國際品牌劇烈競爭的情況下，香港中小企零售商必須建立自家品牌，並樹立良好商譽。

"SME retailers in Hong Kong are very versatile and innovative; they respond quickly to the market."

「香港中小企零售商都有靈活變通、大膽創新的特質，具備敏銳的市場觸覺。」

Mr. Henry Yip 葉焯德先生

Vice Chairman of the HKRMA 香港零售管理協會副主席



A renowned marketing professional with over 25 years of marketing and business management experience, Dr. Royce Yuen shared his valuable insights on retail brand management. With practical examples on brand strategies, Dr. Yuen analysed how SME retailers can develop brand loyalty among customers. He highlighted that a brand must have its own "signature dish", namely a key product or service, so that consumers can differentiate the brand. Dr. Yuen also stressed the importance of good customer relationship management in winning customer loyalty.

袁博士擁有超過25年的管理和市場營銷經驗，他就零售品牌管理為與會者提供寶貴意見。透過分析多個零售品牌的個案，袁博士提出建立品牌忠誠度的各種策略。他表示每個品牌都應該擁有其“招牌菜”，才能令顧客作出區分。袁博士亦強調良好的客戶關係管理對贏取顧客的忠誠度至為重要。

"What is your 'signature dish'? - It is crucial for a brand to develop its key product."

「甚麼才是你公司的“招牌菜”？每個品牌都必須擁有自己的皇牌產品。」

Dr. Royce Yuen, JP 袁文俊博士 太平紳士

CEO of New Brand New Limited 時尚品牌策劃有限公司行政總裁



Ms. Sabrina Chu, founder of Kingkow, talked about her experience in developing a high-end children's wear brand amid keen competition. Ms. Chu set up Kingkow in Hong Kong in 1998 and expanded its retail outlets to Mainland China, Macau, Taiwan, Singapore, and Thailand. She highlighted her experience in stepping into the China market through franchising, and outlined the major challenges and opportunities for Hong Kong retailers. She stressed that the key to a brand's success is having a core team that shares the same vision and passion towards the brand concept.

作為著名童裝品牌Kingkow的創立人，朱韻琴女士講述如何打造一個高端童裝品牌。朱女士於1998年在香港創立Kingkow，現時銷售點遍佈中國、澳門、臺灣、新加坡及泰國等地。她分享以特許經營模式將品牌打進中國市場的經驗，並為中小企零售商分析箇中的利弊。朱女士表示創建品牌其中一個成功因素是團隊精神，攜手與擁有共同理念的團隊一起建立品牌是成功的重要一環。

"Build a brand together with your core team sharing the same vision."

「與擁有共同理念的團隊一起打造品牌。」

Ms. Sabrina Chu 朱韻琴女士

Director of SKC Group Limited / Founder of Kingkow 韻揚集團有限公司董事 / Kingkow創立人



Riding on the trend of healthy, natural and organic food, Mr. Calvin Chan developed the brand "CATALO" 15 years ago; it now offers over 200 natural health food products in over 800 retail spots. Mr. Chan talked about how to match the competitive edge of the brand with the needs of the consumers. He illustrated the experience of setting up the first retail shop in 2003 during the SARS outbreak, which turned out to be excellent timing as people were becoming more health-conscious.

在崇尚健康、天然及有機食品的熱潮下，陳家偉先生於15年前創立家得路品牌，現時品牌擁有多達200款自家產品，超過800個銷售點。陳先生表示透過整合品牌的競爭優勢，從而配合顧客的需要。陳先生以2003年沙士疫情期間開始首間零售店鋪的經驗，講述怎樣掌握香港人追求健康生活的商機。

"Develop a brand which caters to the needs of target consumers. With good products, the consumers will quickly identify with your brand."

「我們要了解及針對顧客的需要。以優質產品及全面的顧客服務，建立顧客對品牌的忠誠度。」

Mr. Calvin Chan 陳家偉先生

Executive Director & CEO of CATALO Natural Health Foods Ltd. 美國家得路集團 執行董事及總裁



Discussion Session –

Host: **Mr. Paul Ma,**

Chairman of the Service & Courtesy Award and Mystery Shoppers Programme Organising Committee, HKRMA

During the discussion session, speakers shared their vision and leadership in developing a brand with the participants. Speakers talked about various business models which can help build a brand's image. All speakers agreed that one of the key elements in brand management is the training of frontline staff; they should identify with the brand and have excellent knowledge of the products and services offered. The frontline staff can build the image of the brand through their network with consumers.

討論環節 -

主持：**馬永基先生**

香港零售管理協會傑出服務獎及神秘顧客計劃籌委會主席

在討論環節中，各位講者分享他們打造零售品牌的真知灼見，並分析不同行銷方式對建立品牌形象的幫助。當中，大家均十分著重前線銷售人員的培訓，特別是他們對品牌理念以及產品的認識。三位講者都表示，透過前線銷售人員與消費者建立的關係，可直接打造品牌形象。

Coming up

There will be a series of activities under the 4th phase of the SME Retail Supporting Programmes from now until March 2015, including the 2014 SME Retail Service Excellence Award, retail workshops for frontline practitioners, and experience sharing by past winners of the Retail Service Excellence Award. For details, please visit: <http://sme.hkrma.org/>

預告

由現時至2015年3月，香港零售管理協會「第四期零售中小企發展支援計劃」將會推出一連串活動，包括零售中小企優質服務獎、為前線零售員工而設的工作坊、以及個案學習與分享等。有關活動詳情，請瀏覽：<http://sme.hkrma.org/>