

Shiseido Hong Kong Limited 資生堂香港有限公司

Polishing up a Seamless Trading Ecosystem
創造緊密無縫的交易系統



About the Company 公司簡介

The Shiseido Company is a global organisation with wholly-owned office in Hong Kong, overseeing businesses and operations in both Hong Kong and Macau. Established in 1962, Shiseido Hong Kong offers trusted brands with leading technology to meet the full complement of beauty needs, including brands from prestige, mass skincare, professional haircare and fragrance. Fiercely contemporary and innovative after over 145 years in business, Shiseido Company brands are now sold in over 120 countries and regions.

資生堂集團是全球的國際化妝品企業，在香港設立的獨資公司主要負責在香港、澳門地區的化妝品銷售業務。於1962年踏足香港，資生堂香港有限公司提供值得信賴且技術先進的品牌，涵蓋高端化妝品、大眾化妝品、專業美髮及香水，以滿足多元的美容需求。資生堂集團經過145年的不斷創新，業務迄今覆蓋全球120多個國家及地區。

Background 背景

As a Japanese pioneer of advanced technologies and innovations for beauty, Shiseido Hong Kong Limited ("Shiseido") offers a variety of brands covering skincare, makeup, fragrance, professional hair and healthcare. In particular, the business of Cosmetics and Personal Care Division of Shiseido in Hong Kong has been growing in recent years, and has established partnerships with a wide range of chain stores in Hong Kong including Aeon, Mannings, Sa Sa, A.S. Watsons, etc. In the process of communicating with diverse trading partners, the division needs to process thousands of purchase orders (PO) and invoices every month. Among the massive number of transaction documents, part of them remained in hard copies and required the division to manually conduct data entry, data checking, paper invoices scanning and to create monthly payment statements in a silo web portal before processing the transaction with trading partners.

The drawbacks with manual operation are evident - it leads to potential human errors and extensive time spent on manual work, increasing the possibility of missing documents and files. Likewise, with the low efficiency of paper work, it delays the communication between the division and its trading partners.

資生堂香港有限公司（“資生堂香港”）作為日本美容界先進技術和創新的先驅，推出的品牌涵蓋護膚品、化妝品、香水、專業頭髮及健康護理產品。近年，資生堂香港的大眾化妝品及個人護理部門(Cosmetics and Personal Care Division)業務持續增長，與Aeon、萬寧、莎莎、屈臣氏等多家大型零售商拓展合作。龐大業務令該部門每月必須處理超過數千份商貿夥伴間的商業文件，包括採購訂單及發票等。這些文件當中，一部份仍以紙張形式出現，需要進行人手輸入、資料核對、掃描支付單據、以及在獨立運作的網絡平台上建立月結單等工序，才可成功進行交易。

人手處理容易涉及人為錯誤和大量處理文件的時間，亦有機會增加遺失文件及檔案的可能性。同時，由於人手處理文件的效率低，與合作夥伴之間溝通出現延誤。

“Given the growing diversity of products and brands, it is important for the division to maintain a smooth day-to-day operation, while continually improving communication efficiency and credibility to strengthen ties with our trading partners. ezTRADE is very helpful to the division's operation in this regard.”

「隨著產品及品牌的多樣化，暢順的日常運作對部門是很重要的，同時繼續改善溝通效率和信譽以加強和貿易夥伴的連繫。『通商易』在這些方面對部門的運作有很大幫助。」

Phoebe Ng
Brand Director of Cosmetics and
Personal Care Division
大眾化妝品及個人護理部品牌總監
吳敏頤



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

- Global Trade Item Number (GTIN)
- ezTRADE

應用的GS1標準或方案/服務

- 全球貿易貨品編碼 (GTIN)
- 通商易



Solutions

In 2018, Cosmetics and Personal Care Division of Shiseido found that a number of its major trading partners have been utilising the ezTRADE platform for electronic ordering, invoicing and shipment notices. The division then decided to join this largest B2B EDI (Electronic Data Interchange) community in Hong Kong, implementing the simple and efficient electronic information exchange steps as below:

1. Retailers (e.g. Sa Sa) send EDI PO to the division in Shiseido;
2. PO is integrated automatically into the system of the division;
3. ezTRADE supports auto data checking, and the division only needs to confirm the order and generate shipment notice via the platform;
4. The system of the division can automatically send EDI invoice once the shipment is completed.

Apart from providing an environmental friendly solution for trading documents, ezTRADE also increases operation efficiency by enhancing the creditability and accuracy in communications with business partners. This allows the division to provide more agile responses.

The business partners of the division are now using ezTRADE to ensure efficient and accurate transmission of the commercial documents, thus to improve the communication process with partners.

Benefits

With ezTRADE, Cosmetics and Personal Care Division of Shiseido enjoys the following benefits:

1. Unified messaging format with greater data accuracy and efficiency
2. Reduced the man-hours in data entry, data checking and invoicing
3. Swift deployment with easy-to-use interface that minimises manual processing

解決方案

在2018年，資生堂香港的大眾化妝品及個人護理部門注意到多個主要貿易夥伴均採用「通商易」(ezTRADE)平台，以電子形式傳送訂單、發票及付運通知等文件。部門於是決定加入這個香港最大的B2B電子數據聯通平台，實踐簡易有效的電子數據交換，步驟如下：

1. 零售商(如莎莎)向該資生堂香港部門發出電子採購訂單；
2. 該訂單透過「通商易」自動輸入該部門的系統內；
3. 「通商易」自動核對資料，部門只需再次確認訂單，即可透過平台發出付運通知；
4. 零售商收到貨品後，部門的系統會自動發出電子支付單據。

「通商易」不但減少用紙、推動環保，更在運作上透過改善與貿易夥伴之間的溝通程序，確保訊息更準確、可信，提升效率。部門還可利用平台核對單據及處理當中差異，提供迅速的回應。

資生堂香港的大眾化妝品及個人護理部門及其貿易夥伴均以「通商易」進行有效準確的商業文件傳輸，將過往貿易上的溝通程序大大改善。

效益

資生堂香港的大眾化妝品及個人護理部門使用「通商易」後獲得以下好處：

1. 統一的訊息格式大大提升資料準確性和效率
2. 大量節省人手輸入、資料核對及發出單據的時間
3. 簡單易用的介面讓公司及員工迅速應用平台，而不影響平日運作