

Care and Health Limited 康而健有限公司

Unlocking the Chinese Online Market
Using WeChat
以微信解鎖中國網上市場



About the Company 公司簡介

Care & Health is a Hong Kong health and herbal food brand established in 2002, fully owned by Hanison Construction Holding Ltd listed on the Hong Kong Stock Exchange. The brand is dedicated to promoting healthy and herbal foods to its customers as sensible and practical healthcare solution.

康而健有限公司成立於2002年，乃興勝創建控股有限公司的全資附屬公司之一。興勝創建控股有限公司是一間於香港聯合交易所上市的公司。宗旨是以實事求是的態度去經營健康食品。

Background 背景

Boasting over a decade of premium quality in natural and herbal food, Care & Health is looking to further capitalize the growing demand of health-conscious Chinese consumers.

Care & Health's flagship products, the Lingzhi Master series, are vastly available on the product shelves of health stores, pharmaceutical chains and several online platforms, mostly in Hong Kong. They aim to advertise the product series in the most cost-effective way to the Mainland China market, and even create word-of-mouth publicity among those consumers.

以優質天然及草本食品享負盛名超過十年的康而健，希望把握中國消費者關注健康的機遇，捕捉日益增長的市場需求。

康而健的旗艦產品－「學者靈芝」系列，已在香港大部份保健品專門店、藥品連鎖店及不少網上購物平台上架。康而健希望以最具成本效益的方法在中國內地市場推廣其產品，甚至透過在消費者間口耳相傳而提升商品的知名度。

“Driven by our goal to promote healthy eating as a pragmatic healthcare solution, we offer customers a comprehensive product line, including our flagship Lingzhi Master series and supplements for symptoms of menopause and high cholesterol. GS1 HK's Barcode Scan@WeChat helps bring these products and their benefits to a wider group of online consumers in China, effectively raising our brand awareness.”

「我們的宗旨是以實事求是的態度去經營健康食品。產品包括「學者靈芝」系列、以及專為改善更年期症狀和調節膽固醇的營養補充品。GS1HongKong的條碼「掃一掃」@微信功能助我們與消費者加強互動，提升產品網上曝光率及品牌認知度。」



Daniel Chan,
Senior Manager
高級經理 陳劍英

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

- Global Trade Item Number (GTIN)
- BarcodePlus platform
- BarcodeScan@WeChat

應用的GS1標準或方案/服務

- 全球貿易貨品編碼 (GTIN)
- BarcodePlus平台
- 條碼「掃一掃」@微信



Solutions

As a member of GS1 Hong Kong, Care & Health started exploring the suites of GS1 HK solutions that could help crack China's massive online market. GS1 HK's BarcodePlus platform and Barcode Scan@WeChat solution caught the company's attention, for the duo can support its strategy to increase awareness and generate sales, for free.

The company uses GS1 barcode and BarcodePlus, a cloud data portal, to upload its key products information and maintain their products data integrity. As the portal is connected to WeChat backend system, real-time product data are streamed to WeChat as the merchant makes updates into BarcodePlus.

With just a scan on the product barcode, consumers can be brought to the brand's product information page and e-shop to retrieve the description and pricing instantly, and as a result, connects them directly with the brand and stimulates repeat purchase. This has catered to the fact that Chinese customers habitually scan a product barcode using WeChat.

Care & Health is going to upgrade its official website, intending to transform it into a centralized customer engagement platform and direct sales channel. The company expects the Barcode Scan@WeChat solution will be a solid way to drive traffic – especially from China – to the site.

Care & Health can continue to educate the consumers on the efficacy and benefits of Chinese herbal supplement, allowing it to convert what used to be a one-off transaction into lasting online relationship and strengthen consumers' confidence on their products.

Benefits

GS1 HK's BarcodePlus and Barcode Scan@WeChat are free for members, benefiting the company in below ways:

• BarcodePlus

1. Maintain an online product catalogue easily and effectively
2. Ensure no duplication of barcodes nor data breach on the secure cloud platform

• Barcode Scan@WeChat

1. Enhances product exposure online as it is accessible by potential buyers and consumers globally for anyone using WeChat
2. Generate potential sales by repeat purchase

解決方案

作為GS1 Hong Kong的成員，康而健在協會所提供的一系列服務中尋找有助於打入中國龐大網上市場的方案。GS1 Hong Kong的BarcodePlus平台及條碼「掃一掃」@微信方案得到康而健的青睞，這兩者的結合能輔助公司策略以提升產品關注度及帶動銷售，而且對會員來說費用全免。

康而健透過GS1條碼以及BarcodePlus這個雲端資訊平台，上載其關鍵產品資訊及維持產品資料完整性。由於這個平台與微信的後台連接，當商戶在BarcodePlus中作出更新，產品資料亦會實時串流到微信之中。

消費者只須「掃一掃」產品條碼，便會連上該品牌的產品資訊網頁及網店上，即時查閱產品詳情及價目。這讓品牌與消費者能直接連繫，促使消費者日後重複購買，亦迎合中國消費者用微信掃描產品條碼的普遍習慣。

康而健有計劃進行官方網頁升級，將其變成與消費者交流的主要平台及直銷渠道，而條碼「掃一掃」@微信將會是帶動網頁流量的有效途徑，尤其是中國消費者的流量。

康而健亦可持續教育消費者有關中式草本保健品的功效及益處，加強消費者對康而健產品的信心之餘，亦能將單次銷售轉化成具延續性的客戶關係。

效益

GS1 HK的會員可免費享用BarcodePlus以及條碼「掃一掃」@微信並獲以下好處：

• BarcodePlus 平台

1. 輕鬆有效地維護網上產品目錄
2. 確保條碼不會重複，安全地儲存在該雲平台

• 條碼「掃一掃」@微信

1. 全球潛在商家和消費者都可通過微信閱覽產品，提高產品網上曝光率
2. 有機會因重複購買而提升銷量

GS1 Hong Kong 香港貨品編碼協會

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong

香港灣仔告士打道160號海外信託銀行大廈22樓

T 電話 (852)2861 2819 | F 傳真 (852)2861 2423 | E 電郵 info@gshk.org

www.gs1hk.org

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