E.P.S.A. Corporation Limited
億世集團有限公司

Electric Appliances SME Identifies New Incomes and Savings with Barcode Standard
本地家電中小企 以條碼標準開源節流

> **Having the support of GS1 barcode, we are more confident to expand our global footprints.**
>
> Mr. Simon Hui, CEO

Challenges

A superior inventory management not only enhances operational efficiency and customer satisfaction, but also improves cash flow and the bottom line. ecHome, the subsidiary brand of E.P.S.A. Corporation Limited, carries a growing diverse range of electric appliances in store, each with different colours and sizes for customer choices. This invariably leads to difficulty in inventory management, creating pressure on operation, cost and resources.

ecHome is looking for a universal set of product codes to streamline its product management, simplify internal process and improve logistics management. The company is also actively expanding its online sales channels, in hope to capture a share in the global e-commerce market.

Solutions

Much to ecHome delight, it discovered that GS1 system of standards are the ideal solution for their inventory management. The company now applies Global Trade Item Number (GTIN) on every product, integrating it into its own sales and warehouse management system, to increase the inventory efficiency. GTIN also enables improved sales data analysis, so that ecHome can adjust inventory and marketing strategy according to consumption pattern based sales data.

E-commerce has been one of the domains that ecHome set to expand, GTIN thus becomes the essential bullet for the company in this battlefield. Major e-commerce platforms like Alibaba, Amazon and eBay either require or request e-tailers to provide GTIN, so that there is a standardised way to identify products, faciliating consumers convenience for buyers to compare and purchase.

With GTINs, ecHome is enabled to list their products on various e-commerce platforms rapidly, increasing the product web page traffic and searchability. Since each GTIN is unique globally, the counterfeit products or unauthorised sellers bearing the same look-alike GTINs will be visible on the online platforms, helping to resolve copyright infringement issues by brand owners in case they arise.

GTIN

Benefits

ecHome achieves a number of efficiency boosts after adopting GS1 GTIN standard:

1. Supports more efficient inventory management and scale down manpower resources needed;
2. Product listing is made easier on e-commerce platforms, opening up new sales channels;
3. Helps increase product online exposure and potentially driving online sales growth.

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

- Global Trade Item Number (GTIN)

About the Company

Founded in 1988, E.P.S.A. Corporation Limited has worked in co-operation with various major chain stores in Hong Kong on an electric appliances redemption scheme under the brand name "ecHome". In July 2010, the retail brand "ecHome" was officially launched, signifying the company's commitment into retail business market, with the company experience and wisdom in bringing the best of products to customers.

挑戰

良好倉存管理不但能影響營運效率、顧客滿意度，更會改善現金流及盈利狀況。億世集團有限公司旗下的億世家品牌，其家電產品種類繁多，每款都有不同顏色、大小選擇，倉庫及分店存貨管理難度日益增加，為營運效率、成本及資源帶來壓力。

億世家需要一套統一的貨品編碼，以精簡庫存管理、簡化內部程序、改善物流管理。同時，億世家亦正積極開拓網上銷售渠道，冀望在國際電子商貿市場分一杯羹。

解決方案

億世家發現GS1標準能為倉存管理提供理想的解決方法，便以全球貿易貨品編碼(GTIN)為每款產品製作獨立條碼，配合零售、倉庫管理系統，有效管理產品庫存及銷售，提升效率；同時編碼有助公司分析銷售數據，解構消費者購物模式，配合市場而調整來貨及營銷策略。

億世家同時正積極開發電子商貿平台，而GS1的產品識別碼正是電商的通行證。各大電商平台包括亞里巴巴、亞馬遜、eBay等都要求或促請電商提供GTIN，方便電商以標準方法分辨產品，讓買家能更容易比較及採購。

億世家透過GTIN令產品可以更快捷地上傳到各大電商平台，並有效增加產品頁面流量及被搜尋的機會。GTIN擁有全球獨一性的特質，讓偽冒產品在網上無所循形，有助解決全球電商業務之間的產品侵權問題。

> **GS1條碼的支持及陪伴，令我們更有信心闖遍天下！**
> 行政總裁許慶得先生

效益

億世家在採用本會的編碼後，在各方面提升不少效率：

1. 有助更有效率的存倉管理，降低人力資源需求；
2. 讓產品能輕易在各大電商平台上架、拓新銷售渠道；
3. 提升產品網上曝光率，催谷網上銷售。

應用的GS1標準或方案／服務
- 全球貿易貨品編碼

公司簡介

億世集團有限公司成立於1988年，以「億世通」的品牌與香港各大連鎖店合作，推出家電產品換購計劃。2010年7月公司正式進軍零售業，並易名為「億世家」，以經驗和智慧提供最好的產品給客戶。