

## BNM Group Company Ltd. 百利美(集團)有限公司

Full-fledged Platform Helping SMEs Tap  
into Infinite Online Possibilities  
全功能平台助中小企拓網絡藍海



### About the Company 公司簡介

BNM is an innovative brand marketing and distribution company for consumer electronics. Established in 2009 headquartered in Hong Kong, BNM focus on global export of earphone and Bluetooth accessories. The products usually maintain high price-performance ratio with excellent word-of-mouth, like Bonnaire mx-310, which drove more than 200,000 clicks for its unboxing report on discuss.com.hk.

BNM是一家充滿創意的電子消費品營銷公司。公司於2009年成立，並以香港為基地，專營耳機和藍牙產品出口往世界各地。產品具有高「性價比」及極佳口碑，尤其是BONNAIRE mx-310，在發表的開箱報告中，創下20多萬人次點擊流量。

### Background 背景

Covid-19 has triggered a worldwide phenomenon of work-from-home and online learning practices. Coupled with mobile gaming and e-shopping, these contribute to the increasing sales and usage of accessories like earphone and mouse. Even so, the business of BNM Group (BNM), a consumer electronics distribution company based in Hong Kong for more than 10 years, has been negatively impacted during this time, because of its excessive reliance on physical retail as consumption decline.

In addition to increasing exports to Mainland China and US market through business partners, the company attempts to revitalise business by raising brand awareness and adding more sales channels. With limited resources, it is seeking ways to sell to global markets online.

疫情令全球城市推行在家工作、網上教學，而手機遊戲及網購激增都使得耳機、滑鼠等電子裝置使用率及銷情上升。扎根香港、經營耳機及電子產品代理10多年的百利美(集團)(BNM)雖有受惠，但因以往較著重實體零售店批發，在市民減少外出消費時生意亦受到影響。

疫情下公司即時變陣，在透過生意夥伴出口大中華區及美國市場之餘，同時想以最少資源去開闢網上市場、賣向國際，提升品牌知名度及增加銷售渠道。

“The brands that BNM distributes are known for “high price-performance ratio” with remarkable reviews, for example the Bonnaire and Promate series. We want to concentrate our efforts to develop an efficient online sales channel, so the best parts about the solution are eBay’s prominent brand, massive consumers’ traffic and simple-to-use navigation. The all-in-one ordering, logistics and shipping combo solution particularly meets the needs of SMEs like us.”

「BNM代理的品牌包括Bonnaire及Promate系列都是性價比極高的產品，在本地市場有相當口碑。我們想集中資源開發高效率的網上銷售渠道，eBay勝在知名度高、消費者流量眾多，而採購配對平台十分易操作，亦提供一站式簡易訂單送貨流程，非常適合我們這類中小型商戶加盟。」

Ms. Terry Chu,  
Senior Manager  
高級經理 Terry Chu女士

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

- eBay Sourcing Matching Platform



### 應用的GS1標準或方案/服務

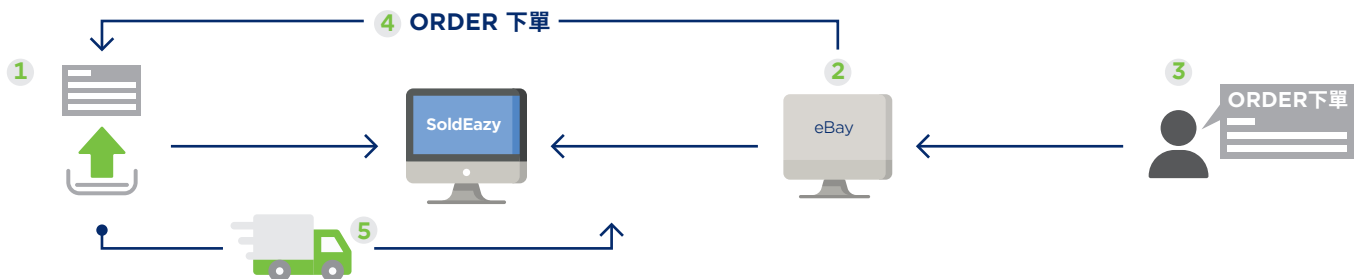
- eBay採購配對平台



## Solutions

BNM chose to partner with GS1 Hong Kong and Soldeazy, leveraging the sourcing matching platform to kick-start its global e-commerce business. The easy-to-use platform resulted from an official cooperation with eBay, allowing BNM to list onto eBay with one click, shown below:

Keeping BNM free from acquiring complex and ever-changing e-commerce skills, the company also enjoys a one-stop logistics and delivery solution without affecting the existing sales channels. Integrated with eBay and DHL's logistics systems with automatic import function, suppliers can easily complete the entire delivery works from inputting order information, customs clearance forms and the like, by just sitting at the desk. As eBay sellers receive an order for BNM's product, they must first pay in the system before arranging delivery, greatly enhancing the company's cash flow.



1. BNM uploads product information to SoldEazy's Sourcing Matching Platform
2. eBay Sellers select products to sell on eBay shops
3. eBay Buyers to place orders
4. eBay Sellers to place orders to BNM
5. BNM arranges courier to pick up and deliver the products

## 解決方案

BNM 選擇加入香港貨品編碼協會與 Soldeazy 合作的採購配對平台，輕鬆開拓全球電商業務。該平台與 eBay 官方合作研發推出，操作簡便，讓 BNM 一鍵即可把平台的产品上架到 eBay，方法如下：

BNM 無須學習複雜的電商經營技巧，便可享受「一條龍」的物流及運輸解決方案，亦不影響現行的銷售渠道運作。平台已整合 eBay 及 DHL 系統，能將訂單資料、清關表格等全自動導入，供應商安坐辦公室，便輕鬆完成整個發貨工作。而當 eBay 賣家收到訂單，要先在系統內直接付貨款，供應商才需發貨，大大提升公司現金流。

1. BNM 上傳產品資料到 SoldEazy 易貿通分銷平台
2. eBay 賣家於平台揀選產品銷售
3. eBay 買家下單付款
4. eBay 賣家向會員下單付款
5. BNM 安排快遞公司提貨及送貨

## Benefits

eBay Sourcing Matching Platform supports BNM to:

1. Increase product margin, driving product go to market faster and opening up cross-border markets;
2. Easily match to eBay top-rated sellers without the need to make cold-call;
3. Enjoy all-round supports of logistics and transport solution.

## 效益

eBay 採購配對平台方案有助 BNM：

1. 增加產品毛利率，更快將產品推出市場，開拓跨境新市場
2. 毋須四處找商家，輕鬆一鍵配對 eBay 金牌賣家
3. 完善配套，享受一站式物流及運輸解決方案

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