

Wellink Telecom Trading Limited 有盈電訊貿易有限公司

Wiring up Global Market with B2B2C
Platform
善用B2B2C平台啟動全球商機



About the Company 公司簡介

Running an integrated business in trading, service and environmental protection, Wellink Telecom Trading Limited (Wellink) is a wholesaler of mobile phones, tablets and accessories. Found in 2000, Wellink has more than 20 years of cross-border trading experience, with revenue reaching over HK\$15 million per year. Headquartered in Hong Kong, its procurement network covers Europe, the US, Asia Pacific and other countries around the world.

有盈電訊貿易(Wellink)是手機、平板電腦及配件批發商，是集貿易、服務、環保為一體的綜合性公司。Wellink成立於2000年，擁有20多年手機國際貿易經驗，年營業額超過1500萬港元。總部設於香港，公司在歐、美、亞太及全球多個國家設有採購網絡。

Background 背景

As the coronavirus weighs heavily on Hong Kong retail market, Wellink Telecom Trading Limited (Wellink), an importer and distributor of mobile phone in the midstream of the supply chain, is also facing headwinds. The company used to run on a well-established business network and relationships with its local retailers, but this traditional business model is gradually replaced by the digital work flow under the new normal.

The company recognized the need to change, but as an SME with limited capital and resources, finding a cost-effective new sales model can be a daunting task.

本港零售市道因新冠肺炎疫情大受打擊，令位處供應鏈中游、專營手機入口及批發的有盈電訊貿易(Wellink)亦不能倖免。公司過往一直以人際網絡和關係來供貨予本地零售商，但這種傳統營運模式正被新常態下的數碼化經濟取代。

公司亦意識到需要變革，但由於中小企缺乏資金、資源有限，要找到具備高「性價比」的新銷售模式，並非易事。

“eBay Sourcing Matching Platform takes our business international by selling onto popular online sales channel. It offers a simple, quick and inexpensive solution serving as a springboard of digital transformation for SMEs. I hope this new channel can bring us a stable, reliable and sustainable sales revenue in the long run.”

「eBay採購配對平台讓我們的生意邁向國際，開拓出熱門的網絡銷售渠道，整項方案既簡單快捷、亦成本低廉，是中小企數碼轉型的跳板。我期望這新渠道能為公司帶來穩定可靠、具持續性的銷售收益。」

Mr. Eric Lee,
Director
董事 李培勤先生

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

Participated at GS1 Hong Kong's seminars about digital transformation, Wellink found eBay Sourcing Matching Platform is an appropriate and affordable solution for SMEs, providing a simple mechanism that eliminates the tedious fulfillment process, freeing the company time and resources to concentrate on their core businesses.

The operating process is simple - SMEs, like Wellink, can simply upload the product information onto the SoldEasy Platform, where more than 6,000 eBay's top sellers who attain excellent reviews or the authorized retailers will be able to select the uploaded product for sale. Once customer pays for the product on eBay, the seller then place order to Wellink, and arrange shipment to deliver the goods direct to customer. Besides improving the cash flow for Wellink, the platform saves a lot of cost concerning website development and digital marketing.

The company has listed a number of mobile phones on the matching platform and expecting to be resold by the top sellers. The company anticipates that a wider product variety will be available in future. Upon making profit, they plan to invest in online advertising to boost sales and expand to global markets, thereby minimize the impact of declining local sales.

Benefits

eBay Sourcing Matching Platform support Wellink to jumpstart e-Commerce business and benefit from:

1. Generating income at low set-up cost that meets the needs of SMEs and even micro enterprises
2. Starting and managing easily without learning complex e-commerce techniques
3. Operating at 24/7, helping to offset the risk of waning physical retail sales
4. Shifting from traditional B2B to online wholesaling for business sustainability

解決方案

Wellink在參與香港貨品編碼協會(GS1 HK)數碼轉型研討會後，認為GS1 HK的eBay採購配對平台是合適方案，主要因為資源要求低，切合中小企的負擔能力，同時省卻繁瑣的出貨工作，讓公司節省時間和精力，專注核心業務營運。

eBay採購配對平台的運作流程簡單，中小企只需上載貨品資料至SoldEasy易買通平台，在eBay上超過6,000名金牌賣家、即信用評級極高賣家或正牌大電商，便能選擇產品出售。賣家會在顧客下單付錢後，才向供應商買貨，安排直接送貨給顧客，不但加快現金流，亦省卻許多建立自家網站、營銷推廣的相關成本。

Wellink已迅速將多款手機產品上載平台，正待金牌賣家發售。公司期望未來會銷售更多不同類型產品，並在獲利後以網上廣告吸引更多賣家，趁此機會開拓國際市場、將業績做大，降低本土零售市道疲弱的影响。

效益

eBay採購配對平台助Wellink快速打入電商市場，優點包括：

1. 低成本創造收入，切合中小微企需要
2. 毋須學習複雜的網絡銷售技巧，極易上手、操作簡便
3. 24/7全天候運作，並平衡實體市況低迷的風險
4. 由傳統B2B轉型至網上批發，確保未來可持續發展

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