

A Global Retail
Group
GO DIGITAL
with Supplier
Portal



Go Digital

A World's Leading Retail Group 大型國際零售集團

Global Retail Group Seamlessly Connects
with Worldwide Suppliers
跨國零售集團與全球供應商緊密連繫



About the Company 公司簡介

As one of the world's largest retail group, it has a century's old heritage and a range of retail brands from electric appliances & gadgets, health & beauty, cosmetics & perfumeries, food, beverages and fine wine, with strong international network and O+O (offline + online) platforms for customer connectivity.

作為全球最大的零售商之一，集團擁有過百年歷史及一系列零售品牌，種類包括電器及電子產品、保健及美容產品、香水及化妝品、食品、飲品及酒類，並配備強大的國際零售網絡和O+O線下及線上平台，與顧客保持緊密聯繫。

Background 背景

The retail giant has been growing globally in scale, with more than 15,000 retail stores around the world. Carrying a wide selection of world-renowned brands, the group has been enhancing its supply chain and logistics management by better handling its supplier's product information and ensuring data integrity to support growth.

The conglomerate was looking for a system to manage thousands of suppliers from different global locations. The solution needs to smoothly integrate into its current ERP system, while scalable enough to cope with future expansion.

零售集團在全球營運逾15,000間零售舖，並持續擴展其規模。該企業代理銷售多個世界知名的品牌，並一直在擴展，為此集團需要加強其供應鏈及物流管理，優化處理供應商的产品資訊方式，並確保數據完整性。

該跨國企業一直尋找一個能管理來自全球各地、數以千計供應商的系統。有關方案需與現行的企業資源管理(ERP)系統無縫銜接，同時具有足夠的可擴展性，以應付未來業務發展。

GS1 HK's Supplier Portal not only reduces manpower and enhances information connectivity for the retail giant, but also help demonstrates its leading position in digital transformation in the industry.

GS1 HK「供應商平台」讓集團大幅減省人力資源、加強訊息連繫，同時鞏固了集團在零售界上率先推行數碼轉型的領導地位。

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

- GS1 HK Supplier Portal

應用的GS1標準或方案/服務

- GS1 HK供應商平台



Solutions

After running through a comprehensive evaluation, the global retailer decided to adopt GS1 Hong Kong's Supplier Portal, a web-based collaboration tool designed to streamline supplier communication, transactions and processes, while ensuring corporate compliance requirements by preserving data integrity.

An electronic appliance and gadget retail brand under the group began using the Supplier Portal first, which has since extended to the brand's Asia Pacific offices, facilitating global procurement and communication processes. Currently the corporation is using the Portal to manage 3,000+ suppliers across Hong Kong, Malaysia, the Philippines, and Thailand with plan to include 1,000 Indonesian suppliers in 2022.

The Portal supports multiple user roles from internal to external parties for the retailer, effectively bridging the gap to consolidate the e-commerce ordering and the item delivery process. This helps accelerate the order fulfillment process and uphold the company's service pledge to its customers.

Equipped with a user-friendly interface, the Portal allows the suppliers to transmit single / batch upload of product information efficiently. Suppliers can easily check the item data submission approval flow and status, simplifying trade partners' communication around the clock.

Benefits

The multi-functions and scalability of Supplier Portal supported the retail group in the following aspects:

1. Save a significant amount of man-hour, allowing staff to focus on revenue-driven activities
2. Connect various stakeholders along the supply chain seamlessly, enjoy a speedy communication and foster closer bond with trading partner
3. Optimise data management by improving reliability and efficiency of information exchange

解決方案

集團經過全面的檢視評估後，決定跟香港貨品編碼協會(GS1 HK)合作，採用其「供應商平台」。平台以網頁作介面，旨在簡化採購活動中與供應商溝通、交易及互動的過程，同時透過保存數據完整性以符合企業合規性要求。

集團旗下的電器和智能設備零售品牌率先使用GS1 HK「供應商平台」，此後逐步擴展到其亞太區分部，促進全球採購和溝通流程。該機構正利用平台管理來自香港、馬來西亞、菲律賓和泰國等地3,000多家供應商，並於2022年新增印尼約1,000家供應商。

集團透過GS1 HK「供應商平台」輕易支援內部及外部持分者的多用戶操作，使電商平台網購與產品運輸過程銜接更順暢，加快處理訂單的過程，並確保履行對客戶的服務承諾。

系統的介面簡單易用，讓集團的供應商可隨時有效並迅速地上載單一或整批的產品資料。供應商亦可利用此24x7的系統，隨時查看產品數據的批核流程及情況，有助促進貿易夥伴之間的溝通。

效益

GS1 HK「供應商平台」功能眾多並具可擴展性，有助該集團：

1. 每年節省大量人力成本，讓員工可致力提高集團收益
2. 緊密聯繫供應鏈的不同持分者，達至迅速溝通及加強貿易夥伴的合作關係
3. 改善電子資訊交流的可靠程度及效率，強化數據管理

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 corpinfo@gs1hk.org

www.gs1hk.org

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