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## 商戶以同一系統管理不同網店 業務多元發展共創商機

集團旗下的Shoalter Technology Limited 專注發展技術方案業務，首個個案為I.T營運的大型網上購物商場「EASE」，快將正式推出，已有數百個商戶落實加盟。為了令商戶可輕鬆管理兩個平台的網店，我們於商戶系統Merchant Management System (MMS) 推出全新功能，讓商戶連結兩個平台的帳戶，同時管理產品目錄及庫存，以吸納不同層面的客戶群，增加曝光機會，刺激生意增長。另一方面，商戶可透過開放應用程式介面 (開放API)，讓自家系統與HKTVmall系統進行信息交換，包括產品詳情、網店資料、訂單 資訊等，讓商戶更有效地經營自己的HKTVmall網店。



### 連結不同平台的帳戶

落實加盟EASE的HKTVmall商戶只要於MMS連結兩個平台的帳戶，簡易幾步即可把在HKTVmall銷售的產品同步至EASE平台，包括品牌名稱、產品名稱、售價等，而無需重新上載產品資料。商戶更可於MMS同時管理兩個平台的庫存，訂立擺放於兩個平台的庫存數量，並設定補貨比例，當其中一個平台的庫存不足時，系統按比例把餘下庫存轉至該平台，以確保兩個平台的穩定供貨量，讓商戶可於同一系統輕鬆地營運兩個

平台的網店，開拓無限商機。



### HKTVMall開放應用程式介面 (開放API)

為了加強HKTVMall與商戶的合作，HKTVMall 實施開放API，讓商戶自家系統連接HKTVMall MMS進行信息交換，方便商戶掌握在HKTVMall網店的營運情況，包括產品詳情、網店資料、庫存情況、訂單資訊等，亦可更新相關資訊，為商戶提供更大彈性管理網店及處理顧客訂單。有興趣使用開放API的商戶，歡迎向商戶關係經理查詢。

我們將於11月中旬舉行網上工作坊，提供使用HKTVMall開放API的詳細教學，有關報名詳情，商戶請密切留意MMS內的訊息欄及電郵通知。

HKTVMall期望繼續與各商戶攜手，全力發展電子商貿，為香港的零售業開創新方向。



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資料來源：  
YouGov BrandIndex

第2名

## **Merchants Manage Various Online Stores in One System Diversified Business Development to Create New Opportunities**

Being the technology enabler arm of the Group, Shoalter Technology Limited focuses on developing technology solutions business. The first showcase is "EASE", a large online shopping mall operated under I.T, that will be launched soon with hundreds of HKTVMall merchants have signed up. To enable merchants to manage online stores on the two platforms easily, we have launched new features in the Merchant Management System (MMS) which connects the management of stores on both platforms. Merchants can manage product catalogs and inventory levels at the same time, attracting customers from different segments, increasing exposure and business growth opportunities. On the other hand, merchants can exchange information between their own system and the HKTVMall system through an Open Application Programming Interface (Open API), including product details, store and order information, etc., so that merchants can operate their own HKTVMall stores effectively.



HK Merchant can use single merchant portal for

- Manage product portfolio
- Update product information
- Inventory management

Single inventory pool to serve all shopping malls, with allocation programmed

### Linked Stores for Different Platforms

HKTVMall merchants who have joined EESE only need to link the stores of the two platforms in MMS to synchronize the products on HKTVMall onto EESE platform including brand names, product names, selling price, etc., in just few simple steps, easing the difficulties in uploading items. Merchants can also manage the inventory levels of the two platforms in MMS, setting the inventory quantity placed on the two platforms, as well as the replenishment ratio. When the inventory of one of the platforms is under the safety stock level, the system will transfer the remaining inventory to that platform in a designated proportion to ensure a stable supply for both platforms. Merchants can easily operate the online stores of the two platforms in one system so as to fuel another big push for online shopping.



### HKTVMall Open Application Programming Interface (Open API)

To strengthen the cooperation between HKTVmall and merchants, HKTVmall implements an Open API to facilitate the exchange of information between merchants' systems and HKTVmall MMS. Merchants can understand the operation status of online stores easily including product details, store information, stock, order details, etc. Relevant information can also be updated, aiming to provide merchants with greater flexibility for managing online stores and handling customer orders. Merchants who are interested in applying for the usage Open API, please contact your Merchant Relationship Manager for more details.

Please stay tuned for the registration details from the notice board in MMS and email for the coming webinar in mid-November about the detailed training on the application of Open API.

We will continue to work with all merchant partners to strengthen the development of the eCommerce business and create new directions for Hong Kong's retail industry.

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