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## HKTVMall超級市場逾3,000款產品選擇 加強支援「HKTV極速送」服務 全面發揮線上及線下互補力量

為了融合線下帶動線上的新零售模式發展方向，HKTVMall進一步加強O2O門市服務，於將軍澳開設首間HKTVMall超級市場，是HKTVMall目前佔地最大店舖，為顧客提供超過3,000款產品選擇。HKTVMall超級市場充足的空間引入更多不同類型的產品，既可滿足不同層面的顧客即時購物需要，更能加強支援「HKTV極速送」的產品選擇及送貨服務，為顧客提供更多元化及快捷便利的網購體驗。



首間HKTVMall超級市場位於將軍澳Savannah Place，面積超過4,400呎，不僅涵蓋現時O2O門市產品，包括急凍食品、蔬菜水果、糧油雜貨等，產品種類更擴闊至母嬰用品、寵物用品等，生活所需一應俱全。HKTVMall超級市場更能提供更多元化的



「HKTV極速送」服務，服務範圍覆蓋整個將軍澳區超過150,000住宅用戶，顧客可隨時隨地透過HKTVmall應用程式內的「HKTV極速送」選購各式生活百貨，享受最快於一小時內送貨服務，顧客亦可預購當天派送的訂單，並指定送遞時間，盡情享受不一樣的網購樂趣。



為了慶祝HKTVmall超級市場 (將軍澳Savannah店) 隆重開幕，HKTVmall推出新張限定優惠：

- 由即日起至11月26日，顧客於HKTVmall超級市場 (將軍澳Savannah店) 即場購物滿\$200可享9折優惠；
- 一連4星期推出「每週限定大特賣」，每星期有不同的指定產品限時減價
- 由即日起至11月7日，全新「HKTV極速送」客戶可享有買滿 \$150減\$100優惠或買滿\$100減\$50優惠



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資料來源：  
YouGov BrandIndex

## HKTVMall's Supermarket Offers Over 3,000 Product Choices Enhances "HKTVexpress" Delivery Service & Offers Joining Efforts From Online And Offline

To extend the offline-to-online convergence strategy of the new retail model, HKTVMall further strengthens the service of O2O shops with the grand opening of the first HKTVMall Supermarket in Tseung Kwan O District. It is by far the largest HKTVMall O2O shop, providing over 3,000 product choices to customers. HKTVMall Supermarket has ample space to introduce larger variety of products, which can not only meet the shopping needs of customers from different segments, but also enhance product selection and delivery service of "HKTVexpress", offering a diversified and convenient online shopping experience to customers.





The first HKTVMall Supermarket is located at Savannah Place in Tseung Kwan O District with over 4,400 sq. ft. It carries products beyond supermarket products that are popular in existing O2O shops including frozen foods, vegetables & fruits, grocery items, etc., other product categories such as maternal & child products, pet supplies, can also be found, aiming to cater for customers' necessities for daily lives. In parallel to this, HKTVMall Supermarket provides diversified "HKTVexpress" delivery service that serves more than 150,000 residential households in the Tseung Kwan O area. Customers can enjoy an alternative online shopping fun by ordering various grocery and lifestyle products available on "HKTVexpress" in the HKTVMall app anytime and anywhere with 1-hour delivery service. They can also place pre-order that is delivered on the same day with scheduled delivery time.



To celebrate the grand opening of HKTVMall Supermarket (Tseung Kwan O - Savannah Place), we offer a series of limited offers:

- From now until 26 November, customers can enjoy extra 10% off discount for purchase upon \$200 when checking out at HKTVMall Supermarket (Tseung Kwan O - Savannah Place);
- “Weekly Best Deal” across the span of 4 weeks with various discounted products; and
- From now until 7 November, customers can enjoy either \$100 or \$50 off discount for the first “HKTVexpress” order amounting over \$150 or \$100

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