

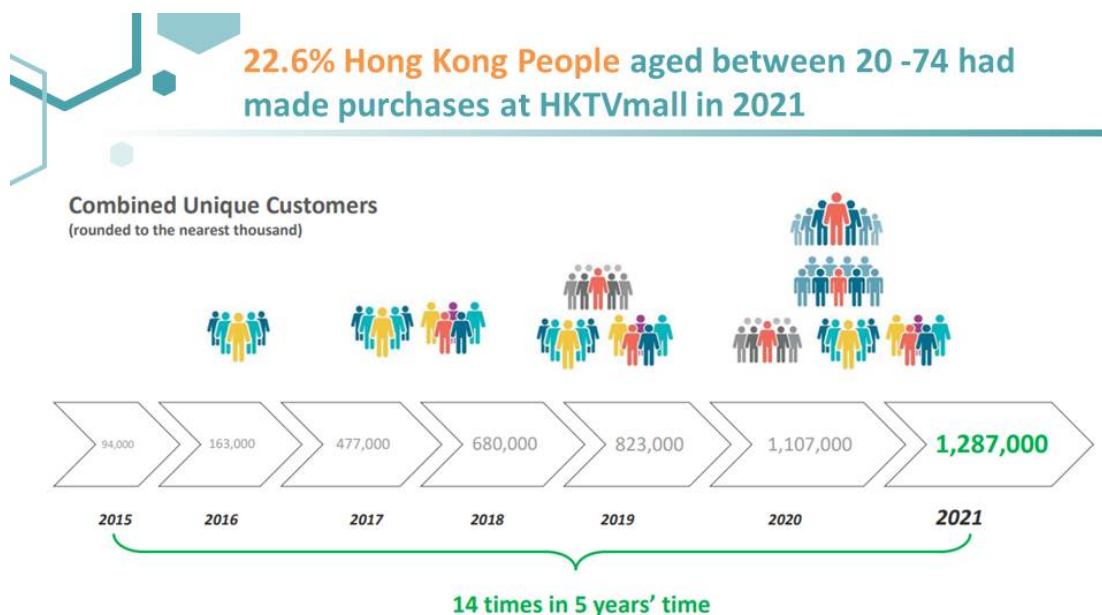


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HKTVMall 2021年獨立客戶人數突破128萬 將全力投入能量及資源 於「增長」模式

感謝各商戶及業務夥伴與HKTVMall攜手經歷不容易的2021年，踏入2022年，又是回顧過去，展望未來的時候。集團日前公佈HKTVMall 2021年12月主要運營和銷售業績，以及今年的業務目標及新發展。重點如下：

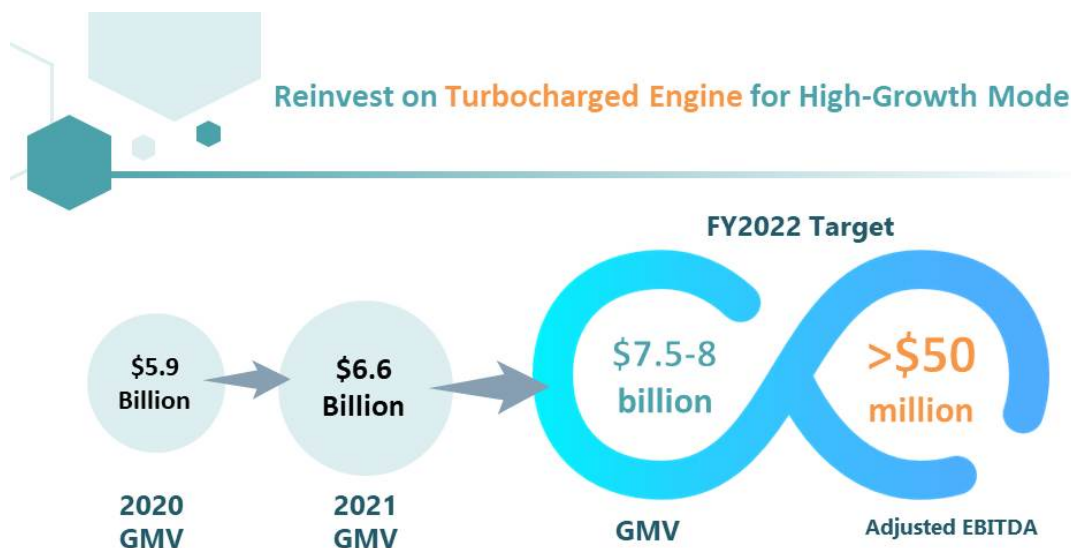
- 單月訂單總商品交易額為 6.11 億港元，較去年同期增長 7.0%
- 平均每日訂單數量達 41,400 張，較去年同期增長 14%
- 2021年全年曾於 HKTVMall 購物的獨立客戶達1,287,000人，較去年淨增加 180,000名獨立客戶



集團同時公佈各業務的最新發展及目標，在電子商貿業務方面，我們認為香港網上購物的市場仍有很大增長空間。因此，本集團將全力投入能量及資源於「增長」模式，集中於增長業務及市場份額。尤其在我們中期的核心目標，於未來三至五年：

1. 我們目標於香港藉由 Shoalter 電子商貿方案支援的平台，現時包括 HKTVMall 及 EESE，產生 12,000,000,000 港元至 15,000,000,000 港元的訂單總商品交易額。

2. 於達到 12,000,000,000 港元的訂單總商品交易額，並配合配送設施的提升後，目標將配送營運成本控制於總商品交易額的10%以下。



HKTVMall現時大約只有 35.0% 的訂單達到「兩天派送」的目標。我們明白要加速網上購物業務增長，其中一項核心元素為於短時間內滿足客戶需要。因此，於2022年，我們將增加投資於提升配送能力的資源。於2022年上半年，我們將額外投資每月 5,000,000 港元，目標為將配送能力提升，以容許 90% 至 95% 的訂單符合「兩天派送」的目標。而於2022年下半年，我們計劃擴大配送設施，增加 150,000 至 250,000 平方呎的樓面面積，提供第三方物流服務。

於2022年，我們計劃投放與2021年相若之市場推廣及宣傳資源，從客戶數目、購買頻率及產品種類等各方面積極推動消費者由線下至線上轉換，以實現訂單總商品交易額的目標，以及繼續維持我們於香港網上購物市場的主導及領先角色。



- Invest additional \$5 million per month aiming to enhance the capacity
- Offer at least 1 delivery timeslot everyday for 95% delivery zone
- Split VIP Day to Wed and Fri
- Merchants' **operation on SUNDAY** is highly appreciated (now **87% GMV** from merchant operated on Saturday)
- Extend order cut-off time

	From	To
Order cut-off	9am	1pm
Tuen Mun Ambient Submission Deadline	7pm	8pm
CSW Frozen Submission Deadline	4pm	6pm



Pledge to Offer the Best Last Mile Delivery

Phase II (2H 2022): Order by midnight, delivery by next day

- 7 days x 24 hours full operation
- Enlarge our fulfilment facilities by additional 150,000 to 250,000 square foot to support 3rd party logistics services
- Store additional 150,000 SKUs of top 85% merchant products, including ambient and frozen SKUs
- One stop service for merchant on storage, pick and pack, delivery.
- Reduce merchant's entry barrier, **more efficiency and more accuracy** by introducing automation system and economic of scale
- Charge on Cost plus basis

集團於科技業務方面亦取得良好進展，由集團附屬公司 Shoalter Automation Limited 自行研發的自動化零售店首個推出地點已確定為英國的曼徹斯特，而首兩至三間試行預計於今年第三季至第四季推出。

負責此計劃的隊伍正全力設立當地營運，包括設立辦公室及工作坊、品牌及店舖定位、招聘工程、商業及支援隊伍、為裝配機器而採購及進口材料、配件及工具等。我們欣然於此與大家分享一條影片，令自動化零售店及系統的概念及目標更形象化。

更多集團業務更新的資訊，請[按此](#)瀏覽有關公告。

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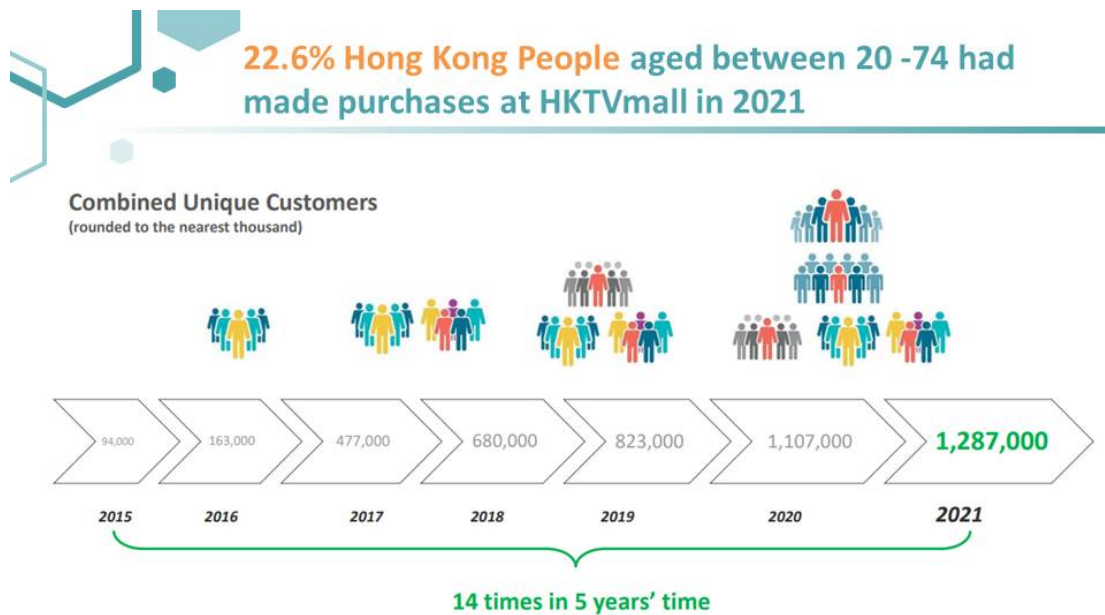
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HKTVMall
Open Databank

HKTVMall Reached Over 1.28 Million Unique Customers in 2021 Dedicating Our Energy & Resources on "Growth" Mode

Thank you to all merchants and business partners for joining hands with HKTVMall to experience the difficult 2021. Stepping into 2022, it is time for us to review and look forward. HTKV has just announced the key operational and sales performance in December of 2021, with business updates and targets. With highlighted results as below:

- Gross Merchandise Value (GMV) of order intake for the month was HK\$611 million, an increase of 7.0% over the same period last year
- The average daily orders in December reached 41,400, achieved 14% growth over the same period last year
- Number of unique customers who made purchases at HKTVmall in 2021 reached 1,287,000, a net addition of 180,000 unique customers over last year

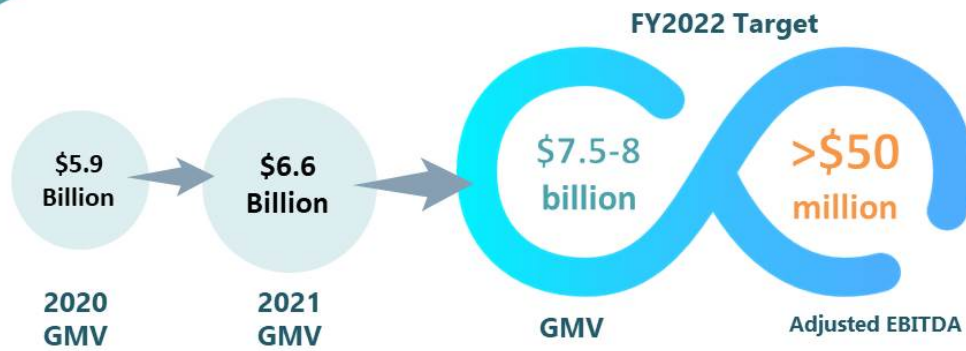


We also announced the latest business update and target in different aspects. For the eCommerce business, we consider there is still a large room for growth on the online shopping segment in Hong Kong. In this regard, the Group will dedicate its energy and resources on “Growth” mode focusing on business and market share growth. In particular, our core mid-term targets in the next 3 – 5 years are as below:

1. We target to generate a Gross Merchandise Value (“GMV”) on Order Intake of HK\$12.0 to HK\$15.0 billion in Hong Kong from the platforms powered by Shoalter eCommerce solution, currently including HKTVmall and EESE.
2. After achieving GMV on Order Intake of HK\$12.0 billion, and with the new enhancement on fulfilment facilities being established, we aim to control the fulfilment operating costs to below 10.0% of GMV.



Reinvest on Turbocharged Engine for High-Growth Mode



At HKTVmall, only approximate 35.0% delivery orders met our “2 days delivery” target. To accelerate the online shopping business growth, we understand that one of the core elements is to satisfy customer needs in short timeframe. Hence, in 2022, we will invest to enhance our fulfilment capacity. In the first half of 2022, we will invest additional \$5.0 million per month aiming to enhance the capacity to enable 90.0% to 95.0% delivery orders to meet the “2 days delivery” target. In the second half of 2022, we plan to enlarge our fulfilment facilities by an additional floor area of 150,000 to 250,000 square feet for provisioning of 3rd party logistics service.

In 2022, we plan to spend a similar magnitude of marketing and promotional resources as 2021 in order to aggressively drive consumer conversion from offline to online in terms of customer numbers, frequency of purchases and product categories so as to reach the target on GMV on Order Intake, and to continue our dominant and leading role in Hong Kong’s online shopping market.



Pledge to Offer the Best Last Mile Delivery

Phase I (Mar 2022): Order by 1pm, delivery by next day

- Invest additional \$5 million per month aiming to enhance the capacity
- Offer at least 1 delivery timeslot everyday for 95% delivery zone
- Split VIP Day to Wed and Fri
- Merchants’ **operation on SUNDAY** is highly appreciated (now **87% GMV** from merchant operated on Saturday)
- Extend order cut-off time

	From	To
Order cut-off	9am	1pm
Tuen Mun Ambient Submission Deadline	7pm	8pm
CSW Frozen Submission Deadline	4pm	6pm



Pledge to Offer the Best Last Mile Delivery

Phase II (2H 2022): **Order by midnight, delivery by next day**

- **7 days x 24 hours** full operation
- Enlarge our fulfilment facilities by additional 150,000 to 250,000 square foot to support 3rd party logistics services
- Store additional 150,000 SKUs of top 85% merchant products, including ambient and frozen SKUs
- One stop service for merchant on storage, pick and pack, delivery.
- Reduce merchant's entry barrier, **more efficiency and more accuracy** by introducing automation system and economic of scale
- Charge on Cost plus basis

HKTV Group has also made good a big step forward in the technology business - Our self-invented Automated Retail Store and System under our subsidiary company, Shoalter Automation Limited has confirmed its first launch location in Manchester of United Kingdom. The pilot launch of the first 2 -3 Systems will be in the third quarter and the fourth quarter of 2022.

Our project team is in full force to set up the local operation including the set-up of office and workshop, brand and store positioning, recruitment of engineering, business and support teams, sourcing and importing materials, parts and tools for assembling the machinery, etc.. And we are pleased to share a [video](#) visualising the concept and purposes of our Automated Retail Store and System.

Please [CLICK HERE](#) for more information about the business updates of the Group.

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香港電視購物網絡有限公司
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