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擴展O2O門市網絡及將增設大型門市 支持「HKTV極速送」發展 及加強線上線下協同效應

HKTVMall打破傳統，開創出結合線上及線下的新零售模式，以針對不同層面的顧客需要。線上服務包括HKTVMall網上購物平台及一小時特快送貨服務「HKTV極速送」，配合線下的 O2O 門市網絡，讓我們能接觸更多潛在及現有顧客，增加顧客與HKTVMall 的互動和連繫。

為了融合線下帶動線上的發展方向，HKTVMall會進一步加強O2O門市服務。隨著業務多元化發展，HKTVMall將開設面積較大的O2O門市，及延長部份O2O門市的服務時間，以支援「HKTV極速送」的產品選擇及送貨服務，為顧客提供多一種快捷便利的網購體驗，同時讓商戶增加曝光機會，刺激生意增長。

外賣直送! 限定

新客買滿\$100

減 \$50

輸入優惠碼 **food50**

現時已有超過1,200間零售商及超過1,500間餐廳加盟「HKTV極速送」服務，涵蓋各式生活百貨，以及餐廳外賣自取和送遞服務。我們將於9月下旬將「HKTV極速送」服務擴展至濕貨市場，讓顧客以同一張訂單選購濕貨市場內不同的產品，方便客戶日常買餸也可以足不出戶。

另外，「HKTVM極速送」外賣直送服務提供顧客評論功能，以給予更全面的資訊供顧客參考，有助客戶更清楚了解不同餐廳的服務及食物質素等資訊。於即日起至9月16日，顧客使用「HKTVM極速送」外賣直送服務，首張訂單滿\$100並輸入指定優惠碼即減\$50，現有客戶亦專享訂單滿\$100減\$20！



截至8月上旬，HKTVM已經分別在香港、九龍、新界及離島區開設95間O2O門市，最新一間位於港鐵康城站內。為了加強「HKTVM極速送」的產品選擇及送貨服務，我們延長15間O2O門市的服務時間至凌晨12時，並會增加更多零食及飲品選擇。另外，我們將會陸續開設大型門市，提供超過3,000款產品選擇，以滿足不同顧客的需要。



我們早前宣佈推出全新綜合教育平台「HKTVMall eCommerce Academy」，提供全面及多元化的網上行銷培訓課程，讓有意發展網上業務的零售商，輕鬆掌握營運網店的成功技巧。首輪課程得到商戶熱烈支持，並收到超過500個報名申請。第二輪課程將於10月開始接受報名，有興趣的商戶在稍後可於MMS內的訊息欄了解更多「HKTVMall eCommerce Academy」的報名詳情；如有任何查詢，可電郵至 Academy@hktv.com.hk 與我們聯絡。課程同時歡迎其他有意發展網上業務的零售商及從事電子商貿的人士參加。



HKTVMall
eCommerce
Academy

**首輪課程反應熱烈，名額火速爆滿！
感謝各位商戶支持。
第二輪將於10月開放報名，切勿錯過。**

Thank you for all the support
as we have reached full registration due to
the overwhelming demand!
Stay tuned for the registration of the
2nd phase in October!

聯絡我們 >
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HKTVMall
YouGov 2021年
香港品牌推薦度排行榜

第2名

資料來源：
YouGov BrandIndex

Expansion for O2O Shops Network with Mega Store Support The Development of "HKTVexpress" & Enhance Offline & Online Synergy

HKTVMall brought breakthrough to the tradition retail model, setting up offline shops to complement online sales to serve the needs of different customer segments. Our online services include HKTVMall online shopping platform and 1-hour delivery option "HKTVexpress". With our O2O shops network, we can reach potential and existing customers from different segments and increase the interaction and connection between customers and HKTVMall.

In order to extend the offline-to-online convergence strategy, HKTVMall will further strengthen the service of O2O shops. To cope with more diversified business development, HKTVMall will further open bigger O2O shops, and extending some O2O shops' service hours to enhance product selection and delivery service of "HKTVexpress", offering an alternative convenient online shopping experience to customers, as well as allowing merchants to increase exposure opportunities thus bringing business growth.

Food Delivery! Only

New Customer Order Upon \$100



Enter **food50**

Currently, more than 1,200 merchants and 1,500 restaurants have signed up for “HKTVexpress” service, covering various grocery and lifestyle products, as well as the services of food delivery and takeaway. We will extend “HKTVexpress” service to wet market in late September that customers can purchase different food products in one single order to enhance convenience.

In addition, customer review function is now available for the food delivery service of “HKTVexpress” to provide additional information to our customers, which will help them to understand more about the service and quality of the restaurants. From now to 16 September, customers will be entitled to \$50 off for the first “HKTVexpress” food delivery order amounting \$100 or above, while existing customers can enjoy a \$20 discount for food delivery orders over \$100!



As of early August, HKTVMall has opened 95 O2O shops on Hong Kong Island, Kowloon, New Territories and the Islands District. The latest one is located in the Lohas Park MTR Station. In order to strengthen the product selection and delivery service of “HKTVMexpress”, we have extended the service hours of 15 O2O stores to 12 am with new assortment of snacks and beverages. In addition, we will soon open mega stores to offer more than 3,000 product choices to satisfy the needs of different customer segments.



We announced earlier for the launch of a new integrated education platform “HKTV eCommerce Academy”, to provide comprehensive and diversified training courses, aiming to enrich the knowledge on running online shopping for retailers. We received the overwhelming response from merchant partners for the first round of courses with more than 500 applications. Our second round of courses will be opened for registration in October. Interested merchants can review the notice board in MMS later for more details on the registration or contact us via email to Academy@hktv.com.hk for any inquiries. Our courses will also welcome for the registration of other retailers who are interested in developing online business and those engaged in eCommerce.



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HKTV mall
YouGov Recommend
Rankings 2021
in Hong Kong

Source: YouGov BrandIndex

Ranked
No. **2**

HKTV mall.com

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商品價格以 hktvmall.com 為準

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