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最新推出全方位獨立網店解決方案HKTVshops 讓商戶以「低成本，高回報」經營獨立網店

為了吸引更多不同類型的本地及國際零售商和品牌，以更多元化及靈活的營運模式開展其網上業務，進一步推動本港零售業的數碼化發展，HKTVmall及專注發展科技及技術方案業務的 Shoalter Technology Limited（「Shoalter」）最新聯手推出全方位「獨立網店」方案 — HKTVshops，為商戶提供一站式建構及管理網店服務，讓商戶以超低年費及佣金率經營獨立網店。此外，HKTVshop的後台管理系統方便易用，商戶即使沒有相關知識和經驗，亦可以輕鬆建立屬於自己的網店。商戶更可以借助HKTVmall每月約150萬活躍用戶的人流量，擴展他們的電子商貿業務。

The graphic is a promotional banner for HKTVshops. It features the HKTVshops logo at the top left. The main headline is '全方位獨立網店方案' (Full-range Independent Online Store Solution) with a '新' (New) badge. Below this, a speech bubble says '早鳥優惠' (Early Bird Offer). The central text states '超低年費及佣金' (Ultra-low annual fee and commission) and '14個月只需 HK\$1,999' (Only HK\$1,999 for 14 months). At the bottom, there are three colored boxes with icons and text: a purple box for 'HKTVmall的龐大客戶引流' (Large customer引流 from HKTVmall), a blue box for '免費對準目標客群精準投放廣告' (Free targeted advertising to the target audience), and a green box for '簡易、有彈性的後台管理系統' (Simple and flexible back-end management system).

HKTVshops

全方位獨立網店方案 **新**

早鳥優惠

超低年費及佣金

14 個月只需 **HK\$1,999**

HKTVmall的龐大客戶引流

免費對準目標客群精準投放廣告

簡易、有彈性的後台管理系統

HKTVshops與坊間的其他網店解決方案截然不同，其中三大優勢有助不同類型的商戶打開網購業務：

1. HKTVmall的客戶引流

人流是網店的至勝關鍵，HKTVmall的穩定人流將成為HKTVshops最強後盾，為商戶帶來穩定的人流支援。HKTVshops不只提供讓商戶自訂網域名稱的線上商店服務，更為網店帶來人流，令HKTVmall每月約1,500,000名活躍用戶成為商戶的潛在客戶。HKTVmall客戶可從HKTVmall應用程式的導航入口，直接跳轉到全新的HKTVshops精

選頁面，加深客戶對獨立網店的認識，從而提高商戶的生意額及知名度。



2. 多角度提升網店曝光度 免費對準目標客群

HKTVMshops將透過不同的市場推廣途徑加強宣傳，包括HKTVmall應用程式的推送宣傳通知和電子郵件行銷，有效覆蓋超過2,800,000和超過1,000,000名潛在客戶；亦會於HKTVmall搜尋頁面推薦HKTVMshops的相關產品，同時充分利用HKTVmall於社交媒體的影響力加以推廣，令宣傳活動有效地擴展至不同領域，吸納更多新客戶，刺激銷售額。HKTVMshops商戶亦可透過HKTVmall應用程式內的HKTVMLive直播購物頻道向超過150萬活躍用戶推廣產品，提升曝光度。

HKTVMshops 的商戶可利用消費者的數據，建立自己的客戶數據庫，從而對準目標客群，更有效地在搜索引擎和社交媒體中投放廣告。



3. 簡易、具彈性的後台管理系統

HKTVMshops為商戶提供一個簡易又具彈性的後台系統，即使商戶對網站編程一竅不

通，亦可輕鬆完成店面設計、上載產品或產品更新、庫存管理及訂單配送等。HKTVshops商戶更可選擇同時在HKTVmall營運，以單一商戶管理系統管理兩間網店，將營運效率發揮至最高。



簡易、具彈性的後台管理系統



drag & drop網站設計，
輕鬆打造獨特網店風格



多元化物流設置，
彈性處理訂單派送

由即日起至2023年6月30日，參加HKTVshops簡介會並成功加盟HKTVshops的商戶即可享有早鳥優惠：

- 年費HK\$1,999，額外多兩個月免費（共14個月服務期）
- 低至4%的佣金率，此佣金率已包含支付平台費用，並以成功訂單計算
- 首 100 位成功登記的商戶更可免費試用HKTVLive直播購物頻道一個月

全新的「獨立網店」解決方案 HKTVshops為不同類型的商戶提供更多發展網上業務的機遇，令香港網購行業更上一層樓。有關HKTVshops的詳情及其他查詢，歡迎WhatsApp至5283 4138或電郵至 aog.merc@hktv.com.hk 與商戶加盟團隊聯絡。

New Launch of All-in-One Independent eStore Solution “HKTVshops”

Enabling Merchants to Go Online at “Low Cost, High Return”

Aiming to attract more local and international retailers and brands to start its online business flexibly and to promote the development of the eCommerce business in Hong Kong, HKTVmall and Shoalter Technology Limited, which focuses on the development of technology and technical solutions, jointly launch an all-in-one eStore solution – “HKTVshops” – to provide merchants with an all-in-one eStore setup and management solution service to enable merchants to build their independent eStore with a low annual fee and commission rate. With HKTVshops’ user-friendly and flexible backend system, merchants can set up their independent eStore easily even though they do not possess related knowledge and experience. More importantly, merchants can leverage on HKTVmall’s approximately 1.5 million

monthly active users to build their online business.

HKTVshops

All-in-One eStore Solution **NEW!**

Low Annual Fee & Commission

Early Bird Offer

HK\$1,999
FOR **14** MONTHS

Significant Traffic Diversion from HKTVmall

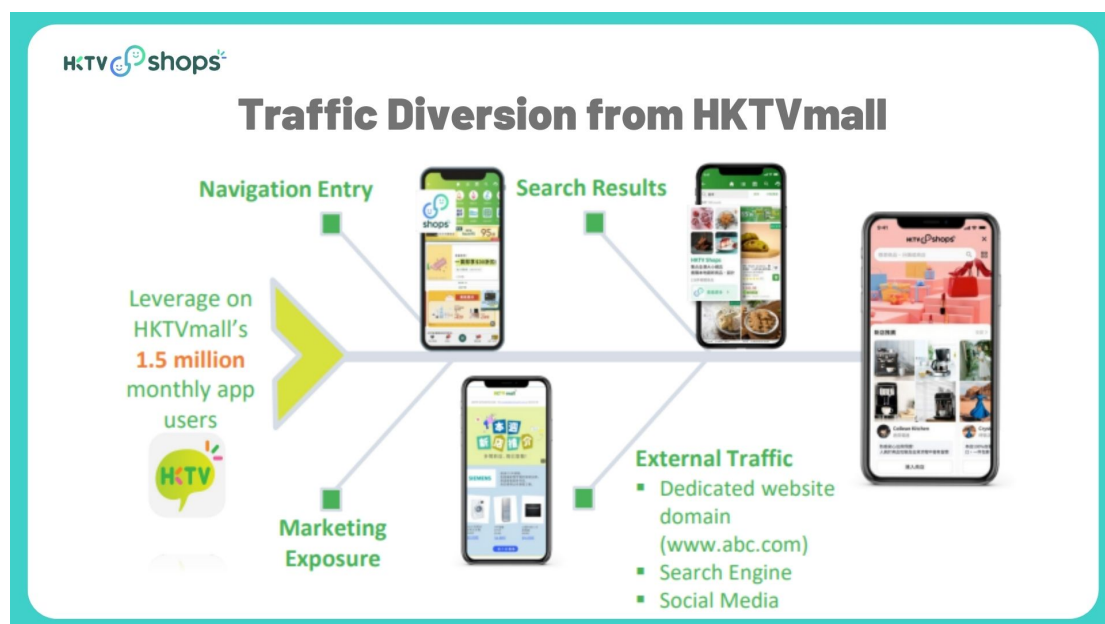
Target Customers For Free to Place AD Precisely

Simple & Flexible Backend System

There are three ways that HKTVshops can differentiate from existing online store solution enablers:

1. Traffic Diversion from HKTVmall

Traffic is vital to run an online business, and HKTVmall's stable traffic will become the strongest support for HKTVshops. HKTVshops not only provides online store services that allow merchants to set up their own domain, but also bring traffic to merchants' independent eStores which may convert HKTVmall's 1.5 million monthly active users to merchants' potential customers. There will be a navigation entry for HKTVmall customers to jump directly into the new HKTVshops store page from the HKTVmall homepage to arouse awareness towards merchants' independent stores thus bringing exposure and sales.



2. Different Ways to Gain Online Exposure and Target Specific Customer

Groups for Free

HKTVshops will promote newly-launch online stores through different channels, including HKTVMall's app notifications and eDMs which respectively cover over 2.8 million and over 1 million audiences. At the same time, we will make use of social media's influence to extend the promotions to different segments to acquire new customers. In addition, merchants of HKTVshops can promote their products to HKTVMall's 1.5 million active users through HKTVLIVE, the live selling channel in HKTVMall app, to gain exposure.

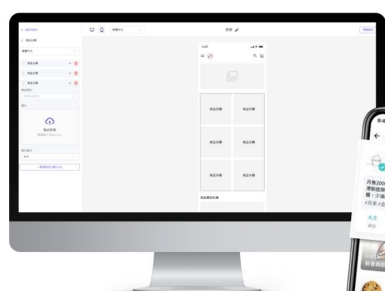
Moreover, HKTVshops merchants can retrieve customer data for free to build their own customer database so that merchants can place ads on search engines and social media to promote their products more effectively.



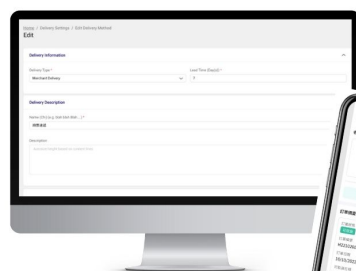
3. Easy-to-Use and Flexible Backend System

With HKTVshops' easy-to-use backend system, merchants can easily manage storefront design, product & inventory uploads, and order fulfilment even though they do not possess related knowledge or experience. Merchants joining HKTVshops can opt for running a store in HKTVMall at the same time and they can manage both stores in one system to maximize operational efficiency.

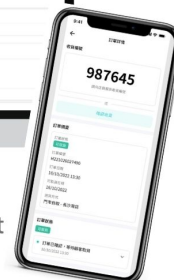
Easy-to-use & Flexible Backend System



Advanced Storefront
Management Tool to Build
Your Own Style Easily



Flexible Orders Fulfilment
Setting



Merchants who join HKTvshops introduction workshop and successfully subscribe to HKTvshops on or before 30 June 2023 will be entitled to the following special offers:

- An annual fee of HK\$1,999 with an extra 2-month service for free (a total of 14-month service)
- Commission rate as low as 4%, including payment gateway fee, for every successful order
- The first 100 merchants who successfully subscribe to HKTvshops will enjoy a 1-month free trial of HKTvLive selling channel

HKTvshops can bring opportunities to merchants of all kinds and boost the growth of Hong Kong's eCommerce industry. For further details, please email the Merchant Acquisition Team at aog.merc@hktv.com.hk or WhatsApp us at [5283 4138](tel:52834138).

HKTv mail⁺.com

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商品價格以 hktvmall.com 為準

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