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直送澳門及英國服務逾70萬款產品選擇 富彈性及競爭力運費吸客 助商戶開拓全球市場

HKTVmall緊貼消費者的需要，於去年12月及今年5月推出「直送澳門」及「直送英國」服務，讓身處澳門及英國客戶不受地域界限，輕鬆享受HKTVmall網上購物服務，既讓我們接觸更多潛在及現有客戶，增加客戶與HKTVmall的互動和連繫，同時為各商戶及供應商帶來更多商機，推動香港電子商貿業的發展。

現時HKTVmall為澳門及英國客戶提供超過700,000種產品選擇，並透過極具彈性及競爭力的運費及驚喜優惠，讓客戶盡情享受不一樣的網購樂趣。



「慳錢·慳力·慳時間」的直送服務

HKTVmall為客戶提供點對點直送服務，由HKTVmall負責本地運送，再交由當地的第三方物流公司進行派送。

運費方面，「直送澳門」首10公斤基本運費為\$50，隨後每公斤\$8；普通會員及VIP/Gold VIP會員分別購物滿\$500及\$350可享首10公斤免運費。另外，HKTVmall現正推出限時運費優惠，即日起至2023年12月31日，所有會員購物滿\$200即可享首10公斤免運費*。

*優惠受條款細則約束，HKTVmall保留最終一切解釋權。



英國客戶與香港客戶一樣享受 \$350 (Gold VIP 及 VIP 客戶) 及 \$500 (普通客戶) 的本地免運費金額，而海外的運費計算以 500 克為重量計算單位，首 15 公斤的基本海外運費為每 500 克\$60，15 公斤後為每 500 克\$48，Gold VIP 會員及 VIP 會員更可享專屬運費優惠，Gold VIP 會員首 15 公斤海外運費四折，即每 500 克只需 \$24，較一般海外運費低最多 7 成**。

除運費優惠外，HKTVMall亦安排專人重新包裝「直送英國」的訂單，希望使用最少的包裝物料讓產品得到足夠保護，確保用盡包裹內的所有空間，讓客戶享受最優惠的海外派送服務。

**海外運費比較以由香港寄往英國之 5 公斤包裹的 HKTVMall Gold VIP 會員運費，與國際郵政服務及其他物流公司的每公斤參考價格計算，海外運費不包括稅項。HKTVMall「直送英國」海外運費價格視乎貨品的實際重量或體積重量計算（以較高者為準）。

直送英國

重量[kg]	註冊會員	GOLD VIP 優惠價	VIP 優惠價
首 15 公斤	\$60 / 0.5 公斤 限時優惠 8 折 \$48	每 0.5 公斤 4 折後 \$24	每 0.5 公斤 6 折後 \$36

*註冊會員 8 折優惠期至 7 月 31 日。
15 公斤後海外運費為每 0.5 公斤 \$48

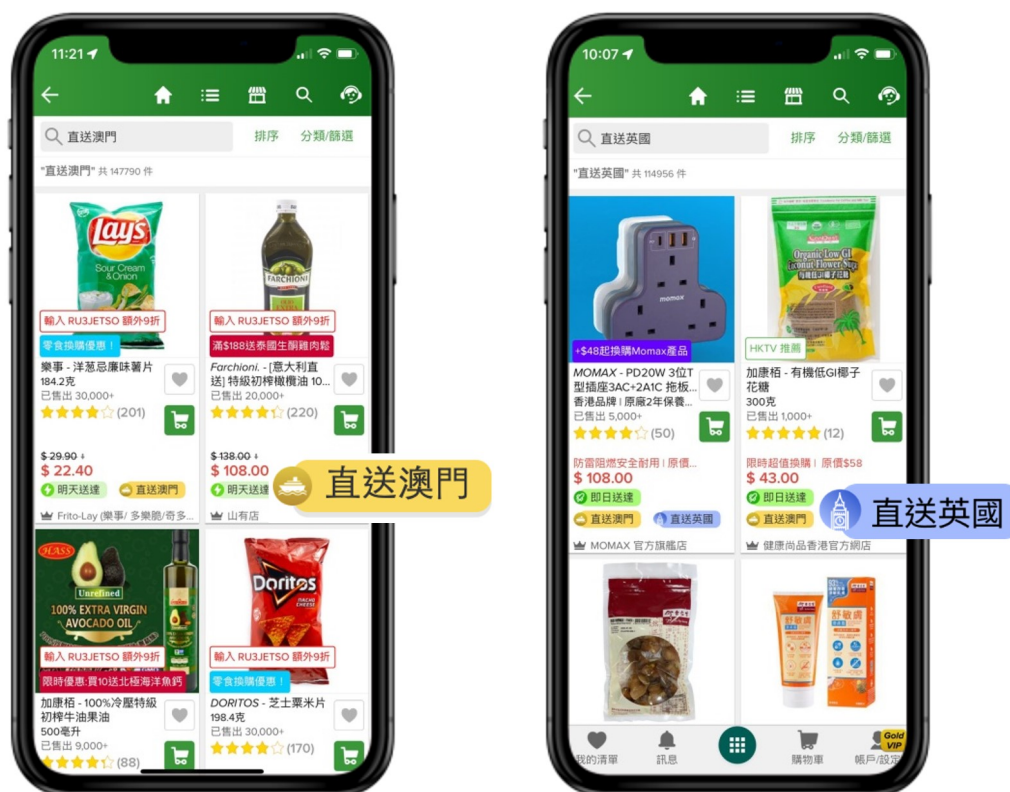


一站式網購體驗

所有直送澳門或英國的產品均有「直送澳門」或「直送英國」的標記。澳門客戶下單後，需於結帳時填上地址，一併繳付運費，訂單便會於 3-7 天內送到澳門。

而「直送英國」的訂單，客戶則需要在結帳時選擇第三方物流公司，HKTVMall 就會按訂單的重量及體積估算海外運費。在收到 HKTVMall 的訊息通知後，客戶需到第三方物流公司的網站填妥海外運送資料，繳付海外運費及稅項（如有），訂單便會在 7-10 天內送到英國。

澳門及英國客戶更可跟香港客戶一樣享受不同的購物優惠，包括 Gold VIP 及 VIP 購物日、年度感謝祭等各式推廣活動。



協助商戶拓展全新市場

「直送澳門」及「直送英國」的訂單處理方法與處理香港「標準集運」訂單的方式相似，讓商戶無額外負擔拓展新市場，與HKTVmall一起衝出香港：

- 產品包裝指引與標準集運相同，商戶毋須分開處理直送澳門或英國的訂單，不會造成執貨方面的額外負擔；
- 澳門及英國客戶可以直接於HKTVmall網頁或應用程式內購物，所有「直送澳門」或「直送英國」的產品毋須另外上架；
- 商戶毋須直接處理海外物流，只需把客人所購買的商品送到HKTVmall的物流中心，HKTVmall便會集合所有相關的商品，並送到第三方物流公司進行海外派送。

三大措施 與商戶衝出香港



包裝指引與現有標準集運相同



產品毋須另外上架



毋須直接處理海外物流

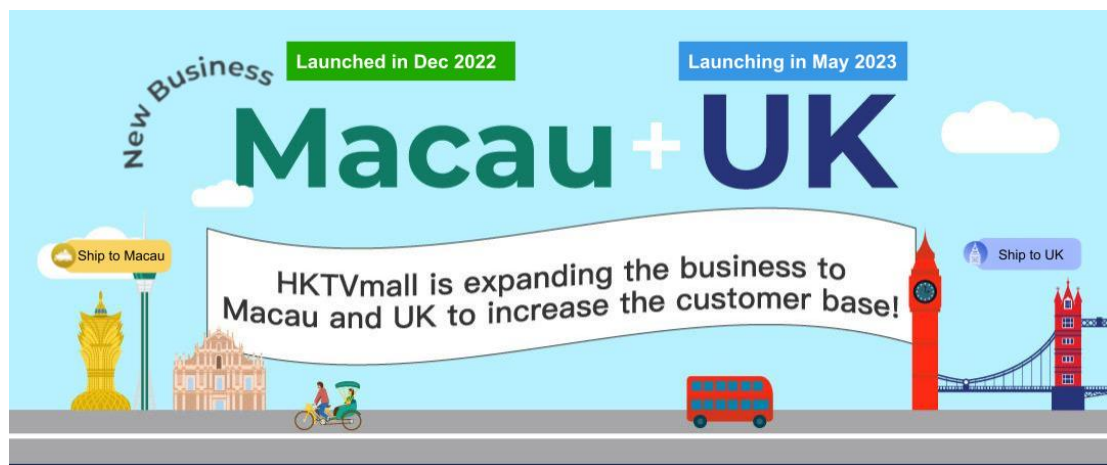
HKTVMall

HKTVMall會逐步擴大可以直送香港以外地區的產品種類，亦會繼續運用完善的基建，並透過與第三方物流服務供應商合作，發掘更多海外商機。未來，HKTVMall會繼續研究將送遞服務擴展至其他海外國家，讓HKTVMall連接全球的客戶。

**700,000+ Product Options Available
for "Ship to Macau" and "Ship to UK"
Attracts Customers with Flexible and Competitive Shipping Fees
& Helps Merchants Explore Global Markets**

To better serve the needs of our customers, HKTVMall launched “Ship to Macau” in December 2022 and “Ship to UK” in May 2023, bringing our customers in Macau and the United Kingdom to leap over geographical limitations and shop at HKTVMall to enjoy our superior services. In this way, HKTVMall can keep in touch with the existing customers and reach new potential customers to strengthen the interactions and bonding with the customer base, further creating more opportunities for our merchants and suppliers, thus promoting the development of the eCommerce industry in Hong Kong.

Currently, there are 700,000+ product options available for Macau and UK customers. With flexible and competitive shipping fees and different surprising offers, customers are allowed to experience an extraordinary online shopping journey.



Delivery Services that “Save Money · Effort · Time”

HKTVMall provides end-to-end delivery service, which HKTVMall is responsible for local delivery in Hong Kong and third-party logistics partners will take care of the delivery outside Hong Kong.

The basic delivery fee for “Ship to Macau” is \$50 for the first 10kg and costs \$8 thereafter. General members can enjoy free shipping for the first 10kg if their orders cost over \$500, while VIP or Gold VIP member can enjoy it when the order cost over \$350. A limited free shipping offer for Macau customers is now available until 31st December 2023. Orders costing over \$200 are entitled to free shipping for the first 10kg.*

*The offer is subject to terms and conditions, and HKTVMall reserves the right of final interpretation.



UK customers can enjoy the same free local delivery threshold as Hong Kong customers upon purchases of \$350 (for VIP and Gold VIP members) or \$500 (for basic members). For overseas delivery, the shipping fee is calculated competitively and flexibly, with 500g being the basic unit for the calculation. The basic overseas shipping fee for the first 15kg is \$60/500g, in which the shipping fee will be \$48/500g thereafter. Gold VIP and VIP members can enjoy an exclusive offer on overseas shipping fees. Gold VIP members can enjoy 60% off for the first 15kg at \$24/500g which can be up to 70% lower than the general overseas shipping fee in the market**.

Additionally, HKTVmall will have specialists to repack the orders for “Ship to UK” with minimal wrapping while assuring products are well-protected, to ensure our customers can enjoy the most discounted overseas shipping service by utilizing every space in the parcel.

** Overseas shipping fees are compared by the shipping fee difference of a 5kg parcel between the HKTVmall Gold VIP discounted price and the official price from international postal service and another logistics company. Taxation is not included in the overseas shipping fee. The overseas shipping fee of HKTVmall “Ship to UK” service will be calculated based on the actual weight or volumetric weight of the goods (whichever is higher).

Ship to UK

Weight*[kg]	Basic Member	GOLD VIP Offer	VIP Offer
First 15kg	\$60 / 0.5kg <small>Limited Offer</small> After 20%OFF \$48	every 0.5kg After 40%OFF \$24	every 0.5kg After 60%OFF \$36

*Basic member 20% off discount valid until 31 July.
Over 15kg, overseas shipping fee is \$48 per 0.5kg

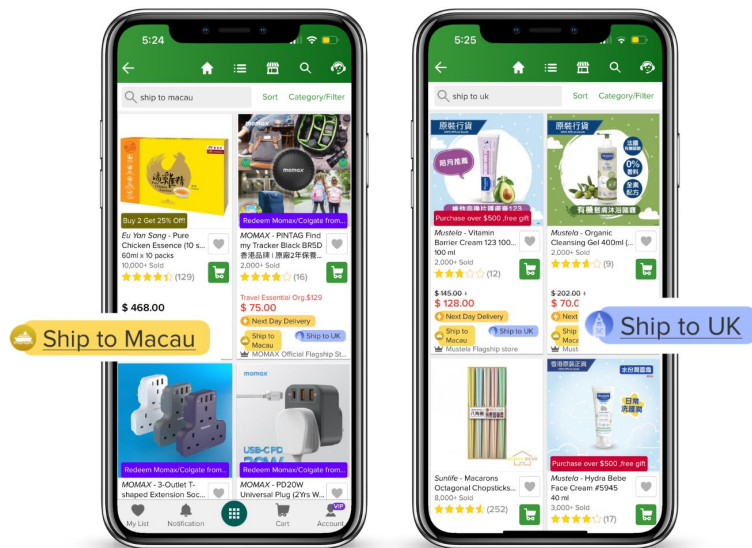


A One-stop-shop Shopping Experience

For products that are available for shipping outside Hong Kong, tags of “Ship to Macau” or “Ship to UK” are labelled on respective product information page. To place a “Ship to Macau” order, customers have to fill in their address and pay the delivery fee upon checkout. Once the order is confirmed, customers can receive their orders in 3-7 days.

To place a “Ship to UK” order, customers have to select a third-party logistics company upon checkout. HKTVmall will then estimate the overseas shipping fee according to the weight and size. Customers have to fill in the information and pay the overseas shipping fee and tax (if any) on the webpage of the third-party logistics companies when they receive notification from HKTVmall. After settling the overseas shipping payment, customers will receive their orders in 7-10 days.

Customers from Macau and the UK can also enjoy different good deals from all kinds of promotions, such as VIP Day, Gold VIP Day, the annual Thankful Festival, etc., as Hong Kong customers do.



Assisting Merchants in Exploring New Markets

With the same order processing guidelines for “Ship to Macau” and “Ship to UK” products, merchants are now able to explore new markets with HKTVmall :

- The packing regulations are the same as the standard delivery, so merchants do not have to handle orders for Macau and UK customers separately to minimize additional loads for merchants;
- Macau and UK customers can shop and place their orders directly on HKTVmall;
- Merchants are not required to take care of the overseas logistics directly. They only have to send their products to HKTVmall's logistics centre and HKTVmall will deliver related products to the partnered third-party logistics companies for overseas delivery.

Three Ways

to help merchants explore new markets



Packing regulations are the same as standard delivery



Do not have to relaunch their products on other web pages



Do not have to handle overseas shipping directly

HKTVMall

HKTVMall will further enhance product categories for shipping outside Hong Kong, and will also leverage on its infrastructure to work with third-party logistics companies to explore more overseas business opportunities. In future, HKTVMall will further study the possibility to connect our customers globally, by extending delivery to other overseas countries.

HKTVMall.com

慳錢·慳力·慳時間

售賣超過1,300,000+件來自本地及全球的貨品

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商品價格以 hktvmall.com 為準

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