## Wellcome VS Parknshop

MARKET CHALLENGER &

MARKET LEADER

## Parknshop



- Parknshop has 284 store in Hong Kong
- ► As of June 2016, the entire A.S. Watson Group (Parent company of Parknshop), has a total number of 284 supermarkets in Hong Kong.

# WELLCOME <u></u> 連康 welcome

- Wellcome has 281 stores in Hong Kong
- ► As of March 2014, Dairy Farm Intl Holdings Ltd has 281 stores under the label Wellcome, and 26 stores under the label Market Place by Jasons. Holding a total number of 307 supermarkets in Hong Kong.

# Comparison between Wellcome & parknshop

Market leader

Wellcome

According to a market research firm EuroMonitor estimates, Wellcome has 39.8% market share in 2012.

Market challenger

Parknshop

► According to a market research firm EuroMonitor estimates, Parknshop has 33.1% market share in 2012.

# As a market leader, what did wellcome do?

Expand total market: Introduce new products~Pre-packaged Rice

In 1973, Wellcome launched the first pre-packaged rice, breaking the tradition of bulk rice sales, to provide customers with convenient health choices.

► Increase market share : More discounts

Being the first supermarket in Hong Kong to participate in the Octopus Rewards program, wellcome allow customers to earn "Reward \$" regardless of payment method while shopping, and make the next cash purchase.

# As a market challenger, what did parknshop do?

Attack: Create a strong brand name

PARKnSHOP sells products under generic brands, both what it calls "private label" and "Best Buy"branding.

► Attack : adopt a new look & image

In October 2007, PARKnSHOP renovated and spined off its Paradise Mall store, some of which will be split into the new brand Living Ideas, offering a wide range of household items including sheets, towels, kitchenware, toys, and Xbox 360 game consoles etc.

THANKS FOR

CAT CAT TRANSLATE~TRANSLATE

CHOW CHAK TIN~INFORMATION FOR FREE

TANG YIU HUNG ~MAKE THIS PPT EVEN FREE TOO

MS. LIU GIVE US THIS HOMEWORK
PS:WE ARE WATCHING YOUTUBE ALL THE TIME





**Premium Stainless Steel Series** 

Redeem Up to 70% off



Promotion Period: 29/9-21/12/2017

Offer apply to stores only. Terms and conditions apply, please click here for details.





SU-PA-DE-PA



## 低至4扩換購精選家電





1.360"自動旋轉烤盤,成就均匀燒烤。 2. 「太陽紋」烤盤導走多餘油脂,炮製低脂健康佳餚

3000 ∌ **+\$11**68 1000 分+\$1258 標準價: \$1780

#請登陸www.germanpool.com/promotion/moneyback2015, 憑收據及易賞錢卡報名



#### 公升全能飯煲

高速煲、真空煲及網燒鍋於一身

3000 分 + \$569 | 標準價: \$1180 1000 分 + \$639





#### 無線控溫養生壺

1.5種溫度選擇·智能保溫 2. 採用德國進口高硼玻璃

3000 <del>2</del> +\$539 1000分+\$609

標準價: \$780



唐寶 森蘭華南鎮 \$120

### 7公升光波

多功能合一、具備烤、煎、



3000 分 +\$609 | 標準價: \$1220 1000 分+\$679



7000分=免費 3000分+\$89 | 標準備: \$270 1000 + +\$139



State State

#### 3000 分 +\$559 | 標準價: \$1020 1000 9 +\$629

浴室電子磅 高精密Strain Gauge 稱重技術

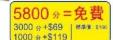
自家製麵包機

麵糰及果醬,一機多用

5000 g + \$479

12個預設程式製作不同麵包

- 纖巧型





攪拌器套裝 6合1多功能: 榨汁、研磨。 攪拌、切碎、切片及切絲

手提電動攪拌器

附有搓麵棒和打蛋棒,可應 付各種食物的混合攪拌需要

6300分=免費

3000 分 +\$79 | 標準價: \$298 1000 分 +\$129

5000 g +\$429

3000分 +\$499 | 標準價: \$1080 1000分+\$569

有效日期:3/7-24/9/2015





德國寶查詢熱線: 2773 2885











條款及細則: 只限指定店鋪換購 · 貨品數量有限 · 換完即止 · 如需加錢換購賃品 · 該附加金額將獲 基本積分·換購券不可兑換現金或其他質品·影印本及逾期換購券,恕不接受·換購券如有塗改或 損毀,則予作廢 · 積分一經扣除,將不獲補發 · 如有任何爭議,易賞錢保留最終之決議權



要同學是世際高於925 BERREER

泰國入口

啤梨 93199 單件\$3.5

平均每個

\$11.9/5個

貴族米 平均每公斤 8公斤 114337

紅圈牌 辣味/油浸 魚柳120克 194163/195525 單件\$13.2

平均每盒



貨品於部份店舖有售,並不適用於威力工業中心及九龍灣展貿中心店舖。數量有限,售完即止。圖片只供參考











NEW 易賞錢手機App MoneyBack App



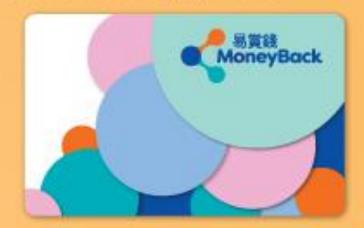
## 全新易賞錢



更易



MoneyBack Membership Program Share more. Enjoy more.





### PARK□SHOP.com 網上超級市場

### 憑滙豐信用卡

單一簽賬淨額滿\$1,000,即享

For a single net spending of \$1,000 or above with HSBC Credit Card, enjoy

即時折扣 Instant discount

推廣期至Promotion period is valid till 31/10/2017

#### 滙豐信用卡持卡人專享

Exclusive to HSBC Credit Cardholders







·标2017年9月1日至2017年10月31日内,包括首尾南日,持卡人必须憑香港上海運童銀行有限公司(及其繼承人及受護人)(「澶靈」)於香港發出的港幣個人基本卡、綜合、獨立戶口附屬卡或以港幣戶口簽碼的銀 鄭雙幣信用卡(「合資格運豐信用卡」)到PARKnSHOP.com(www.parknshop.com)網店或百佳APP以合資格運豐信用卡單一簽賬淨額滿HK\$1,000。可享HK\$120即時折扣。「簽賬淨額」為合資格信用卡的 最後簽居金額·所有折扣扣除的金額及現金券之使用的不會計算在內•每位持卡人於即時折扣使惠下之每項交易(單一簽据淨額選HKS1,000之交易)中只可獲享HKS120即時折扣•以上便惠只適用於合資格運<mark>要</mark> 信用卡持卡人,未誌碼/取消/認致的交易及任何被發現為欺詐交易或最終被取消/退款之交易,均為不合資格簽稿。優惠會在所有取消或退款之簽帳一併取消或退回•單一簽賬淨額須以每張發票計算。分單購物您 不接受•即時折扣便應不適用於購買Tru Niagen產品、電話卡、初生嬰兒奶粉、PARKnSHOP.com售賣之電腦及廚具、輕井澤產品、香煙、烈酒、東方紅產品、蒸寫、雞精、鮑魚、任何推薦便惠排購之產品及電 活/傳真打購之智略。於百億App以Apple Pay、Android Pay》或任何手模派動付款功能進行的任何簽閱交易均不可推拿即時折扣使應。百億超級市場、香港市限公司及運賃保留掃時更效或取消使惠及/或修訂或 修改此等條款及細則之權利而無須事前通知。如有任何爭議,而復超級市場(香港)有限公司及運體保留最終決定權及不可推翻。此等條款及細則之中英文版本如有該異者,以英文版本為準。

Terms and Conditions

- INSCISIO Instant discount is applicable to cardinolders who settle payment with any Hong Kong Dotar presonal primary, combined additional, separate additional credit credits or UnicePhy Dail Currency credit cards (applicable to Cardinolders who settle payment with any Hong Kong Dotar presonal primary, combined additional, separate additional credit cards or UnicePhy Dail Currency credit cards (applicable to Set Only Daily Dotar primary (applicable to Set Only Dotar primary (appli

Apple Pay為Apple Inc.商標,已於美國及其他國家/地區註冊。 Android Pay為Google Inc.商標。

Apple Pay is a trademark of Apple Inc., registered in the U.S. and other countries

借定唔借?還得到先好借! To borrow or not to borrow? Borrow only if you can repay!

更新日期 Last updated 11/10/2017















**Special Promotions** 







#### PARKINSHOP.com











About PARKITSHOP

Products

Price Offers

Promotions

How To Shop

**Quality Assurance** 

Contact Us

Search

Popular Search

Distilled Water Instant Noodle

Shopping Cart 0 item(s)

Total HK \$ 0.0



#### SELECT DEPARTMENT

- > Beverage
- > Beer, Wines, Spirits
- 3 Grecery
- > Biscuits
- > Snacks
- > Confectionery
- ) Dairy & Eggs
- > Bakery
- > Fresh Food
- > Chilled Food
- > Frozen Food
- > Household / Paper
- > Baby Care
- > Personal Care
- > Pet Care
- > General Merchandise



#### Red Hot Deal

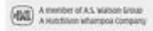


#### **Own Brand Promotions**



#### Special Promotions



























Click the below button to sign up as New Asia Miles member and convert points to earn extra

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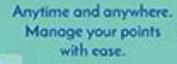
Valid Till 31/12/2017 Terms and conditions apply ASIA MILES A



## New MoneyBack Mobile App Enjoy more points. And share more points









Give points to friends and family with the new Share Points function.



Earn more points and spend them at Watsons, PARKnSHOP and FORTRESS.



Personalized experiences and exclusive offers based on your needs and likes.











# 惠康平治車主大抽獎

現在,想成爲平治300SE車主,簡直易如反掌,你只要到 惠康購物,就有機會得獎,並可贏取300份名貴獎品。

#### 參加辦法,容易簡單:

1)凡於6月1日至7月12日期間,每次在惠康購物滿五十元或以上,即可獲抽獎券一張。

- 2)集齊六張上述期間的惠康購物收據(每張數額必須最少為 港幣五十元),然後貼於抽獎券上。
- 3)填安個人資料及回答兩條簡單問題,於1989年7月12日各 惠康超級市場休息前投入抽獎箱內。

#### 參加次數態多,中獎機會膨大!









建獎(20名):

(700毫升)乙瓶

各得軒尼詩XO干邑



### 壹獎(10名):

各得飛利浦VR6448 高畫簡電視線影機乙部

#### 式獎(10名):

各得飛利润7445E "Temptations"減波爐 乙配

#### 叁獎(10名):

各得飛利浦D6595自動 回帶目間收音卡式機 乙郎

### PHILIPS

#### 伍獎(250名):

各得可口可樂及生力碑 各24罐







▶ 逢星期五消費滿HK\$500,

其他日子 en Joy Dollars

登記!(選擇語言後按「9」字)











## 顶好 wellcome



## 惠康 wellcome



## 星期三



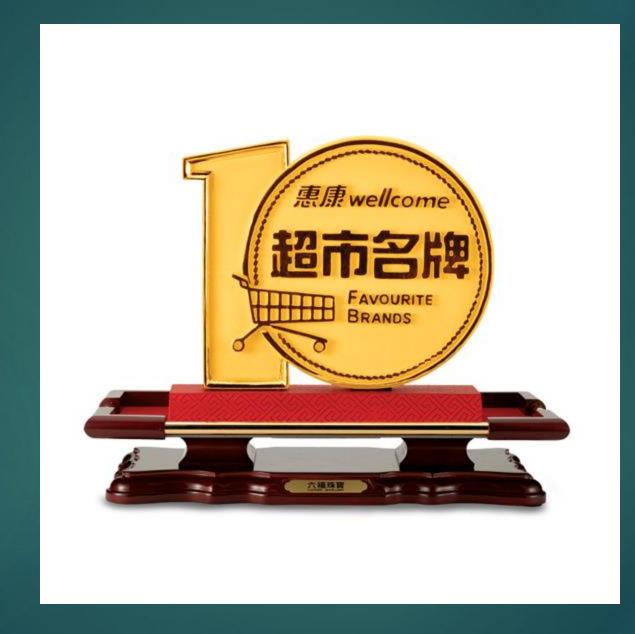
## 加碼優惠



憑長者咭,逢星期三購買全線「首選」、特惠牌或御品皇貨品,可享九折優惠。 Every Wednesday, present your Senior Citizen Card and enjoy 10% off on FIRST CHOICE. No Frills and Yu Pin King products.

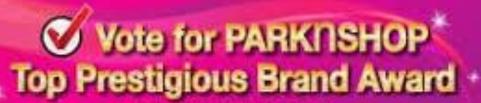
- 優惠只適用於「長者帖」持有人 This offer is only applicable to the actual Senior Citizen card holder.
- 請於交易前出示「長者咕」 Please present your Senior Citizen card before making payment.
- 此優惠不可與其他優惠同時使用及兌換現金 This offer is not redeemable for cash and cannot be used in conjunction with other offers.











Win fabulous prizes!
The more you buy, the greater your chances!





