



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



**惠康 wellcome**

- ▶ 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.









百佳 PARKnSHOP APP



PARKnSHOP



你的流動超市  
Your Mobile **SUPERmarket**  
Experience

Download iOS version



Download Android version





**NEW**  
易賞錢手機App  
MoneyBack App



# 全新易賞錢

## 更易賞，更易享

MoneyBack Membership Program  
Share more. Enjoy more.







PARKnSHOP.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

\$120

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



條款及細則

• 於2017年9月1日至2017年10月31日內，包括首尾兩日，持卡人必須憑香港上海滙豐銀行有限公司及其繼承人及受讓人(「滙豐」)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發行的銀聯雙幣信用卡(「合資格滙豐信用卡」)到PARKnSHOP.com (www.parknshop.com) 網店或百佳APP以合資格滙豐信用卡單一簽賬淨額滿HK\$1,000，可享HK\$120即時折扣。「資格淨額」為合資格信用卡的最近兩項金額。所有折扣扣除的金額及現金券之使用均不會計算在內。每位持卡人於即時折扣優惠下之每項交易(單一簽賬淨額滿HK\$1,000之交易)中只可獲享HK\$120即時折扣。以上優惠只適用於合資格滙豐信用卡持卡人。未結賬/取消/退款之交易及任何新發或退款交易或結賬/退款之交易，均為不合資格。優惠會在所有取消或退款之每一項取消或退還之每一筆淨額中以每筆發單計算，分筆購物恕不接受。即時折扣優惠不適用於購買Tsu Nisagen產品、電器、衛生保健器材、PARKnSHOP.com網頁之書籍及廚具、鞋及洋產品、香煙、烈酒、東方紅產品、高爐、麵粉、麩、任何推廣優惠建議之產品及電話/傳真訂購之資格。於百佳App/Apple Pay、Android Pay™或任何手機流動支付功能進行的任何書籍交易均不可獲享即時折扣優惠。百佳超級市場(香港)有限公司及滙豐保留隨時更改或取消優惠及/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，百佳超級市場(香港)有限公司及滙豐保留最終決定權及不可推諉。此等條款及細則之中文版本如有歧義者，以英文版本為準。

Terms and Conditions  
• HK\$120 instant discount is applicable to cardholders who settle payment with any Hong Kong Dollar personal primary, combined additional, separate additional credit cards or UnionPay Dual Currency credit cards (applicable to Hong Kong Dollar sub-account only) issued by The Hongkong and Shanghai Banking Corporation Limited in Hong Kong (and its successors and assignors) ("Eligible HSBC Credit Card") upon Single Net Spending of HK\$1,000 or above at PARKnSHOP.com online store (www.parknshop.com) or PARKnSHOP APP during 1 September 2017 to 31 October 2017, both dates inclusive. "Net Spending Amount" means the final transaction amount charged to an Eligible Credit Card after all applicable discounts, reductions and use of coupons. Cardholders can only receive HK\$120 instant discount for each transaction single transaction worth a Net Spending Amount of HK\$1,000 or above under the Instant Discount Offer. The above promotions are valid for Eligible HSBC Credit Cardholders only. Unsettled/cancelled/refunded transactions and transactions that are found fraudulent or eventually cancelled/refunded will be considered as ineligible transactions. The offers will be cancelled or returned along with any cancelled or reversed transactions. Offers are applicable to single transaction on one single sales slip. Split transactions are not accepted. The Instant Discount Offer is not applicable to purchase of Tsu Nisagen products, phone cards, stage 1 infant milk formula, home appliances and cookware in PARKnSHOP.com, Kanazawa products, tobacco, spirits, Tung Fong Hung products, bird's nest, essence of chicken, abalone, any other redemption products and phone/fax orders. Any transactions conducted in PARKnSHOP App using Apple Pay, Android Pay™ or any mobile payment functions are not eligible for the Instant Discount Offer. PARKnSHOP (HK) Limited and HSBC reserve the sole right to vary or cancel the promotion and/or amend or alter these Terms and Conditions at any time without prior notice. In the event of any dispute, the decision of PARKnSHOP (HK) Limited and HSBC shall be final and conclusive. Should there be any discrepancy between the English and the Chinese versions of these Terms and Conditions, the English version shall apply and prevail.

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.  
Android Pay is a trademark of Google Inc.

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



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**PARKnSHOP**  
**Mobile App**  
 Earn More On The Go

**Download Today**  
**\$60 coupon FREE**

Download on the App Store | GET IT ON Google play

Download Now and Discover

\* Terms and Conditions apply

CHECK OUT OUR LATEST PROMOTIONS

1 2 3 4 5 6 7

### Red Hot Deal



### Own Brand Promotions



### Special Promotions









SELECT DEPARTMENT

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

**Globally Sourced Products**  
**New TV Commercial**

CHECK OUT OUR LATEST PROMOTIONS 1 2 3

Red Hot Deal



Own Brand Promotions



Special Promotions





易賞錢  
MoneyBack

## Exclusive Welcome Offer

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

Join Asia Miles now



300

Valid Till 31/12/2017

Terms and conditions apply

ASIA MILES 



# New MoneyBack Mobile App

## Enjoy more points. And share more points



Anytime and anywhere.  
Manage your points  
with ease.



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 wellcome

獨家換購 • EXCLUSIVE REDEMPTION

Ellehammer 旅遊用品系列  
Travel Products Collection

# 儲笑印 換旅遊用品 至LIKE出發去旅行

Collect Happy Stamps and Redeem Travel Products.  
Enjoy Your Trip, LIKE Always!

笑住儲  
免費 Free

2年\*  
保養 Warranty

中國製造  
Made in China



證件夾  
Document Water Holder  
60 笑印 免費換購  
For Free Redemption  
或 or +\$48.8  
30 笑印 換購 To Redeem  
標準價 Standard Price: \$180

背包  
Backpack  
170 笑印 免費換購  
For Free Redemption  
或 or +\$128.8  
85 笑印 換購 To Redeem  
標準價 Standard Price: \$430

手提包  
Briefcase  
190 笑印 免費換購  
For Free Redemption  
或 or +\$148.8  
95 笑印 換購 To Redeem  
標準價 Standard Price: \$500

斜揹袋  
Creechbag  
80 笑印 免費換購  
For Free Redemption  
或 or +\$58.8  
40 笑印 換購 To Redeem  
標準價 Standard Price: \$250

20吋旅行袋  
10" Travel Case Square  
220 笑印 免費換購  
For Free Redemption  
或 or +\$168.8  
110 笑印 換購 To Redeem  
標準價 Standard Price: \$280

26吋硬殼旅行箱  
26" Hard Case Square  
600 笑印 免費換購  
For Free Redemption  
或 or +\$468.8  
300 笑印 換購 To Redeem  
標準價 Standard Price: \$260

19吋行李箱  
19" Cabin Roller Case  
350 笑印 免費換購  
For Free Redemption  
或 or +\$268.8  
175 笑印 換購 To Redeem  
標準價 Standard Price: \$230

雜物袋  
Wash Bag  
90 笑印 免費換購  
For Free Redemption  
或 or +\$68.8  
45 笑印 換購 To Redeem  
標準價 Standard Price: \$300

惠康 wellcome

獨家換購 • EXCLUSIVE REDEMPTION

# 香港別注 煮出新滋味



MasterChef

「怡康廚師山」系列廚具精選系列  
"Wellcome MasterChef" Premium Cookware Collection



可靈活  
配搭使用  
Flexible combination use



180 L  
\$180



320 L  
\$320

## 一廚6款精裝入廚好幫手 MasterChef 6-in-1 Premium Cookware Collection



獎住儲  
Free  
免費

- 購物滿\$60 即送 獎券1個  
Spending over \$60, you will get 1 MasterChef Stamp
- 星期六、日購物滿\$350 即享 雙倍獎券  
On Saturday and Sunday, spending over \$350, you will get 2 MasterChef Stamps
- 買1套廚具, 再送 額外獎券  
Buy 1 set of cookware, you will get extra MasterChef Stamp

\*活動期間, 不設現金換購, 獎券系列只限惠康及惠康分店2017年8月9日至2018年3月1日, 惠康及惠康分店, 不設現金換購, 獎券系列只限惠康及惠康分店2018年3月15日或之前換領/取用。

查詢電話: 2389 2228

The Daily Fresh Company, Limited 98888128







恒生enJoy卡專享  
**獨家優惠**  
Hing Sing enJoy Card exclusive offer

每月3、13、23日  
購物可享

**92折**

8% off on every 3<sup>rd</sup>, 13<sup>th</sup>, 23<sup>rd</sup> of the month

This promotional poster for the Hing Sing enJoy Card features a green background. At the top, it shows the enJoy Card logo and the text '恒生enJoy卡專享 獨家優惠' (Hing Sing enJoy Card exclusive offer). Below this, it specifies the dates '每月3、13、23日 購物可享' (Monthly 3rd, 13th, 23rd shopping can enjoy). The central focus is the large red text '92折' (92% off), and at the bottom, it states '8% off on every 3<sup>rd</sup>, 13<sup>th</sup>, 23<sup>rd</sup> of the month'.



# 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(每張數額必須最少爲港幣五十元),然後貼於抽獎券上。

3)填妥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。

**參加次數愈多,中獎機會愈大!**



**壹獎(10名):**  
各得飛利浦VR6448  
高畫質電視錄影機乙部



**貳獎(10名):**  
各得飛利浦7445E  
"Temptations"微波爐  
乙部



**參獎(10名):**  
各得飛利浦D6595自動  
回帶耳筒收音卡式機  
乙部

PHILIPS



**肆獎(20名):**  
各得軒尼詩XO干邑  
(700毫升)乙瓶



**伍獎(250名):**  
各得可口可樂及生力啤  
各24罐





**惠康 wellcome**

**新登場**



恒生enJoy卡專享

▶ 逢星期五消費滿HK\$500，  
激賺

**20x** enjoy dollars

▶ 其他日子  
可享 **3x** enJoy Dollars

快打 **2998 6000**

登記!(選擇語言後按「9」字)

優惠期: 1/3 - 14/4/2016

條款及細則概要: 是次推廣優惠只適用於恒生enJoy卡(enJoy專享卡除外), 並不適用於購買現金券/禮券。優惠須受有關條款及細則約束。詳情請向店員查詢或瀏覽hangseng.com/promotion。

**超級換購優惠 \$, 只限今天**

<p>買滿\$60+ <b>\$9</b> 換2袋</p>	<p>買滿\$60+ <b>\$9</b> 換</p>	<p>買滿\$60+ <b>\$9</b> 換</p>	<p>買滿\$60+ <b>\$30</b> 換2袋</p>	<p>買滿\$60+ <b>\$38</b> 換2支</p>
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**於新鮮豬肉/家禽櫃位  
買滿\$38\***

**+\$19<sup>9</sup> 換**

「首選」泰國特大農場雞蛋 12隻裝 換完即止

**\$24/斤**

新鮮豬湯骨  
新鮮有皮豬上肉  
新鮮豬筒骨

新鮮豬腩肉  
只限今天 1/3

**\$24/斤**

「首選」挪威有皮三文魚柳 2件裝 **\$38<sup>8</sup> 包**

蘆柑 **\$8<sup>9</sup> 6個**

美國華盛頓紅蘋果 **\$9<sup>9</sup> 4個**

「首選」紐西蘭半殼青口 454克 **\$30<sup>9</sup> 盒**

立即換領 · 立即使用!

把握折扣優惠 · 聖誕新年掃貨更慳!

用八達通 日日買 **\$45** 相等於 **折換購 \$50 惠康禮券**

優惠期: 2015-12-01 - 2016-01-15

優惠只限3天: 1-3/3/2016

商品數量有限, 部分商品只限指定店舖換購, 售完換完即止; 禮品圖片只供參考, 請向店員查詢詳情; 禮品及其他禮品, 所有價格以店舖為準, 部分優惠數量不適用於「惠康為您」網上購物服務, 如有爭議, 惠康保留最終決定權。

The Dairy Farm Company, Limited 牛奶有限公司







70周年  
惠康 wellcome

同行70年 至Like依然



今晚7:45  
無綫翡翠台  
90秒  
足本電視廣告  
隆重首播

群星拱照，傾情演出

胡楓、羅蘭、蔣志光、麥長青、Joe Junior、  
鄭俊弘、黃智雯、吳若希、蘇恩磁、小寶、何雲

請到Facebook惠康專頁 惠康超市 欣賞《同行七十年·至Like依然》足本電視廣告搶先花絮

The Dairy Farm Company, Limited  
惠康超市

頂好 wellcome

預購時間:8/17-9/17 (取貨日期:9/29)

【農曆 10.04 中秋節】  
【陽曆 08.15】

中秋

秋節好禮特輯

預購

美心·東海堂月餅·水果禮盒

早鳥優惠  
2盒獨享 95折

10盒/9折 20盒以上85折

中秋味道·美心



獨家  
Exclusive

336404

美心 雙黃豆沙月餅

幼滑豆沙搭配經嚴格挑選的上品  
鹹蛋黃，香甜滋味，份外誘人。

185gx4入/盒

保存期限常溫120天

獨家預購禮

購買香港美心月餅1盒，再送美心迷你版月餅一套  
(一套兩口味：蛋黃白蓮蓉60g+蛋黃蓮蓉60g，  
市價350元，限量300盒，數量有限，送完為止)

到店取貨價 1680元

頂好 wellcome



惠康 wellcome



星期三



加碼優惠



御品皇 - 中式烹調專家

- 超過250款貨品，由香米、食油、調味醬料，以至南北雜貨，一應俱全
- 品牌監控嚴謹專業，質素絕對有保證



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「長者咭」持有人。This offer is only applicable to the actual Senior Citizen card holder.  
 ● 請於交易前出示「長者咭」。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.  
 優惠期有限，並受有關條款及細則約束。

WCRF: 世界癌症研究基金會

BEAT THE BANANA 蕉拼日

CHARITY RUN: 慈善籌款賽

15.3.2015



惠康 wellcome

15 Mar 2015

World Cancer Research Fund  
折付 Pay  
港幣 HK  
Dollars One Million & Two Hundred Thousand Only

HK\$ 1,200,000

Wellcome












 **Vote for PARKNSHOP**  
**Top Prestigious Brand Award**

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

[Learn More](#)



**STORE**  
**PROMOTIONS**

**第18屆十大超市名牌選舉**

由10月6日至11月2日，聯同仕商各界，  
即可投票十大超市名牌及參加抽獎，  
隨時贏取豐富獎品！

**立即投選!**

查詢電話: **2983 9888**  
或 [www.easy2winluckychow.com](http://www.easy2winluckychow.com)



送頭獎

惠康禮券



即抽即獎  
**\$100** 惠康禮券  
(2,800名)

查詢電話: 4190-3711/2047 惠康九龍區經理陳國強: 49478 詳情請參閱店內海報