

Enhancing Competitiveness: Digital Transformation as a Way Forward 提升競爭力 數碼轉型成出路

In nowadays business world, consumer expectations for shopping experiences and convenience have reached to another level of demands. Therefore, **digital transformation is essential!** Through digital transformation, **retailers can recommend and customise products and services based on customers' individual needs.** By leveraging **online sales, mobile payments, data analysis, and other digital tools,** retailers can provide accurate and personalised shopping experiences. This can significantly enhance sales and operations efficiency, expand business easily, and boosts competitiveness. Starting from the previous fiscal year, the Hong Kong government has launched the "**Digital Transformation Support Pilot Programme**" to support the transformation of the food and retail industries.

現代商業環境中，消費者對於購物體驗及其便利程度的要求不斷提高，進行**數碼轉型已經變得不可或缺。**透過碼轉化，零售商可**按顧客的個人需求推薦和制定產品及服務，**通過**在線銷售、流動支付、數據分析**等提供更準確及個人化的購物體驗，大大提升營運效率、擴大業務規模及提高競爭力。香港政府推出的「**數碼轉型支援先導計劃**」已由上個財政年度起率先支援餐飲及零售業進行轉型。



Digital transformation initiatives retailers can undertake:
零售商可進行的數碼轉型包括:

Establish an online store and implement electronic payment, self-checkout, and POS systems as new sales channels. Automating the payment process and utilizing marketing data to automatically generate reports and analyse business performance.



開設全方位網店，並設立電子支付、自助落單及POS系統等作為新銷售渠道，自動化收款流程，並善用營銷數據自動生成報表及數據分析其業務表現。

Set up a website and social media platforms for the company and promote your business through online search engines and social media.



為公司建立網站及社交媒體專頁，再透過線上搜索引擎和社交媒體推廣其業務。

Develop a customer management and loyalty program system to support sales promotion activities such as e-membership programme and digital coupons. It can effectively monitor and analysis the practice of existing and potential customers and enhance interaction between them.



開發客戶管理及優惠系統，以支援銷售推廣活動如電子會員計劃和電子優惠券等。這樣能有效地檢視、分析及管理銷售活動、目標、加強發掘潛在客戶，及現有及潛在客戶增加互動。

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