



2018 Hong Kong Awards for Industries: Smart Productivity Certificate of Merit
二〇一八香港工商業獎：睿智生產力優異證書

Amazing Product Development Limited 成美產品有限公司



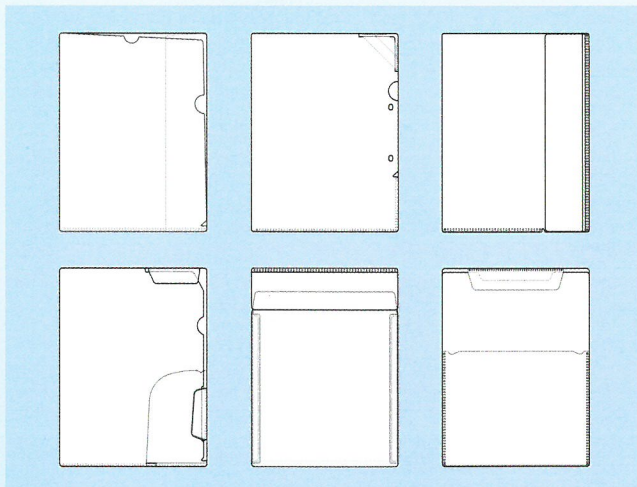
Business Nature 業務範圍

Amazing Product Development Limited (hereafter called Amazing Product), established in 2008, is a plastic folder manufacturer and exporter. It aims to provide high-quality and effective promotional plastic folders to clients.

成美產品有限公司(下稱成美)成立於2008年，是一家塑膠文件夾製造商及出口商。成美本著以設計為主導，為客戶打造個性化、高品質及極具宣傳效力的塑膠文件夾。



Information Booklet Folder with inner compartments -
keep more classified documents
內袋資料冊 - 儲存更多文件，分門別類存檔



Different Designs Folders - satisfy customers need
多樣化設計文件夾，滿足客戶需求



Corner Lock Folder - Documents are not easy to fall out, keep documents more safety

角扣文件夾 - 文件不易跌出，更安全保護文件。

Achievements in Smart Productivity 睿智生產力成就

Plastic folder is a product in the low market price range. Without a sufficient profit incentive, investors and manufacturers have little intention to invest and improve on the products. Amazing Product foresaw the emerging market demand on personalised products, and was determined to re-develop a wide range of new plastic folder series. To reduce production difficulties and cost, the company focused on standardising the design, material use, molds and fixtures of the plastic folder. Upon completion of this project, Amazing Products enriched its plastic folder series with a mix of diversified styles and standardised production, and created an innovative "Standardised Customisation" business model.

The new business model enabled the company to revolutionise the traditional sales and marketing strategy for plastic folder. Amazing Product built its B2C direct sales channel by opening up online shops on Alibaba, zbj.com, jmall360.com. They also established an offline sales network with the cooperation of printing shops. Amazing Product received orders from the education, insurance, advertising sectors; they also successfully improved the profit margin and changed the market prospects for plastic folders.

塑膠文件夾是銷售價格低的产品，缺乏足夠利潤誘因之下，投資者卻步，產品更趨單一，難以提升市場價格，形成一個惡性循環。近年市場吹起一片「個性化」風，對具創意、個性化的產品趨之若鶩，成美看準時機，投入資源，希望為市場帶來新朝氣。

針對市場的個性化需求，成美大量開發新型文件夾系列，包括增加不同款式的結構扣件，改善紙張容易飛出的問題；改良壓邊設計，配合平面設計，提升產品的耐用性和美觀度等。開發過程中針對設計、物料使用、生產模具及夾具等方面進行標準化，從而降低產品的生產成本。一系列的開發工作為成美建立起完整的產品線，同時帶來了多達10項的新專利。成美透過提升質素、自動化彈性生產設備、多達300款產品、運用網絡平台、提供個性化定製等項目提升品牌。成功獲得中國17間國家級博物館文件夾授權產品，以“至專文創”品牌開闢上架故宮博物館、新華書店、機場中信書店等銷售渠道。

成美在「標準化定制」的基礎下，革新了傳統塑膠文件夾製造廠的市場推廣及銷售模式。通過線上銷售平台，包括公司網站、阿里巴巴、豬八戒、集邁網等，開拓了B2C廠銷直送的銷售渠道；另外與不同的實體印刷館，建立起線下銷售網絡。線上線下銷售，結合產品的高定制性，成美取得來自教育、保險、廣告等界別的機構客戶訂單，成功提升塑膠文件夾的利潤水平，改變了市場生態。