

Special Award for SMEs – Well Synergy International Limited 中小型企業特別獎 – 領盛國際有限公司

Report from the Board of Examiners

Started its business in 2011, Well Synergy International Limited has been a young corporation yet one of the leading marketing and distribution companies of food-related fast-moving consumer goods in Hong Kong. It is the sole authorized importer and distributor for many international renowned brands.

Well Synergy has a wide consumer reach with an off-trade customer segment covering about 2,500 retail channels such as supermarkets, convenient stores, groceries, on-line shopping platforms while the on-trade segment is even larger with 9,000 outlets of fast food chains, restaurants, hotels and the wholesalers.

Well Synergy is a well-structured company operated by a lean and effective workforce. The management team is formed by sales & marketing experts with over 20 years of experience in the industry. In order to lead the company, the top management creates a Team Work Concept aims at delivering its four core services, namely sales & distribution, channel management, brand management & marketing intelligence and warehouse logistics.

The workforce is relatively stable, with 8 staff members serving the company since 2012. The key brand occupies over 70% of the retail market share while the market share of other brands is also increasing, which reflects the favourable business achievements of the company. Its product and brand growth strategy is on track as planned, with at least 5 new items adding to the product list each year. The company has therefore received numerous awards on sales and marketing excellence. Moreover, Well Synergy contributes to society via food donation and sponsorship to charities and NGOs.

評審委員會報告

領盛國際有限公司成立於2011年，公司成立短短6年已是多間全球知名食品品牌的獨家進口商和分銷商，並且成功在香港的快速消費食品市場佔一重要席位。

領盛的客戶網絡甚廣，分銷商的銷售網絡覆蓋2,500個零售點，如超級市場、便利店、雜貨店和網上購物平台。至於直接面對顧客的銷售點更遍及多於9,000間快餐連鎖店、餐廳、酒店和批發商。

公司架構良好，擁有高效率的運作團隊，而管理層亦擁有超過20年專業的行內銷售和市場經驗。為推動公司業務及服務更上一層樓，管理層將團隊理念具體分為4個核心服務類別：銷售及分銷、渠道管理、品牌管理和市場資訊及倉庫物流。

公司人力資源穩定，當中有8位員工自2012年已開始為領盛服務。領盛的主要品牌在零售業市場佔有率超過70%，而其他品牌的市場佔有率亦見升幅，反映公司業績穩健。而公司在產品及品牌的策略性規劃亦按預期增長，產品名單每年最少會新增5項新產品。公司亦榮獲多個銷售和市場獎項，嘉許優良表現及實力。另外，領盛亦致力透過捐贈食物和贊助慈善及非政府組織，積極回饋社會。