

Special Award for Established and Medium Enterprises 中型企業特別獎 – e-banner Limited



Report Summary

Provided by e-banner Ltd

Company Background

Founded in 2014, e-banner is one of Hong Kong's largest digital printing companies. Our main service areas are providing professional digital printing and exhibition installation service. e-banner has been striving to bring online shopping experience and provide quality, speedy and convenient services to the public. Our most popular product categories are Roll-up Stand, Mounting, Banner, Posters and Stickers.

To enhance production efficiency and product quality, e-banner has its own factory in Hong Kong, China and Malaysia. We invest over ten million in digital printer and cutter. Most of our products are printed in Hong Kong.

e-banner is committed to provide client-oriented digital printing services. Our product information and real-time quotation is available in our professional, speedy, easy and convenient website. Now everyone can design their products by using our free template. Meanwhile, customers can use e-banner Self-Service Platform not just to select their favorite products and make online order, but also to check order status and view order history instantly.

Leadership

Here are three ways we can ensure that e-banner employees can see and fulfill our core value and vision in their working place: 1.) Set up department and individual goals to define company visions; 2.) Encourage and sponsor employees to study; 3.) Share success cases or stories that related to company visions.

報告摘要

本報告摘要由 e-banner Ltd 提供

公司背景

e-banner 成立於 2014 年，以香港為核心基地，主要提供專業數碼噴畫及展覽安裝工程服務。e-banner 致力提供高質素及方便快捷的服務給客人，為客人帶來噴畫服務新體驗，其中最受歡迎的產品有易拉架、展板、戶外橫額、海報和貼紙等。

e-banner 於香港、中國及馬來西亞自設廠房，投資過千萬引入最新的噴畫機種，包括最新型號的噴畫機及切割機器，令生產效率大大提升，客人訂購產品亦更有保證。

e-banner 致力提供以客為本的優質網上噴畫訂購服務，操作專業、快捷、簡單、方便。客人可使用本公司網站瀏覽產品資訊及即時報價，更提供免費下載模版，讓客戶更輕鬆設計心水產品。此外，e-banner 開創自助平台，客人登記後即可自由選購心水產品，更可隨時隨地網上落單及查看訂單狀況，讓客人即時知道最新進度。

領導才能

e-banner 有意打造一個讓員工及公司一併成長的工作環境，有見及此，我們希望員工在工作時可以清晰了解公司的方向，故此 1.) 管理層為各部門及員工訂下合乎公司願境的目標；2.) 訂下政策鼓勵員工進修；3.) 部門需定期向其他部門同事分享成功案例。

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Management group has regular meeting with department heads. It is a good communication opportunity for management group to monitor the performance of departments and share details of policies and plans to all employees. Also, this regular meeting is a platform for employees to share their thoughts to management groups to have adjustments.

Strategies

Incorporate with our business objectives, we have defined long-term and short-term plans. To offer product propositions not just based on customers' needs but also what they want, e-banner has demonstrated good investment on new technology innovation.

Our marketing strategy is focus on e-marketing and e-service platform with large customer database and data analytics. Based on the strategy effectiveness and profit maximization, KPIs are clearly defined and can be implemented easily by the team.

Customers

Our key customers are not only business users but also end users. We set up various multimedia, e-commerce platform, retail store network and professional sales team to reach our target customers. Besides, e-banner also sponsors charity activities or business event to achieve corporate social responsibilities.

e-banner also organizes site-visit and internship programme for the youngsters to understand our industry and our core value.

With customer service team, customer comments can be obtained and reviewed. Operation team will suggest improvement actions based on the comments and follow-ups are undertaken by the respective departments.

Measurement, Analysis, and Knowledge Management

Our performance is tracked and improved in various aspects: Sales report, department KPIs reports, customer feedback reports and marketing report.

Data, information and essential information are shared among employees through intranet.

管理層會定期與各部門開會，跟進工作進度，亦同時提供雙向的溝通平台，確保公司最新的大方向及政策細節可以清楚傳給所有同事，亦提供機會予員工對公司運作及決策提出意見。

策略

根據公司的目標，我們會訂下短期及長期的計劃。在網絡化後，我們的策略都偏重於電子商務及數碼營銷，有助更清楚分析數據。

另外e-banner亦致力投資於新產品的引入及開發，提供更有效解決客人痛點的產品。

客戶

有別於其他業界同行，e-banner主要客戶為大眾。我們以社交媒體、門市、電子商務平台及銷售團隊接觸客戶，亦有參與及贊助多個慈善或商業活動。

e-banner重視客人的意見，成立專責部門收集及整理意見，以作出改善。

評估、分析和知識管理

我們透過銷售報告、客戶意見報告、部門成效報告及市場報告監察以提升公司的表現。

對於公司的知識管理，我們會以內聯網存放及分享所有資料、知識產權及系統，保障公司及客人利益。

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Workforce

We have a performance management system to monitor and ensure the performance of employees to reach our business visions.

To emphasize a healthy and happy work environment, we highly promote no smoking environment and provide above market staff benefits. Besides, e-banner provided educational subsidies to support continuous learning and development. Investing in people is always the best investment.

To maximize the productivity, we have a 24-hour operating factory to fulfill the large amount orders. As for the manpower, we assign shift based on the order amount in different time interval. Moreover, we try to share some workload to overseas sub-company to increase manpower and cover the short of manpower during Hong Kong's holiday period.

Operations

We always improve our operation with customers' inputs. We have systemized the process to obtain and review their feedback to improve the service and avoid the known mistakes. To control our operation, we operate a customized ERP system to minimize the workload and ensure process quality is up to standard. Besides, systems are in place in intranet to emphasize cybersecurity to protect company and customer privacy.

We have regular operation checking by all employees. We collect and console all mistakes or problems, then department heads and management group find out and set up solutions. Operation department will be a monitor to check the status of solutions implementation.

工作團隊

我們擁有績效管理系統以監察員工表現及確保表現合乎公司期望。

e-banner 了解投資在員工身上往往是最好的投資，故致力推廣健康及快樂的工作環境，除了定期提供活動及培訓外，更推廣無煙工作環境及提供更多的福利。公司更推行政策鼓勵員工進修，提供資助。

為了可妥善處理龐大數量等訂單，e-banner 在港設立了24小時運作的工場。除此之外，我們更拓展了海外公司，將部分工序轉交海外同事處理，可以加快工序之餘，更可解決假期時人手不足的問題，為客人優先處理較緊急的訂單。

營運

e-banner 重視客人的意見，成立專責部門收集及整理意見，運作部門會向相關部門提出建議，避免重複犯錯，而且公司會因著建議定期開會以跟進相關事項之改善情況。

我們亦會定期審視公司的實質運作，由員工記錄所見的問題及錯誤，收集及整理後，再由部門主管及管理層共同探討出解決方案，再交由運作部門定期監督部門就改善方案等進度。

我們利用合乎公司需求的客制系統，制訂及統一所有流程，確保所有工序一致，保持生產標準。

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Results

As a growing company, our target is not just earning high revenue but earning recognition. Good reputation is key to sustain a business.

Our continuous efforts are recognized. In past year, we obtained these public awards:

- Hong Kong Emerging Service Brand Award
- Caring Company (2019-2020)
- The Best Employer Award 2019
- Local brand HK Award 2019
- HKGCSMEAA Innovation Award 2019 – Innovative service merit prize
- Happiness at Work Promotional Scheme (2019)
- Hong Kong D-Mark 2019

業績

作為一間發展中公司，我們的目標不只是追求高營業額，更追求各界的認可。

在過去一年，e-banner 一眾員工的努力都有目共睹，並得到各個認可：

- 香港新星服務品牌
- 商界展關懷 (2019-2020)
- 最佳僱員僱主選舉2019 — 最佳僱主
- 香港地品牌大獎2019
- 中小企創新大獎2019 — 服務創新優異獎
- 開心工作間 (2019)
- 香港 D 嘜認證計劃 (2019)