

# Special Award for Small Enterprises and Start-ups – HK DECOMAN TECHNOLOGY Limited 小型企業及初創企業特別獎 – 裝修佬科技有限公司

## Report from the Board of Examiners

HK DECOMAN is an online traffic hub that connects house owners, material suppliers and renovation companies. Established in 2015, the company provides matching services between house owners and renovation companies, online and offline mall for renovation materials, and training courses through its academy.

The company has a strong mission to build a disruptive digital ecosystem for the renovation industry, with the aim to realize the values of standardization, automation, transparency and convenience. The founder is a serial entrepreneur with good track record and the senior leaders have created an innovative and strong IT platform to support the management and operation.

To focus on and provide solutions related to customers' pain point, the company has developed a smart technological business matching system for project initiation. The development of a mall related to e-commerce business serves to provide an online supermarket for renovation materials. The Academy is also a revenue-driven stream where additional potential customer information is collected through class enrolment. Through a good mix of technology, knowledge and resources, the management team acquires in-depth understanding on different types, behaviors and needs of customers across the three core businesses. Course selling, in particular, achieved impressive results.

Human resources analysis with the use of technology creates a healthy and effective management of human capital, contributing to business growth. The company also encourages staff members to spend 80% of their time working on regular daily duties while the other 20% on long term projects related to the company's development.

In addition to receiving a number of awards in various aspects, HK DECOMAN contributes to society by offering free pipe inspection services for 4000 households in more than 100 buildings during the pandemic. All staff members took part in this voluntary project and the project was successfully completed over a period of six weeks.

In conclusion, by providing an online traffic hub for the interior design industry through well-established processes and systems, HK DECOMAN has not only been able to achieve notable business growth and gain a strong competitive edge over its competitors, but also prepared itself for its expansion in Asia.

## 評審委員會報告

裝修佬作為線上配對平台，成功將業主、材料供應商和裝修公司連結在一起。公司於2015年成立，為業主和裝修公司提供配對服務，並設有裝修材料線上購物及提供學習培訓課程。

裝修佬肩負為裝修行業打造出革新數碼生態圈的使命，目標是實現一套標準化、自動化、透明化及便利化等的價值。公司創始人是位連續創業者，往績斐然，而領導層亦創建出一個創新和強大的資訊科技平台，用以支持管理和營運。

為專注協助解決客戶需求及提供建議方案，公司開發了智能科技業務配對系統。當中線上購物電子商務，提供了一個專門售賣裝修材料的網上購物平台。其次學習培訓課程也是帶動收益的主要來源，及透過學員註冊課程可以收集到潛在客戶資料。通過集合優良的技術、專業和資源，管理層更能深入了解不同客戶的種類、行為模式及需求，當中推行學習培訓課程的成績更尤為突出。

在進行人力資源分析時加以運用科技，為人力資本帶來穩健且具效率的管理，從而促進業務增長。同時公司亦鼓勵員工將八成工作時間用於處理日常職務，而另外兩成時間則花在能為公司帶來可持續影響的長期項目上。

裝修佬除了在各方面獲得多項獎項外，在疫情期間還不忘貢獻社會，為百多棟樓宇達4000戶家庭進行免費隔氣及排氣管檢查。當中所有員工均參與這個義工項目，並在六週內完成。

總括而言，裝修佬具備完善的程序和系統為建築行業提供線上配對平台，公司不僅能夠實現顯著的業務增長，更能在同業競爭中擁有強大的優勢，而公司未來亦準備於亞洲地區繼續擴張業務。