

# Lighting Up Hong Kong Homes 照亮香港家居

With 17 stores across Hong Kong, e Lighting Group continues to raise the bar in the lighting and home furnishing sector, reports Chamber writer **William Ngo**

壹照明集團在香港設有17間零售店，不斷提升燈飾及家具業務的服務水平 本刊記者吳景輝

When you step into e Lighting's boutique in Wan Chai, it is almost impossible not to keep gazing at all the exquisite lamps, exotic chairs, and fancy clocks and displays covering the walls.

With 17 outlets and a large share of the local market, e Lighting is one of Hong Kong's most successful and prominent lighting chains in Hong Kong.

e Lighting officially started in 2003 but its roots originated from when e Lighting CEO Raymond Hui, one of the founders of the group, established a shop in Wan Chai in 1992 buying and selling wholesaler lighting products.

The company has since come a long way, having undergone multiple expansions though the years and getting listed on the Hong Kong stock market. The company has also established what Hui calls "the lighting street," a clustering retail zone in Morrison Hill District where six of the company's 17 stores are located.

"When people need computer accessories, they think Sham Shui Po. When people need lighting and furniture, I want them to think Morrison Hill Road," Hui said.

One of the keys to success, Hui says, is that the company never became complacent. In 2004, when his competitors were still buying from wholesalers, Hui started to bypass middlemen and source lighting products directly from manufacturers in Mainland China.

"The problem with wholesalers was that product choice was limited," Hui recalled. "We wanted to handpick a greater variety of products for our customers."

The company then began to import European products and about 10 years ago, expanded into the designer furniture market, which contributes 30% of the company's revenue today.

e Lighting was one of the first in the local industry to focus on LED lighting in Hong Kong. Today, all of their products are LED as they have stopped selling tungsten lights. "We help customers save energy and cut their electricity bills," Hui said proudly.

"Taking us as an example, each of our shops used to have a \$20,000 monthly electricity bill. Today, we pay \$6,000."

The group now distributes products from more than 30 international brands and operates shops in Wan Chai, Mong Kok, Whampoa and Shatin.

## 25 years of excellence

Selling eye-catching Mediterranean lamps and oddly-shaped Nordic bulbs in Hong Kong is harder than it seems. "Hong Kong people have a particular taste and preference in lighting and furniture as flats here tend to be small," Hui explained. "We buy compact, we buy smart – we look for products that serve more than one function. We expect a lamp to have adjustable colors and brightness. We want a sofa to double as a bookshelf."

"We have to be very careful and sensitive when picking products suitable for the local market. After all, who needs a bulky crystal lamp made with European houses in mind?" said Hui.

Looking at the modern lamps and traditional furniture, it is easy to be impressed by the diversity of products offered by the shop.

"By constantly adjusting our product mix to provide choices according to the latest trends, our customers never run out of reasons to be excited," Hui explained. He said that because the market changes quickly, adaptation is the only way to survive.

Apart from first-rate products, Hui believes that superior service and reliability are at the core of long-lasting customer relationships and repeat customers. "Hong Kong consumers tend to be smart and well-informed, and even more so now that they can compare prices online," Hui said. "However, lamps are lamps and with so many different items to choose from, how are customers supposed to know the difference? It is our job to explain and smoothen their purchasing experience."



Do customers always look for the cheapest place to buy? "No. Sometimes, purchasing experience trumps price. What keeps our customers returning for more is the feeling that we can be trusted, and that is the most important thing in any business. Some of our customers have placed their trust in us for 25 years," Hui added.

## Plant for the future

Sales and profit have kept flowing in as the online shop has recently come to life so the company's future looks quite good. Yet despite its success, Hui considers e Lighting an ever-evolving business, an ongoing project still in its development stage.

"In business, there is no such thing as a 'harvesting stage,'" Hui said, "the more you think about harvesting, the more you risk losing everything."

Looking ahead, the group will concentrate on the consolidation of their retail network and optimization of product mix while introducing exciting new products and ideas to the market. "What we understand about the industry today might not be relevant anymore tomorrow. I always believe in change, adaptation and survival."

"I do my best to spread new seeds, new ideas. Not every idea shall flourish – as the saying goes, only 5% of the seeds that one plants will grow to fill the whole garden – and my mission is to plant yet a few more." ✨

Company: **E Lighting Group Holdings Ltd**  
HKGCC Membership No.: HKE0503  
Established: 2003  
Website: [www.elighting.asia](http://www.elighting.asia)

公司名稱：壹照明集團控股有限公司  
總商會會員編號：HKE0503  
創辦年份：2003  
網站：[www.elighting.asia](http://www.elighting.asia)





**甫**踏進壹照明位於灣仔的店舖，眼睛自然會被牆上眾多精緻特色的燈飾、椅子、掛鐘和擺設吸引過來。壹照明設有17間零售店，佔本地市場相當份額，是香港最成功的著名燈飾連鎖集團之一。

然而，於2003年正式成立的壹照明，最初只是集團創始人之一、行政總裁許國強於1992年在灣仔開設的店舖，經營批發燈飾產品的買賣業務。

多年來，集團不斷擴展業務，並在香港上市。該公司現時有17間零售店，其中有6間位於摩理臣山道，形成了一個零售集中地，許國強稱之為「燈飾街」。

他說：「顧客需要電腦用品時，會想起深水埗；他們需要燈飾和家具時，我希望他們想起摩理臣山道。」

許國強表示，集團的成功之道在於從不滿足於現狀。2004年，在他的競爭對手仍向批發商入貨時，他已開始繞過中間人，直接向中國內地的製造商採購燈飾產品。

他憶述：「向批發商採購的問題是產品的選擇有限，我們希望親自為顧客挑選更多元化的產品。」

於是，公司開始引入歐洲產品；約10年前，業務更擴展至設計師家具市場，現時為公司帶來三成的收入。

壹照明是首間把業務重點轉移到LED照明技術的本地企業之一。現在，他們已停止出售鎢絲燈，所有產品均為LED燈。許國強自豪地說：「我們希望協助客戶節省能源和電費。」

他說：「以公司為例，我們每間分店過往需繳交每月20,000元電費，而現在卻只需6,000元。」

集團現時分銷超過30個國際品牌的產品，並在灣仔、旺角、黃埔和沙田設有零售點。

### 追求卓越25載

在港售賣別具一格的中海式燈具和外型獨特的北歐燈泡，似乎比想像中困難。「由於本港的住宅面積較小，因此港人對燈飾和家具都有特定的品味和喜好。」許國強解釋：「我們以輕巧、精明為採購原則，致力搜羅多功能的產品。我們期望一

盞燈能夠調較顏色和亮度，一張梳化可兼具書架的功能。」

他指出：「我們要精挑細選迎合本地市場的產品。畢竟，誰會用得上歐洲大屋採用的巨型水晶燈？」

看著店內時尚的燈飾配上傳統的家具，產品的多元化令人印象深刻。

許國強說：「我們根據最新潮流趨勢，不斷調整產品組合，以提供不同的選擇，務求為顧客帶來新鮮感。」他又表示市場瞬息萬變，唯有不斷調適才能經營下去。

除了優質的產品，他認為良好和可靠的服務亦是維持客戶關係和忠誠度的關鍵。他說：「本地顧客比較精明，而且資訊充足，他們現在甚至可上網比較價格。」他補充：「不過，眼前的燈飾種類繁多，顧客如何了解當中的分別呢？我們的職責是向他們介紹和解釋不同產品的特點，以提升他們的購物體驗。」

他解釋：「顧客是否老是尋找最便宜的商店購買產品？又不一定。有時，購物體驗比價格重要。公司吸引顧客再次光顧的原因，是他們覺得我們值得信賴，無論經營任何業務，這都是最重要的元素。過去25年來，不少客戶一直對我們投以信任。」

### 規劃未來

隨著集團的網上商店近日推出，銷售額和利潤持續增長，業務前景一片樂觀。儘管公司取得成功，惟許國強視壹照明為一門不斷演進的業務，一個仍處於發展階段的持續性項目。

他說：「做生意沒有所謂的『收成期』，你愈是想著收成，就愈大機會失去一切。」

展望未來，集團將集中鞏固其零售網絡和優化其產品組合，同時為市場引入特色、有趣的新產品和意念。「我們今天對業界的認知，到了明天或已變得過時。我一直深信迎接變革、適者生存的理念。」

「我會盡力播種，把新概念傳播開來。不是每個概念都能茁壯成長，只有5%的種子能夠健康成長，並長滿整個花園，而我的任務是播下更多種子。」