



參與不同的展覽會也讓澳門製皂建立起品牌形象

Exhibiting at trade shows helps Macao Soap and Detergent build its reputation

## 揚名他方 回歸本土 From the outside in

澳門製皂有限公司成立於2016年底，2017年則不斷地研發配方和請人試用，及後於2018年帶著各種產品參加不同的展會。澳門製皂有限公司創辦人何文滔表示，該公司成立目標是為研發一種配方，可以做出具基本清潔功能又能改善皮膚的身體清潔用品。他接受《澳門經貿之窗》專訪時稱：“我們的產品基本上只含天然原料，沒有香味和添加劑，希望可以達到最天然純粹的潔淨功能。”

Macao Soap and Detergent was established at the end of 2016. In 2017, the company continuously developed soap formulae and performed a number of trials. The year after, the company showed the products it had developed at various exhibitions.

Mr Martin Ho, the founder of Macao Soap and Detergent, said his company was trying to develop a formula for the perfect soap, which would be good for the skin. He said the goal was to create a product that would both cleanse the skin and improve its condition.

“Our products are made only with natural ingredients, without any scents or additive added,” Mr Ho told Macao Image. “We want our products to have a pure, natural cleansing action.”

然而，由於租金成本一直攀升，公司目前仍無法在澳門開設實體店，所以澳門製皂有限公司的商業策略是先在大眾多的中國內地市場打響名氣，再將這個澳門品牌帶回來紮根。2018年，公司參加了多個中國內地舉行的展會，積極拓展市場，而2019和2020年的重點則是回來澳門，讓更多本地人認識這個品牌。

“我們是澳門品牌，當然會希望以本地居民作為銷售對象，但很多現實狀況令我不得不調整商業定位。”何文滔指，澳門品牌對中國內地市場有很大吸引力，不少消費者知道這個產品是澳門品牌，都會認為是品質的信心保證。

參與不同的展覽會也讓澳門製皂建立起品牌形象，何文滔說：“澳門貿促局邀請我們參與一些展會，而透過這些活動，我們也吸引了很多消費者的注意。”

澳門製皂主營洗衣片、洗髮皂、沐浴皂和其他類別的個人護理產品。何文滔希望日後澳門製皂可以成為代表澳門的個人護理和清潔用品品牌，更可以成就每個家庭的浴室櫥櫃裡都放著我們的產品。

“我們的產品沒有濃郁的香氣，消費者不用擔心過敏的狀況，更可以愉快放鬆的心情使用。”

Prohibitively high rents have so far prevented Macao Soap and Detergent from opening a bricks-and-mortar shop in Macao. So the strategy of the company is first to make its brand popular in Mainland China and later to penetrate its home market.

The company exhibited its products at various trade shows in Mainland China in 2018, looking for new markets there. In 2019 and 2020, it is shifting its focus to the Macao market, advertising its products here to make the people of the city better aware of its brand.

“We are a Macao brand so, sure, we would like to target local people,” Mr Ho said. “But there are certain circumstances that made us adjust our positioning in the market in the initial stage.” He said his brand, being a Macao brand, attracted Mainland Chinese consumers because products bearing Macao brands had a reputation for quality.

Exhibiting at trade shows is now helping Macao Soap and Detergent gradually build a good reputation for its brand in the Macao market. “IPIM invites us to show our products at various events, and we are actually able to attract the attention of consumers,” Mr Ho said.

Macao Soap and Detergent makes mainly laundry soap, shampoo bars, bath soaps and other sorts of personal care products. Mr Ho said his company hoped to make its brand the top brand in Macao for personal care and cleaning products, so that shelves in every house would be lined with its products.

“Our products may not have a powerful fragrance, but consumers need not to worry about allergies when using our products, because they are made of natural ingredients,” Mr Ho said.



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