

張記製麵廠：本土麵食品牌有望走出澳門 Cheong Kei Noodle Factory ventures further afield

張記製麵廠是一家典型的本地麵類產品小企業，自1995年創立以來一直以家庭式經營，其廣東麵產品質量穩定，得到不少食客的支持。在接手父親創立的製麵生意後，張記製麵廠負責人張景利正嘗試為產品建立網上銷售渠道，並在競爭激烈的市場上探索產品如何可以「走出去」。

張景利對本刊表示，張記製麵廠的經營傳承故事是本地眾多製麵廠的一個縮影。很多現存的麵家，開業的打麵師傅大都接近退休年齡，生意的存續決定於子女會否接手，或頂讓予店家伙記。對他來說，繼承張記製麵廠是出於對這門家族生意的「情意結」。

「接手是希望減輕父母的工作負擔；另外，思考在推廣和其他服務上，是不是有機會造出一些更適合市場的產品，令我們的產品不限於在澳門銷售，從而提高銷售量。」張景利說。

張景利介紹，張記製麵廠的產品包括各式的乾麵，如蝦子麵、魚蓉麵等；品牌中亦有生麵和餃子皮類的製品。近年，張記開始研發一些新的麵類產品，其中的蔬菜口味系列，以其口感和無添加化學元素作為賣點，推出市場後獲得不俗的迴響，特別受到注重健康的客人青睞。

目前，張記的客源分別來自本地的餐廳、超市和「街坊客」。以產品單價來看，張記的麵類產品處於中高端的定位。加上市場上有很多同類型的產品，因而為張記這個「澳門製造」的品牌帶來一定的挑戰。

加強宣傳

「我們希望客人比較注重健康和口感。例如蝦子麵，在我們的產品中，你可以明顯看到有很多蝦子粒，麵裡的蝦子最貴，所以我們都會建議客人連湯帶麵一起吃。」張景利說。他還表示，產品單價難以下調，主要是因為其麵廠生產規模較小，同時亦要盡量保持產品質量。

在接手張記製麵廠的生意後，張景利看到麵家的銷售量增加，開始有擴大生產規模的念頭。同時，張記亦透過參與在澳門舉辦的多個食品展會，成功地提升了其產品的知名度。張景利表示，澳門貿易投資促進局協助張記參展是重要的推手。

他表示，得到政府部門資助參展，成本得以減輕，展銷的貨品可以給予顧客優惠。第一次參展的嘗試很重要，近一、兩年在澳門參加這些展會，陸陸續續有客人吃過產品後，查詢在哪裡回購。

另外，張記參加了在廣州舉行的「2015 澳門·廣州名品展」後，其熱烈的銷情對張景利來說始料不及，同時亦為張記走出澳門市場帶來鼓舞。目前張記正在研究擴展銷售至外地市場，當中最有可能性的市場為中國內地。

張記亦在擴展網上銷售渠道，其麵類產品已在澳門買野網(Mineyeah.com)出售，張記的產品於2017年12月在澳門世寶網上商城(macaushibao.com)開售。此外，張記正跟另一網上銷售平台洽談，冀可擴充銷售渠道讓內地消費者認識他們的產品。■





張記製麵廠於1995年創立
Cheong Kei Noodle Factory was established in 1995

CHEONG Kei Noodle Factory produces various types of noodles. The company is typical of small businesses in Macao, having been family-owned since its establishment in 1995. One of the company's main products, the Guangdong Noodle, has made its mark on the market, earning its customers' loyalty through its high quality.

The owner of Cheong Kei Noodle Factory is Cheong Keng Lei. Inheriting the business from his father, Mr Cheong is now trying to increase online sales, seeing if his business can go global in a highly competitive market.

Mr Cheong tells *Macao Image* that, in taking over from his father, he spared Cheong Kei Noodle Factory the fate faced by some noodle makers in Macao that have lost their chefs as staff reach retirement age. The survival of these enterprises depends on the children of the proprietor or staff taking over the business. Mr Cheong accepted his

inheritance of Cheong Kei Noodle Factory because of a sentimental bond to the family business.

"I took over the business because I wanted to relieve the burden carried by my parents," he says. "We are seeing whether we can improve the ways we promote the business and other aspects of it, coming up with more products to meet market demand, so that our products are not limited to the Macao market, thus increasing our sales," Mr Cheong says.

He says Cheong Kei Noodle Factory makes several types of dry noodles, such as shrimp noodles and fish noodles. It also produces raw noodles and dumpling wrappers. The company has developed some new products in recent years. Among them are vegetable-flavoured noodles that have no chemical additives and a pleasing texture. The company says these products have been well received by the market and are preferred by customers seeking healthier food.



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張記製麵廠負責人張景利
Owner of Cheong Kei Noodle
Factory, **Cheong Keng Lei**

The company's main customers are Macao's restaurants and supermarkets, and consumers that live near the factory. The noodles are priced to attract mid-market or high-end customers. Competition is fierce and the market is full of challenges for a supplier of goods labelled "Made in Macao" like Cheong Kei.

Improved promotion

"We hope our customers notice the healthy options and texture of our noodles," Mr Cheong says. "For example, in our shrimp noodles, you can clearly see that there are lots of bits of shrimp, which is the most expensive ingredient. We often suggest that our customers eat the soup our noodles come in." Mr Cheong also says it is difficult to keep the prices of his products down, mainly because the company makes them in small quantities, using quality ingredients.

After he took over the business, Mr Cheong saw an increase in sales and set about expanding output. He increased public awareness of the products by presenting them at food exhibitions in Macao. He says the Macao Trade and Investment Promotion Institute played

an important part in helping his company show its products at exhibitions.

Macao SAR Government subsidies helped reduce the cost of exhibiting, allowing the company to offer discounts to customers who attend the events. Since the company began exhibiting, which was an important step in its development, more and more customers have been coming in search of its products and enquiring about its sales points, especially after tasting the products in the exhibitions in the last two years.

Sales jumped after the company exhibited at the Macao Guangzhou Famous Products Fair, held in Guangdong province in 2015. That was something Mr Cheong did not expect and encouraged his company to expand into markets outside Macao. The company is now working on furthering its sales network beyond Macao, most notably in Mainland China.

Cheong Kei Noodle Factory now sells online. Its products were first sold on the Mineyeah.com e-commerce website and in December 2017, they are also available on the macaushibao.com. The company is also negotiating with a third online platform so it can sell to an even broader market, increasing the awareness of its products among Mainland Chinese consumers. 