



穗豐國際貿易 – 酒店拖鞋專家 Soi Fong International – The slipper specialists

澳門匯聚多間大型綜合度假村，冀為各地旅客帶來國際一流的體驗，要達到這目標，當然少不了臻至完美的酒店用品。在本澳業界對酒店用品的殷切需求帶動下，不少本地中小企供應商亦把握相關發展帶來的機遇。其中，穗豐國際貿易有限公司在短短數年間，取得驕人的成績。

鑑於本澳旅遊業近年發展蓬勃，商人黃穗幸認為與酒店合作供應貨品是大有作為，便於2013年創立了穗豐國際貿易有限公司，經過多番嘗試與努力，最終在公司成立兩年多後，找到了企業穩定發展的大方向——酒店拖鞋。

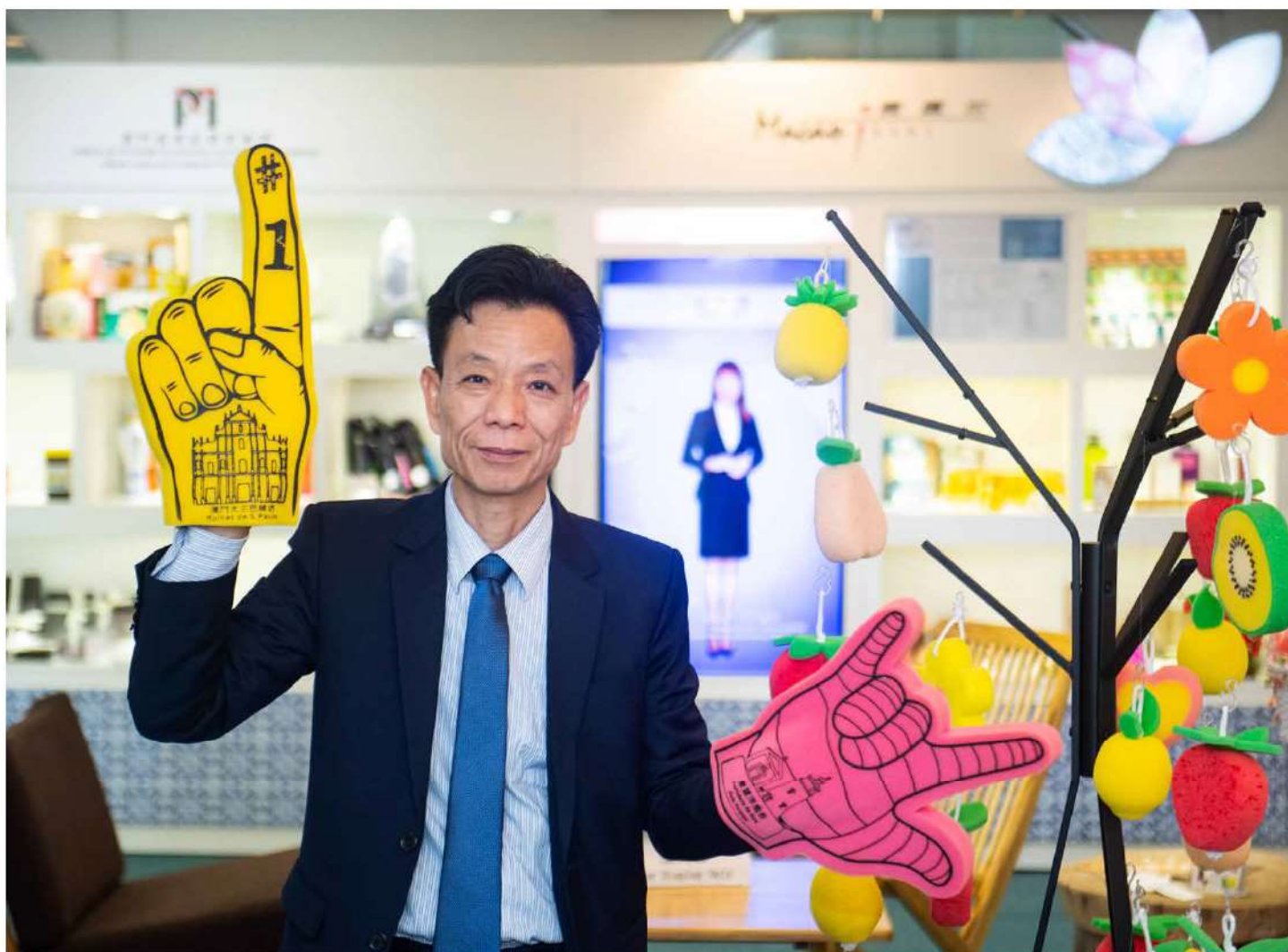
憑着「不信不立，不誠不行」的營商理念，以及對品質及性價比方面的高要求，

MACAO is home to many world-class resorts that constantly source room amenities and is committed to bringing world-class experiences to all visitors. With growing demand for hotel amenities now in Macao, they are opening new doors to opportunities for local small and medium-sized enterprises (SMEs) suppliers. Soi Fong International Trading Company Ltd. is one such supplier which has done exceptionally well in just a few years.

As Soi Hang Wong witnessed the rapid growth of the travel and tourism industry in Macao, he foresaw great potential in trading and supplying products to hotels. In 2013,

Mr Wong founded Soi Fong. In 2015, after the first two years of business, he ultimately discovered the true focus of the company - plush hotel slippers.

The founder of Soi Fong operates the company upon the idea that “great business is based on trust and honesty”. In Mr Wong’s pursuit to provide high quality products with competitive pricing, Soi Fong gained trust from a number of major customers in just a couple of years. “We specialise in what we do. In order to grasp any business opportunity and develop a long-time partnership with any client, we have to be able to understand and anticipate guests’ needs, to offer extended service and



穗豐國際貿易有限公司受惠於本澳旅遊業的蓬勃發展
Soi Fong International Trading Company Ltd. is riding the wave of Macao's tourism growth

穗豐國際在短短數年間贏得了不少重要客戶的信任。「只有專注做事，徹底明白客戶的需要，主動提供服務、超出客戶的期望，才能抓住機會，與潛在客戶發展成長期合作的關係。」現為總經理的黃穗幸接受本刊訪問時道。「大型企業在每一個招標環節都有多方面的考量，所以作為供應商，我們時刻都要考慮客戶利益，以客戶的盈利為前題，主動為他們解決問題，這樣才能為我們的貨品及品牌創造價值。」

中小企政策促契機

本澳施政方針鼓勵各大企業採用本地中小企的服務與產品，讓有潛質的中小

go beyond expectations,” Soi Fong’s General Manager Mr Wong told Macao Image.

“Large corporations have a lot of considerations in every aspect of open tender. As a supplier, we always take our clients’ interest into consideration, prioritise our clients’ profit margin and solve problems for our clients without being asked to do so. In this way, we create additional value for our company, and to our products,” he explained.

SME policies boost business

Local policies encourage large-scale companies to source services and products

from SMEs. Through business matching sessions and exhibition platforms, potential SMEs can showcase what they have to offer.

Since 2016, all six gaming operators in Macao have adopted measures to help local SMEs by hosting business pairing and purchasing sessions. Their goals are to groom SMEs toward becoming eligible suppliers and cultivate a more sustainable business model in the long-run.

“We actively participate in every business pairing session available,” Mr Wong said. “By understanding the characteristics of different companies, we have now become an eligible supplier.”

企透過不同的商業配對及展覽平台尋覓商機。自 2016 年起，六大博企相繼響應有關方針，先後舉行多場本地中小企採購合作洽談會，藉此培養更多具潛質的中小企成為合資格的酒店及度假村供應商，為中小企構建可持續發展的商業模式。「我們積極參與各類型的中小企合作洽談會，並從中了解各公司的文化特色，令我們成為合資格的供應商。」黃穗幸續稱，「在洽談會上與企業代表對接，我們可以評估自身是否有能力承接訂單，是否能夠配合企業的內部採購程序等，當雙方覺得可行後，再進一步傾談細節、投標、打版試單等事項，過程中雙方努力不懈、互諒互信，而我們會盡力滿足客戶對酒店拖鞋的要求。」

期間，穗豐貿易獲得機會向一家博企集團旗下酒店及度假村供應酒店拖鞋，經過兩年的磨合期，穗豐貿易正式與該集團簽定了為期五年的合同，成為該集團的長期酒店拖鞋供應商。「我們的產品製作規格嚴謹，能夠成為大集團的長期合作伙伴，是對我們的付出及產品質量的一份認同與肯定。這份認同是國際性的，因為我們不但能向該集團在澳門區的酒店供貨，同時亦代表我們符合資格在未來成為該集團在澳門以外地區的供應商，包括新加坡及其他地方。」

努力打造品牌

一路走來，對黃穗幸而言，整個過程都是一個不間斷的學習、摸索階段。「拖鞋紡織品的成本價格、技術水平都是行內公開的資訊，因此，我們能夠做好成本控制，為客戶帶來最大的利益與價值。」目前，穗豐貿易亦有與其他酒店、集團試單合作，包括多間大型酒店渡假村和娛樂集團等，期望廣納客源。

此外，穗豐貿易致力構建專業正面、現代化的品牌形象。自成立以來，穗豐一直不斷更新公司網頁的內容，把產品資訊、最新動向上載至網站，讓潛在客戶能夠認識公司的業務範圍。「現今商業交流都倚重電子化交流，這是時下的大趨勢，我們將繼續投放資源在網絡宣傳方面。我們並不追求供應各式各樣的產品，反而是在酒店拖鞋供應上盡善盡美、精益求精，憑著我們的經驗，相信未來前景廣闊。」



穗豐國際專門從事酒店拖鞋生產及供應
Soi Fong International specialises in supplying hotels with slippers

He added: “By engaging with purchasing representatives at each pairing session, we can evaluate objectively whether we are capable of handling the order, or whether the procurement terms are doable for us. Once both parties find it feasible, we can continue with detailed discussions, the bidding process, sampling and fulfilling orders.”

According to Mr Wong, this is a “good process for both parties to work out with each other and build trust, and we always keep trying until our clients are completely satisfied with our hotel slippers.”

Soi Fong was granted the opportunity to supply hotel slippers to local hotels and resorts at a gaming group. After a two-year probationary period, they were designated as a long-term supplier with a five-year contract, according to Soi Fong’s founder.

“We make sure our products adhere to the most stringent requirements. Being appointed to be a long-term business partner by a large corporation is a testament to our hard work and the high-quality products we provide,” Mr Wong stated. “This is an international acknowledgement of our standards, because by being a supplier to this gaming group, we have become eligible to serve as future suppliers for any other properties of this gaming group outside of Macao, such as in Singapore and beyond.”

Establishing the brand

For Mr Wong, the growth of his company is a continuous process of learning and discovering. “Within the hotel slipper industry, the information of all costs and techniques are no secret. Therefore, we can compare and control costs from our end to create greater value and profits for our clients,” he noted.

Soi Fong is also partnering with other groups including many large hotels, resorts, and gaming groups, aiming to expand its customer base.

A professional, modern image is what Soi Fong aims to project to its potential clients. Since its establishment, the company has extended its presence online by setting up a highly functional company website and maintaining the most up-to-date information about the company and its products online, in order to promote its services to potential clients.

“Modern business exchanges happen online,” Mr Wong said. “The trend is to go digital, so we will continue to allocate resources toward promoting ourselves online.”

He added: “To us, it is not about selling all types of products, but about being the best at selling different variations of one product. With our expertise in supplying hotel slippers, we believe the future is bright.”