



「宅木」— 隱身小巷的實木主義 ZAWOOD: SOLID WOOD CRAFTS IN A HIDDEN ALLEY

店主何子威表示，希望製作環保、耐用的實木家具 Nicky Ho says the shop wants to make furniture that is durable and environment friendly

在澳門營運了逾四年的實木家居小店「宅木」，從開業至今一直隱身在美副將大馬路的小巷之中，默默的為客人打造自家獨一無二的家具，憑藉著社交媒體的推廣和顧客間的口耳相傳，這個「澳門人的品牌」也漸漸為人所熟悉。

「宅木」這家位置隱蔽的小店內，擺滿了一些形狀不規則的小椅子和其他家具；靠近店內牆邊則擺放了細小精巧的木製紀念品。店主何子威(Nicky)表示，「宅木」的命名源自於「以家為本」的概念，製作和售賣環保、耐用的實木家具。

「宅木」的經營方針是為客人訂製實木傢俬，但在開業初期亦經過一段時間摸索。「宅木」的另一店主尹均球(Dave)表示，該店起初售賣的貨品大部分是進口貨，少部分是為自己為客人度身訂造的小型家具；其後，隨著「宅木」的生意漸趨穩定，店內逐漸減少進口貨的比例，至今已變成純粹為客人製作家具，以及售賣自家設計的獨特款傢俬。

對尹均球而言，「宅木」既是他與合作伙伴何子威的創

Zawood is a boutique in a little-known alley off Avenida do Coronel Mesquita in Macao which sells made to order solid wood furniture. The shop opened four years ago, but has remained low-key. Instead, the reputation of this purveyor of products "Made in Macao" spread through social media and by word of mouth.

The Zawood shop is full of chairs of various designs and other wooden furniture. Along one wall are displayed tiny, delicate wooden ornaments. One of the owners of Zawood, Nicky Ho, says the idea of the business is to design, make and sell solid wood furniture that is durable and friendly to the environment.

The business model had to be adapted in the early stages. Another of the owners, Dave Wan, says that in the beginning most of the products Zawood sold were imported, and that making small pieces of furniture to order was a sideline. But once the business settled down, the partners decided

業嘗試，也有一點「子承父業」的意味。本身從事網頁設計的尹均球，由祖父輩開始，均從事木工業，在開店前已對木工有一定的認識。尹均球說：「這家店挺有意思，因為這是父親的木工場。現在父親也是店的顧問，會幫忙為客人看看貨品的問題。」

尹均球還指出，店面沒有開設在大街大巷也有其好處，可以把節省下來的大量資金用於產品開發。但在位置偏僻的地方開店，也讓何子威憂慮客流不足的問題，「沒有什麼街客，這就是我們最困難之處。」由於資金有限，「宅木」推廣的渠道主要靠店主的人脈，其次是社交媒體，包括

Facebook 和Instagram。

「我們剛開始營業的時候，顧客大多是我們的朋友；不過，現在九成的顧客都是由社交媒體帶起的街客。他們會要求訂造家具，主要原因是顧客家裡的面積很小，在外面其他的店都找不到合適尺寸的家具。」何子威說。

隨著「宅木」的知名度漸漸提升，小城內也多了不同的店舖合作銷售「宅木」的產品。何子威補充道，現在「宅木」的首要工作是歸納一些在店內很受歡迎的訂造系列，再集中推廣，以便讓更多人認識該店產品，吸引顧客向「宅木」訂製傢俬，提高營業額。■

to import less furniture and make more of their own. Now Zawood sells only custom-made furniture and its own designs of unique furniture.

Mr Wan says Zawood is in part a new enterprise with partner Mr Ho and in part the continuation of a family tradition. Since his grandfather's generation, his family have been carpenters. Mr Wan broke with tradition by becoming a website designer, but knew enough of carpentry to return to the craft.

"This shop is interesting because it is also my father's workshop," Mr Wan says. "Now my father is working as a consultant to the business, taking care of customer questions about our products."

Mr Wan contends that, oddly, the business benefits from being hidden away up an obscure alley. Money that Zawood would otherwise spend on renting space in premises in more high profile areas can instead be invested in product development. Mr Ho is sceptical about this argument.

"There are not many people walking by. That is our greatest challenge," he says.

Zawood has a limited budget for advertising, so the owners use their personal contacts and social media, including Facebook and Instagram, to promote sales. "When we first started our business, most of our customers were our friends," Mr Ho says. "However, nowadays 90 percent of the customers come in via social media. They have their own needs regarding furniture, most owing to the limited area of their homes. It is difficult to find suitable sized furniture in other shops."

As the popularity of the Zawood brand grew, the enterprise struck up partnerships with other shops in Macao, which became outlets for Zawood products. Mr Ho says Zawood's priority now is to work out which sorts of furniture it makes are most in demand and to mount appropriately focused marketing campaigns, with a view to attracting more customers and thus increasing sales. ■

