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“759online” team consists of six young people. They are Pinky, who is responsible for co-ordination; Roy and Sally, who are responsible for IT; Sabrina, who is in charge of procurement; and Samantha and Jason, who are in charge of design.

For them, 759online is like a startup project, entrusted to them with lots of freedom and flexibility. The difference between managing 759online and other startup is that they need to face the pressures of maintaining 759’s brand name and reputation.

Pinky is a HKUST BBA graduate, who had just completed her intern at 759 for one month. Upon her graduation this year, she took office and was responsible for launching 759online. Her first task was to recruit the remaining team members through friends’ recommendations and recruitment advertisements.

The team would not think of themselves as competing with Ricky Wong, who just started the online store HKTV Mall. “We just want to differentiate 759online from 759 Stores because the main products sold online are those that are slow selling in store. Also, we want to select more obscure but high-quality products and sell them online.” said Jason.

Whereas HKTV Mall is planning countermeasures to strengthen their logistics, Pinky also said that her team was most concerned about whether the goods arrive on time for the customers, “We are selling pet supplies on the first week. Because there are not much pet owners out there, we have time to make improvements.”

Mr. Lam has previously revealed that the launching of the online shopping platform will be divided into three phases. For the first phase, pet supplies and popular food will be sold while “12-dollar shop” household products and personal care products will hit the shelves at the second and third phases.

“What we fear most is ruining 759’s brand name. If we do poorly and customers complain to the stores, it will create pressure on the branches’ staffs; so we have to ensure on-time delivery and good replacement service, etc.” Jason added.

Each person of the team has a list of FAQ so they could answer to customers’ enquiries promptly. In fact, not much companies are willing to provide resources and take risks to offer opportunities for young people to develop their businesses; therefore, for them, this is a precious experience. Pinky thinks that engaging in “759online” helps her realizes that there are deviations between her expected customer needs and the actual needs of customer. Jason, also said that he has learned to communicate with the cashiers of 759 stores, “We cannot assume that things are simple, we should raise more questions.”

Their core business is actually snacks for college dormitory residents, which will be launched in September. It is understood that instead of selling all sorts of snacks, their approach might be selecting 30 to 50 kinds of snacks, and limiting the purchasing criterion to dormitory residents only.

What is the biggest challenge now? Not Ricky Wong, but their own website design. “We have to increase the number of pictures showed and quality of graphics representing different kinds of products etc. We hope the newly redesigned web site could be launched before next season.” Pinky also revealed that they received complaint from customer, saying that their website was too outdated. The team has already taken immediate action to spruce up the website.



檢視相片

Yahoo財經 · Pinky · Jason · Sabina · Samantha · Roy與Sally六人主理「759online」(左起) ·