

Matsumoto Kiyoshi (HK) 松本清香港

Largest Pharmacy Chain in Japan Finds Shortcut to the Local Digital Trade Community

日本最大連鎖藥妝店 把握本地數碼商貿社群捷徑



Background 背景

Matsumoto Kiyoshi (matsukiyo), a well-known pharmacy chain in Japan, has grown rapidly in HK and has to process tens of thousands of POs and invoices every month to ensure products are never out of stock.

日本人氣連鎖藥妝店松本清在香港市場發展迅速，每月需處理成千上萬的採購訂單和供應商發票，確保貨源充足穩定。

Solution 方案

Upon inception, Matsukiyo adopts ezTRADE, the leading B2B trade platform in HK, and connects it to the ERP system to facilitate trading. In fact, more than half of matsukiyo local merchants are already ezTRADE members.

集團甫開業便以本地首屈一指的B2B社群平台「通商易」(ezTRADE)對接其企業資源管理(ERP)系統，便利與供應商交易。

Benefits 效益

The platform improves trade efficiency between buyers and sellers, reduces input error and ensures data accuracy, while supporting green agenda by going paperless and fostering closer ties with partners because of the value-added trade financing service.

平台除提高買賣雙方交易效率，亦減少輸入錯誤、確保數據準確，同時以無紙化推動環保，並帶來增值融資服務，促進雙方更緊密關係。

Background

Matsumoto Kiyoshi (matsukiyo), a well-known pharmacy chain in Japan, has grown rapidly and opened 10 stores in as short as 2 years. 2 of the local stores holds the top 10 position in sales among the company's expansive network of over 3,400 stores throughout Asia, showing strong locals' demands for Japanese products.

The company has experienced steady revenue growth, driven by its product diversification strategy which highlights more than 16,000 different products offering, from cosmetics and health foods to everyday grocery. Matsukiyo has to process tens of thousands of POs and invoices every month to ensure products are never out of stock.

While 80% of the group's products are shipped directly from Japan to Hong Kong, the other 20%, such as Kao and Lion brands, are supplied via local agents at present. Keenly aware of the values of EDI (Electronic Data Interchange), the company has been using GS1 HK's "ezTRADE" platform since the Group's inception in Hong Kong, to trade with suppliers electronically that promises seamless communications.

背景

日本人氣連鎖藥妝店松本清在香港市場發展迅速，短短2年多已開設10家零售舖；而其中兩家店的銷售額在集團全亞洲3,400多家店舖中更排名首10位，證明港人對日系產品需求強勁。

公司營業額穩步攀升，有賴其商品多元化策略，超過16,000款包括藥妝、保健食品、生活雜貨等，讓顧客盡享一站式便利。公司因此每個月需要處理成千上萬的採購訂單和供應商發票，確保貨源充足穩定。

集團現有8成產品都是由日本直送香港，其他2成如花王、獅王品牌等日本品牌則透過本地代理商供應。公司多年來以電子方式與供應商交易，充分了解電子數據聯通（EDI）的好處，所以在本港開業時已成為GS1 HK「通商易」會員，與供應商緊密連繫。



Solution - GS1 HK's ezTRADE Community

Matsukiyo adopts the Gateway solution of ezTRADE, the leading B2B trade platform in HK, and connects it to the ERP system to facilitate trading. In fact, more than half of matsukiyo local merchants are already ezTRADE members prior and have been familiar with electronic trade, so their onboarding processes are quick with minimal disruption to daily operations. The platform now possesses 24 million EDI messages every year.

方案 - GS1 HK「通商易」商貿社群

松本清採用全港首屈一指的B2B社群平台「通商易」(ezTRADE) 增值網電子商務解決方案(Gateway solution)，對接其企業資源管理(ERP)系統，便利與供應商交易。事實上，逾半數松本清的本地供應商在集團進軍香港前已是「通商易」會員，對電子交易都很快上手，迅速完成加盟程序(onboarding)，無礙日常運作。平台現時每年處理約 24,000,000 項電子數據交易。

Fast & Stable Electronic Transaction

One-third of matsukiyo local suppliers are using ezTRADE to receive digital PO and send invoices. The platform helps digitalise the trade processes, from creating POs, transmitting orders to suppliers, generating invoice based on the PO after delivery, to invoice checking by buyer.

Introducing the solution in phased approach, matsukiyo allows EDI beginners to familiarise themselves with the solution, while GS1 HK offers training for suppliers to quickly learn the simple and easy-to-navigate interface.

Effective, Accurate and Less Paper-Use

More than tens of thousands of orders are made through ezTRADE by the group today. Various departments like purchasing, receiving, accounting are enjoying better efficiency because of the clear and accurate electronic documents. For suppliers, details of the invoices are drawn automatically from the POs, like product information, quantity, unit price, etc., helping to reduce man-hour and error for input, while increasing accuracy. The company's accounting team can minimise time for cross-checking the invoices as they are based on standardised format.

With increasing number of branches, matsukiyo is also broadening its product range with more daily essentials and food products. With ezTRADE, matsukiyo not only benefits from the highly efficient trade processes, but also goes green by curbing paper use. An extended function of ezTRADE allows the SME sellers to leverage their trusted trade data on the platform for trade financing, supporting their businesses to scale up and grow stronger with partners.

電子交易快又妥

目前有逾三分一松本清的本地供應商都已透過「通商易」接收電子採購單和傳送發票。平台能輕鬆將貿易流程數碼化：建立電子訂單、傳送訂單到供應商、完成送貨後以訂單自動建立發票、買家處理供應商發票等。

松本清分階段推行方案，讓不諳EDI的供應商慢慢熟習；GS1 HK同時提供培訓，助供應商迅速掌握簡單易用的介面。

高效準確 減少用紙

集團現有超過數千張本地採購訂單經「通商易」處理。松本清的採購部、收貨部、會計部等部門，都因為清晰準確的電子單據而大大提高了效率。供應商的發票會根據訂單自動填入產品資料、數量、金額等，對供應商而言既省時亦減少人手輸入錯誤，同時提高數據準確度；而以標準格式遞交的發票，則有助集團會計團隊減省校對查核時間。

隨著集團門店不斷擴充、產品線拓展至更多日用品及食品，松本清不但能盡享高效的貿易流程，亦節約用紙、推動環保；同時「通商易」平台儲存的可靠貿易數據更能讓其中小企供應商融資，有助商戶拓展業務、締造雙贏。

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“I'm aware that many local agents for Japanese brands have been using "ezTRADE" for transactions with retailers, with proven positive results for years. As a leading Japanese drugstore, it comes naturally for us to adopt the established industry standard. The platform is critical to enhance our procurement and auditing efficiencies, ensuring data accuracy, and allowing us go paperless, paving way to a small yet important step towards environment protection and our sustainable development.”



「許多日本品牌在港的代理商都用『通商易』與零售商交易、多年來行之有效，我們作為日本藥妝店龍頭，自然會採納行業標準。平台不但大幅提升我們採購和核數效率，亦確保數據準確，同時減少紙本單據，對環保及可持續發展略出綿力。」

Mr. Yasunori Hayashi, Director
董事長兼總經理 林保範先生

Benefits

Matsukiyo enjoys 4 key benefits by adopting the solution :



Improve trade efficiency between buyers and sellers by shortening time for validation



Ensure data accuracy and reduce human error



Support green agenda by going paperless



Foster closer ties with partners because of the value-added service

效益

松本清應用平台後盡享四大助益：

提高買賣雙方交易效率，縮短校對時間

確保數據準確，減少人為錯誤

無紙化平台推動環保

增值服務促進雙方更緊密關係

GS1 standards used or solution (s) / service (s) used

- ezTRADE
- GTIN (Global Trade Item Number)
- GLN (Global Location Number)

應用的GS1標準或方案/服務

- 通商易 (ezTRADE)
- 全球貿易貨品編碼 (GTIN)
- 全球位置編碼 (GLN)

About the company

Matsumoto Kiyoshi (HK) is a subsidiary of Matsukiyo Cocokara & Co. The group is the largest healthcare and beauty chain in Japan, operating more than 3,400 stores in the country. Aims to become "Asia's no. 1 healthcare and beauty brand", its Hong Kong business arm provides the customers with popular Japanese health and beauty products and services.

公司簡介

松本清香港為MatsukiyoCocokara & Co. (株式会社マツキヨココカラ & カンパニー) 旗下公司，其集團是日本最大的連鎖藥妝店品牌，於日本國內營運超過3,400間藥妝專門店。香港業務以成為「美容與健康領域的亞洲No.1」藥妝品牌為目標，為香港顧客提供廣受喜愛、以日本商品為主的美容健康服務。