



YFH Marketing Co., Ltd.
億豐行品牌企劃有限公司

YFH LIVESTREAM



Company Background



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WHO WE ARE

An agile, multi-faceted platform for our brand partners, navigating the dynamics of the FMCG landscape.

50

Years of
Building trust

600+

Brand partners

2000+

Sales points

50+

Employee

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MISSION

Our mission at YFH is to become the preferred partner in Hong Kong for fast-moving consumer goods (FMCG), serving as the catalyst that propels brands to success. As the hidden force/Silent Strength powering the brands, we have been building brand stories since 1973.

VISION

For our brand partners

We strive to nurture lasting brand identities and ensure their success in the Hong Kong FMCG market.

For our local partners

We aim to introduce innovative products to our local partners — our distribution channels, consistently providing them with profitable opportunities and winning consumer choices.

For our people

We aspire to foster a sense of connection and passion for our brand portfolio, inspired by our entrepreneurial ethos and our commitment to building lasting relationships.

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Built factory and established local household brand
Built its own cosmetics and detergent factory in Kwai Chung, Hong Kong and established the pioneering local household brand WayWay.

Expanded production business to new factory in Mainland China
Established its own factory in Dongguan, China to support the comprehensive development of production operations.

1973 → 1990 → 1992 → 1992

Established Brand Management Business

Through its strong business network and product distribution expertise, Yick Fung Hong acquired the Australian all-rounded cleaning product brands, Castle and Castle Pro, further introducing leading global brands to Hong Kong and Greater China markets.



Expanded brand agency services

As the exclusive distributor of Walch, Yick Fung Hong provided market positioning, business networks, and distribution services for Walch which entered the Hong Kong and Macau markets for the first time.



Established personal care business from Taiwan
Became the Hong Kong distributor of Taiwan's Dr. Morita and started the personal care business. Later, we introduced more popular Taiwanese brands such as Sexy Look.

Established Personal care business from mainland China
Became the general distributor of the well-known face mask brand, Yunifang from Mainland China

→ 2007 → 2015 → 2016 → 2021 →

Obtained Professional certification ISO 9001 Quality Management System and ISO 14001 Environmental Management System Certification

Developed professional public health solutions business
Became the exclusive distributor of King Mist's COVID-19 disinfection program, and obtaining STC 99.9% Germs Killing certification.

Our expertise



360° brand management services



Extensive sales network in Hong Kong and Macau



Rich experience in localized market practices



Professional sales and marketing team



Efficient logistics management system



Strict quality control



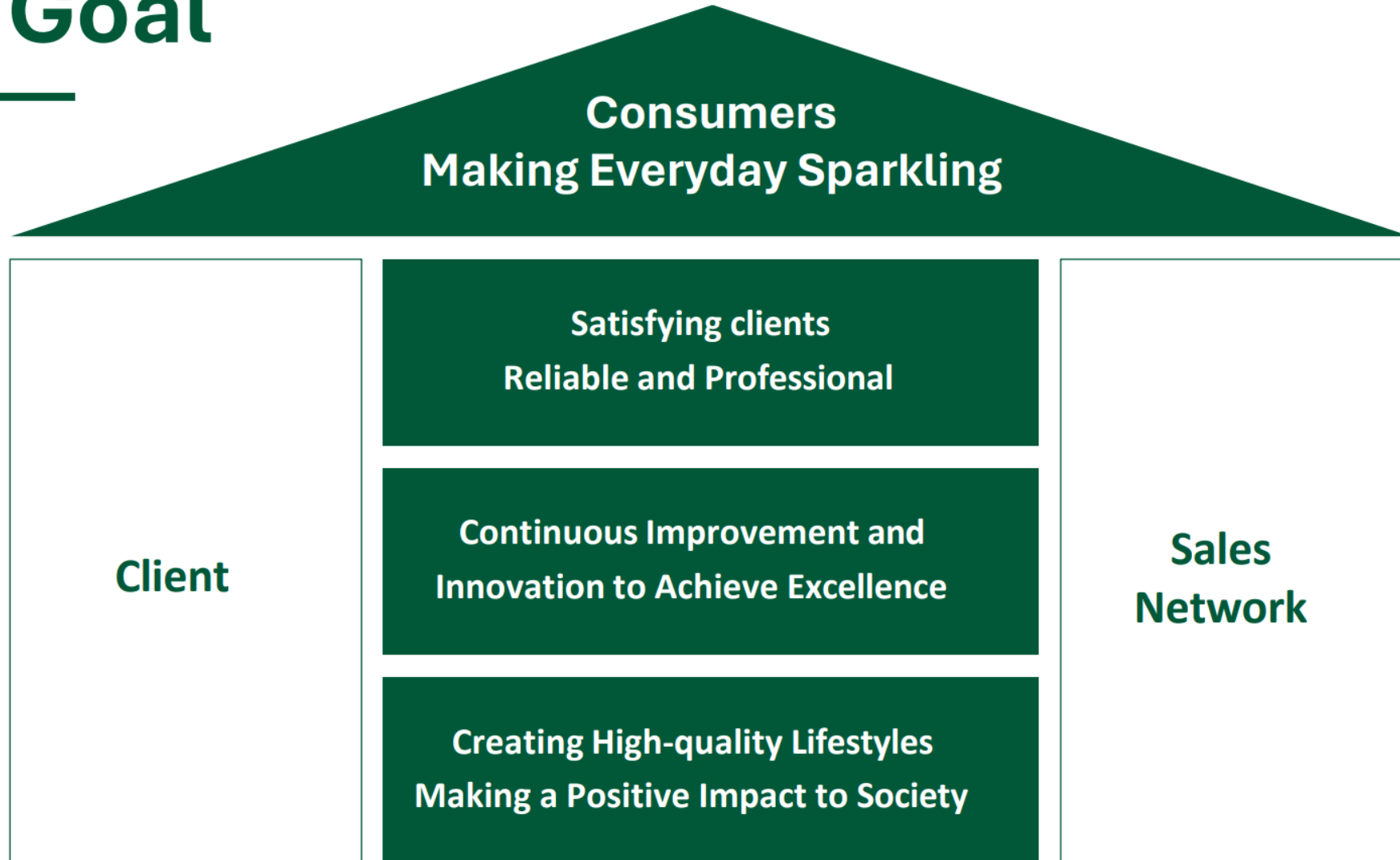
Robust financial strength and risk management



Comprehensive information management system



Our Goal



4 core strategies



Localized Marketing:

Analyze and develop customized marketing strategies with the deep understanding of HK and Macau market, provide precise brand promotion and advertising activities to effectively enhance brand awareness and business performance



Brand Management:

Provide all-round brand management services to build brand recognition, including brand planning, positioning, creative communication strategies, product development, and packaging design.



Extensive Sales Network:

With a wealth of CRM experience and a comprehensive local sales network, we accelerate the growth of clients' business and market share.



Logistics and Warehousing Management:

Offer one-stop supply chain management service with efficient logistics systems and warehouse equipment, including storage, transportation, packing and repacking, full container loading and unloading and inventory management.

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Offers Wide Spectrum of Services

Distributor/Wholesaler

Nutrition

Healtheries.
SINCE 1904

NutrOnic

I=SURE

虫草大王
KING OF CORDYCEPS

Ferndale
Foods Australia

COOK
CSI 炊事

TEAZEN

Skin Care

Dr. Morita
森田藥粧。

美の戀
BEAUTY LOVE

潤の戀
MORII LOVE

櫻の戀
SAKURA LOVE

SEXY LOOK
Yes, I want to be sexy!

UNIFON
御泥坊

Cleaning chemicals solution and services

Disinfection & Household

we-GENKI

KING MIST
HOSPITAL GRADE DISINFECTANT

bio-home
we care

WayWay

Castle

Castle PRO

New Market Strategies



Key Marketing Strategies in 2024

SOCIAL COMMERCE

2024 surge in integrating eCommerce into social media for increased sales and new customer acquisition.



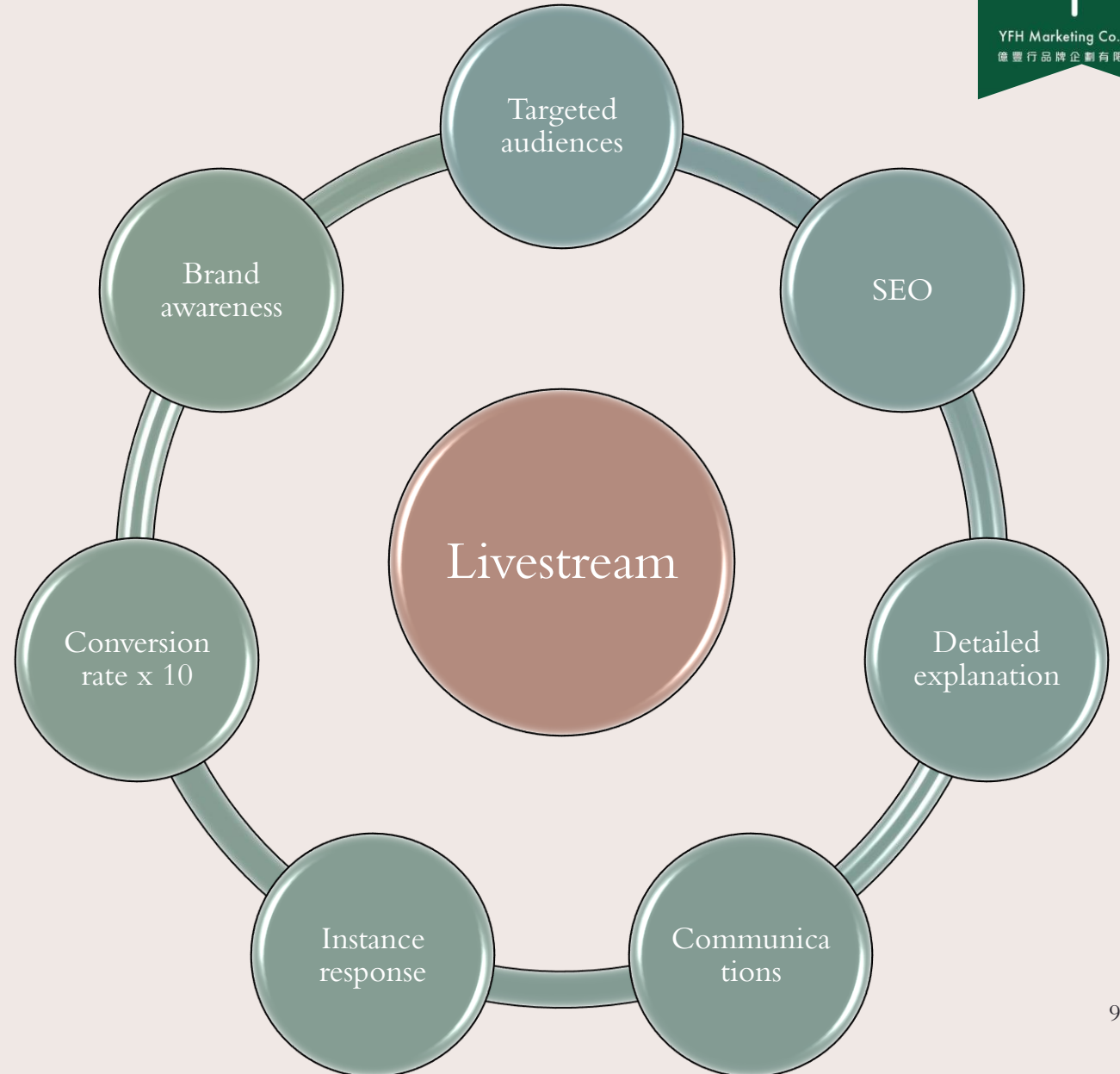
VIDEO CONTENT

Continued dominance of engaging videos for building brand affinity in digital marketing.



MOBILE-FIRST

Ongoing 2024 shift to prioritise mobile optimisation for enhanced user experiences and alignment with evolving consumer behaviors.



Livestream Strategy

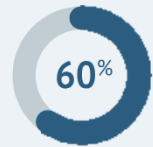


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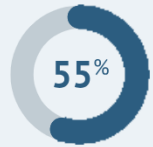
Key Livestream Shopping Stats



Live shopping conversion rates can be up to **10X higher than the average ecommerce conversion rate**



Nearly 60% of livestream viewers **make a purchase during or after the event**



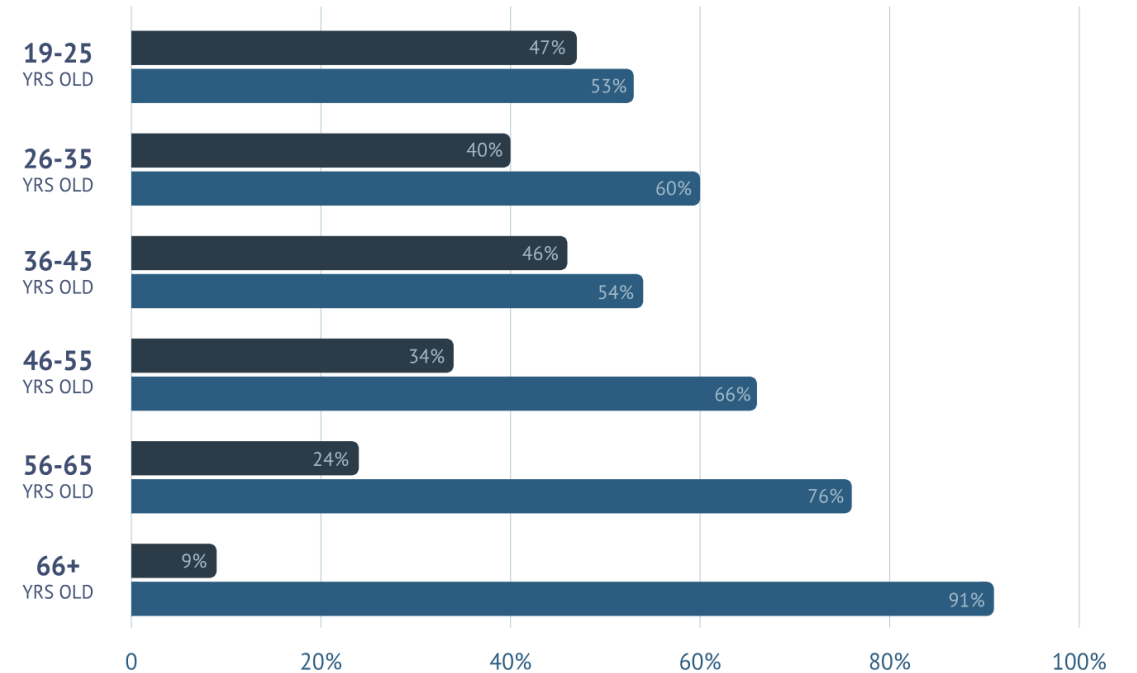
55% of businesses **use Facebook to livestream**, making it the most popular live commerce platform

Sources: McKinsey & Company, Coresight Research/Bambuser



Livestream Purchasers by Age

YES NO



Source: The Influencer Marketing Agency



Livestream Strategy



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Benefits:

- ✓ Bring new excitement to customers
- ✓ More Direct deal
- ✓ Know what they are purchasing
- ✓ Brand building
- ✓ More interactive
- ✓ Driveup conversion rate than normal livestream in studio



Livestream in Overseas

Benefits:

- ✓ Showing the different renowned places and industries
- ✓ Showing the cultures of the country
- ✓ By showing the environment to attract and drive customers' interest
- ✓ More interactive
- ✓ Drive up conversion rate than normal livestream in studio
- ✓ More Direct Deal



🔥 今日紐西蘭Live 第一場, 大約3:30pm左右, 第二場大約9:00pm!

#mallnatural



楊卓娜LENNA YEUNG CHEUK NA
Actor

Shop now



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Livestream KOL business partner



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Our Key KOL



- Mixx Collection creator 陳沈忻 (ViVi)
- 7 years of KOL experience
- Hosting more than 600 livestreams (1 per night in Hong Kong, while 3 per day in overseas)
- Reaching HK\$100M annually
- The best livestreams sales upto HK\$4M per night
- The best-selling categories are women related, perfumes, scarves, leather bags, luxury brands, sneakers, skincare, clothing and beauty salon program



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Thank you