

中小企品牌管理先導工作坊

2011 - 08 - 10 CMA Conference Hall

如何制定品牌戰略（1）： 過程、市場形勢分析 <實戰>

主講人： 潘尚穎 CEO及品牌專家



香港靈在品牌

Spoon Brands

We build and protect spirit.

Our Founder

Sunny Poon, CEO & Branding Expert

CEO	- Spoon Brands Group (Holdings) Limited
Branding Expert	- Spoon Brands Expert Firm
Managing Director	- Sincere Ue (Guangzhou) Limited (JV)
Committee	- China HK Economic Cooperation Association
Visiting Lecturer	- Hong Kong Polytechnic University
Guest Speaker	- Hong Kong Brand Development Council



Our Founder Sunny Poon is a Branding Expert from Hong Kong with 20 years of practical experience in retail consumer brands and development, specializing in "Brand Turnaround" and "Brand Growth/Creation" from strategic and innovative brand development with profitable P&L in Greater China.

In 2009 Sunny united and rebranded all his invention of successful brand development methods as "Spoon Brands Solution™", patent pending.

In 2006 Sunny invented a Brand Turnaround method named "Spoon Brands Surgery™", patent pending.

Achievements: 2006 HK\$6m Loss - MISSHA (Korean cosmetics)
 2000 HK\$8m Loss - Star/Warnaco (DM biz from Star TV & Warnaco)

Since 2000, Sunny have been the top management in the multinationals such as the Group GM of Missha HK & South China and Group GM of french Rivadis Group/MOA Asia and senior management of L'Oreal Group Matrix brand and Star TV, and in 2007 as the CBO Greater China of Desgrippes Gobe Group/Brandimage -Desgrippes & Laga, the global leading independent strategic brand design group.

Our Founder

Sunny Poon, CEO & Branding Expert

Before heading the multinationals, Sunny in his age of 22 led the establishment of the lifestyle bag and accessories brand FX Creations in 1995 for a family business, building from scratch to more than 100 stores in China and Asia in 4 years, achieved the No.1 in the category with retail turnover more than HK\$200m. The brand was listed in 2002 in HK Stock Exchange, as the first listed in the bag industry.

Sunny began his lifestyle career in 1990 as one of the retail top sales in ESPRIT Group and as an Account Executive in EURO RSCG Advertising. Sunny is a graduate from HKPU School of Design in 1992 with major in graphic and minor in fashion and made a distance-learning self-study of MBA in 1995 while creating the FX Creations brand and business.

Sunny is keen to contribute for the community, in 2008 April he was invited by HKSAR Government Commerce and Economic Development Bureau to speak in a Branding Forum and he is also a Visiting Lecturer in Hong Kong Polytechnic University in Branding, and the seminar speaker of Hong Kong Brand Development Council and Hong Kong Institute of Marketing.

www.SpoonBrands.com



靈在品牌哲学 Spoon Brands Philosophy

只有當品牌擁有一致性的品牌元素，靈魂才會出現在品牌，及強勁利潤自然來。

--- 潘尚穎 © 2009 - 2011

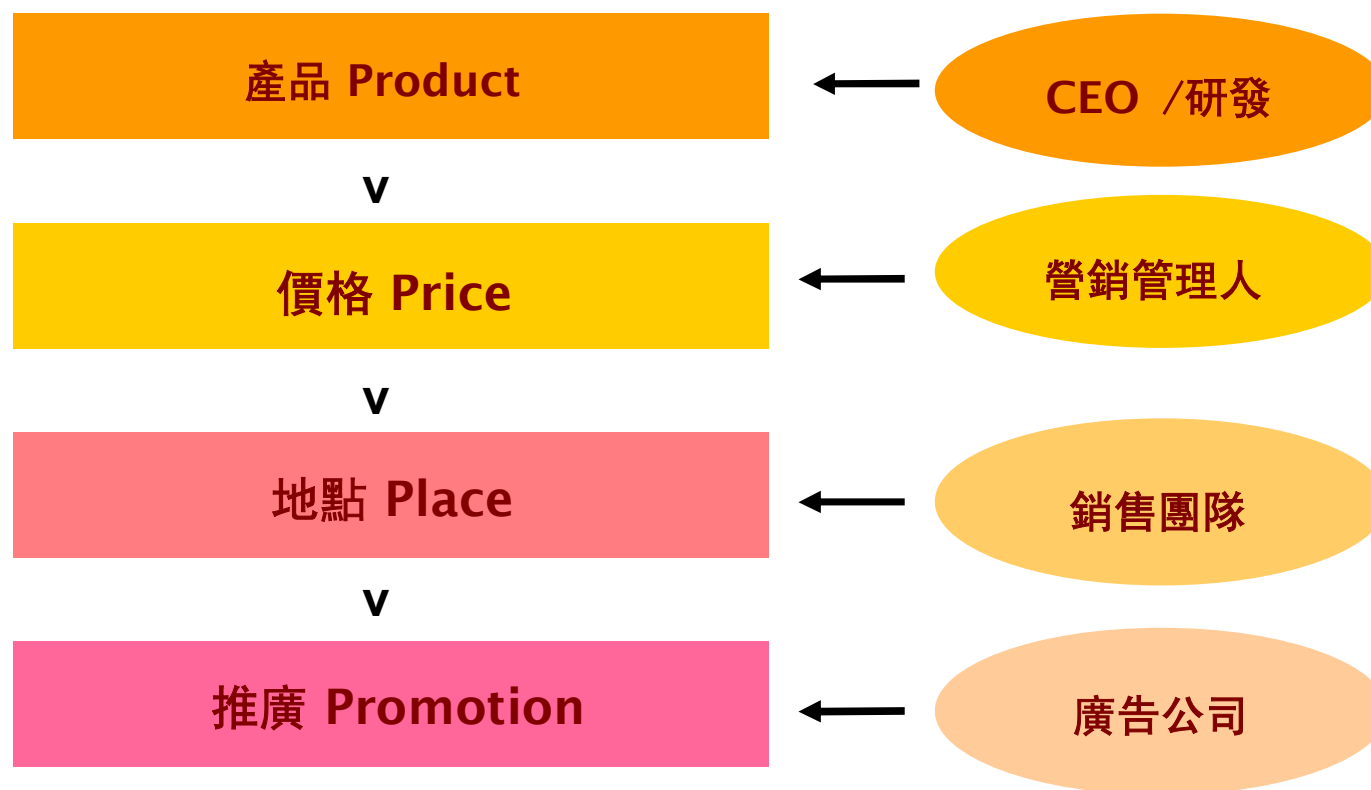


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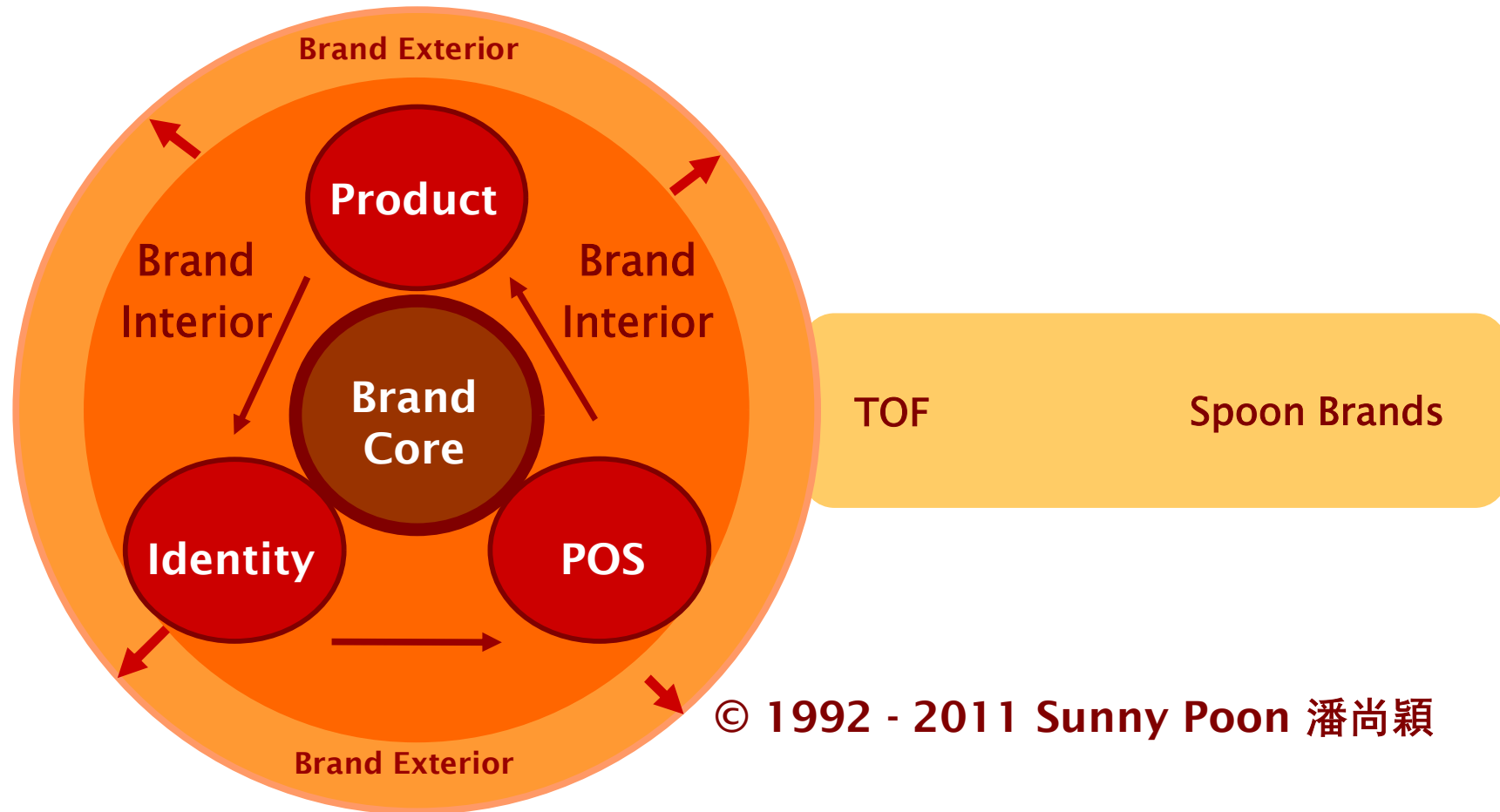


傳統營銷解決方案



Spoon Brands Solution™ - Candy Model

(a proven holistic approach with 18 elements to create strong operating profits in P&L)



© 1992 - 2011 Sunny Poon 潘尚穎



如何制定品牌戰略（1）：過程、市場形勢分析〈實戰〉

1. Corporate Audit
2. Market Audit
3. Consumer Audit

市场研究目的 Objective of the Market Audit

在进行品牌背景分析、与企业领导会面和了解公司策略与未来的发展方向后，品牌专家、项目总监和营运助理将会在主要市场进行市场研究。审视和研究竞争对手在市场上的实际品牌表现，特别从消费者和品牌专家的角度来看评估品牌的定位、策略、品牌设计和产品。

研究的目的是：

- 了解和分析竞争对手在零售、产品、店面和品牌设计
- 了解行业的饱和点和大趋势
- 分析品牌目前在市场上的机遇
- 为品牌的发展找出蓝海和产品的不同设计元素

市场研究范围 Scope and Methodology

品牌专家、项目总监和营运助理将参观和审视潜在竞争对手的主要零售点(共10店)，调研的范围包括审核现有品牌沟通工具和以下品牌接触点的表现力、设计、功能、效力和整体表达的品牌形象。

品牌接触点：

- 标识设计和表现
- 店面和灯光设计
- 产品陈列、陈列柜设计和功能
- 包装设计
- 室内设计
- 促销、宣传品内容和设计
- 产品目录、广告牌
- 销售人员和制服
- 产品***

***最重要的研究



 案例参考



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祝大家生意興隆

Thank you!

Email: business@spoonbrands.com