

LEVEL 7 ASSESSMENT SPECIFICATION

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**Analysing the effectiveness on
Hung Fook Tong Holdings Limited's
current marketing mix and proposing
innovative technological solutions
in future marketing plan**

Subject: HKBM 7012 - Marketing Management

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Executive summary

The purposes of this report are to evaluate the situation analysis of Hung Fook Tong Holdings Limited (HFT) by using PESTLE analysis, Value Chain analysis and SWOT analysis; To analyse the current segmentation, targeting, and positioning strategies HFT adopted to help appeal to the target audience; To analyse the effectiveness of HFT's marketing mix it used to target health wellness food and beverage segment; To evaluate the possible future technological developments in marketing field which affect HFT and its implementation of marketing plan and recommend on HFT's marketing plan in the future.

It is found that HFT's stock and financial performances decreased sharply from 2018 to June 2023, although HFT has strong strengths and meets opportunities currently, it should find the solutions on improving profit making, managing the issue of rents increase and preparing for future technological development. In addition, its marketing mix strategies are effective to target the require segment currently, it can consider using more possible future technology development in its marketing plan steps by steps.

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Chapter One: Introduction

In this section, the research motivation, aim, and objectives of this study, and the research framework and the summarized objectives are included.

1.1 Research motivation, aim, and objectives

Hung Fook Tong Holdings Limited (HFT) is a listed Chinese herbal tea chain in Hong Kong facing high competition in its positioned health wellness food and beverage segment. HFT also faced the sharp decrease of profit from 2018 to 2023 while people use more digital platforms, purchase online and are more healthy-conscious in post-COVID-19 pandemic era (Puttaiah, 2020).

Social media marketing is evolving that the company needs to adapt to retain its audience and maintain the customers' engagement (Conlin, 2023).

This analytical report was given for evaluating HFT's situation analysis, analysing the current segmentation, targeting, and positioning strategies HFT adopted, analysing the effectiveness of HFT's marketing mix it used to target health wellness food and beverage segment, evaluating the possible future technological developments in marketing field which affect HFT and its implementation of marketing plan, and providing recommendations on HFT's marketing plan in the future.

1.2 Research framework

In this report, the following research objectives are to be achieved:

1. To evaluate HFT's situation analysis by using PESTLE analysis, Value Chain analysis and SWOT analysis
2. To analyse the current segmentation, targeting, and positioning strategies HFT adopted to help appeal to the target audience
3. To analyse the effectiveness of HFT's marketing mix it used to target health wellness food and beverage segment
4. To evaluate the possible future technological developments in marketing field which affect HFT and its implementation of marketing plan
5. To conclude and recommend on HFT's marketing plan in the future

After analysing, although HFT has strong strengths and meets opportunities currently, it should find the solutions on improving profit making, managing the issue of rents increase and preparing for future technological development. In addition, its marketing mix strategies are effective to target the require segment currently, it can also consider using more possible future technology development in its marketing plan steps by steps.

Chapter Two: Overview of Chinese herbal tea industry in Hong Kong and company background of Hung Fook Tong

In the South China region, the climate is damp. The culture of taking traditional Chinese herbal tea with medicine functions, is popular to prevent from the heat and common cold symptom (Leisure and Cultural Services Department, N.D.).

People now are busy, more healthy-conscious, concerned on the medical functions of herbal tea. Many traditional family-run stores transformed to modern stores serving herbal tea, healthy food, and dim sum to attract different customers. Some also distribute their packed products to convenience stores and supermarkets (Master of Culture Studies, 2017).

Hung Fook Tong Holdings Limited (HFT), a local herbal tea enterprise founded in 1986 in Kwai Fong, promotes “Health, Herbal and Home” attitude offering traditional Chinese herbal tea with genuine ingredients without preservatives and was listed on The Stock Exchange of Hong Kong in 2014 (Stock code: 1446) (Hung Fook Tong Holdings Limited, 2023).

For meeting customers’ preferences, it transformed the traditional stores to be modernised, has been manufacturing plants in Hong Kong and China to produce different fresh and long shelf-life wellness products with different tastes since 2000 (Hung Fook Tong Holdings Limited, 2023).

HFT operates 120 modernised retail shops in green colour at MTR stations and other shopping malls, aims to provide comfortable places, healthy food and beverage for customers conveniently. It also distributes via HFT’s apps, Hong Kong Brands and Products Expo, convenience stores, supermarkets, in shops and partner’s online shop in Hong Kong (Hung Fook Tong Holdings Limited’s annual report, 2022 and Hung Fook Tong Holdings Limited, 2023).

About HFT's stock and financial performances, referring the following Table 1 and Table 2, the stock price decreased significantly 58.82% from 3 January 2018 to 30 June 2023 while the profit of year also decreased sharply 123.19% from the end of 31 December 2018 to 30 June 2023.

Table 1: The stock performance of Hung Fook Tong from 2018 to 2023

Date	Stock Close Price (HKD)
3-Jan-18	0.68
31-Dec-18	0.49
31-Dec-19	0.39
31-Dec-20	0.47
31-Dec-21	0.39
30-Dec-22	0.30
30-Jun-23	0.28
Change (%) from 3 Jan 2018 to 30 Jun 2023	-58.82%
Trend	Decrease

Source: Conducted by author after reviewing Hung Fook Tong's website, 2023

Table 2: The financial performance of Hung Fook Tong in 2018 to 2022

Year ended 31 December	Revenue HK\$'000	Profit before income tax HK\$'000	Income tax (expense) / credit HK\$'000	(Loss)/profit for the year from continuing operations HK\$'000	(Loss)/profit for the year from discontinued operation HK\$'000	(Loss)/profit for the year HK\$'000
2018	783,383	9,857	2,888	12,745	-4,437	8,308
2019	775,789	13,670	-3,268	10,402	-	10,402
2020	702,473	66,776	-5,463	61,313	-	61,313
2021	695,996	9,499	-2,357	7,142	-	7,142
2022	686,718	3,176	-5,103	-1,927	-	-1,927
Change (%) from 2018 to 2022	-12.34%	-67.78%	-	-115.12%	-	-123.19%
Trend from 2018 to 2022	Decrease	Decrease	-	Decrease	-	Decrease

Source: Conducted by author after reviewing Hung Fook Tong's annual report, 2022

Chapter Three: Situation analysis of Hung Fook Tong

In this section, PESTLE analysis, Value chain analysis and SWOT analysis were used to analyse the business environments, internal and external factors to HFT, for developing its forthcoming business strategies.

3.1 Analysis of HFT's external environment by PESTLE analysis

PESTLE analysis is to study the macro business environment to the company, it describes the analysis of political, economic, social, technological, legal, and environmental factors with more details in Table 3. The company can understand the environment to develop its business strategies with directions (WP Engine, N.D.).

Table 3: Details of the factors of PESTLE analysis

a) Political factors The government establishes policies affecting the economy.
b) Economic factors The economic determinants affect the purchasing power of consumers.
c) Social factors They are the trend of culture and social environment issues.
d) Technological factors They describe new and updated technology development.
e) Legal factors The government establishes the laws and regulations affecting the industries.
f) Environmental factors They are related to the influences of environmental issues and changes.

Sources: WP Engine, N.D.

PESTLE analysis is used in the following to study the external business environments to HFT:

3.1.1 Political factors

The Hong Kong Government launched “Consumption Voucher Scheme” in 2021 to 2023 aimed to boost the local consumption (Consumption Voucher Scheme, 2021, 2022 and 2023), and “Employment Support Scheme” from May to July 2022 for supporting companies (Employment Support Scheme, 2022) that HFT should get benefits.

3.1.2 Economical factors

HFT mostly rents stores from The MTR Corporation (MTR), The Hong Kong Housing Authority (HA) and The Link Real Estate Investment Trust (LINK) (Hung Fook Tong Holdings Limited, 2023). However, MTR and LINK increases the rents in post-COVID-19 pandemic era (Wenweipo, 2023, and Yahoo Finance, 2022) which should affect HFT’s profit.

3.1.3 Social factors

Hong Kong people are more healthy-conscious. HFT always develops products with natural ingredients in different tastes to meet customers’ trend (Hung Fook Tong Holdings Limited, 2023).

As stakeholders increase the concerns on ESG, HFT organised different charity programmes and volunteer activities (Hung Fook Tong Holdings Limited, 2023).

3.1.4 Technological factors

Hong Kong people mostly use Facebook and YouTube (Chiu, 2023). HFT has official Facebook, YouTube accounts, and its membership apps. It also employed HKBNES to improve IT infrastructure (Hung Fook Tong Holdings Limited, 2023).

3.1.5 Legal factors

There are the regulations of food in Hong Kong that HFT must follow (Food and Environmental Hygiene Department, N.D.).

3.1.6 Environmental factors

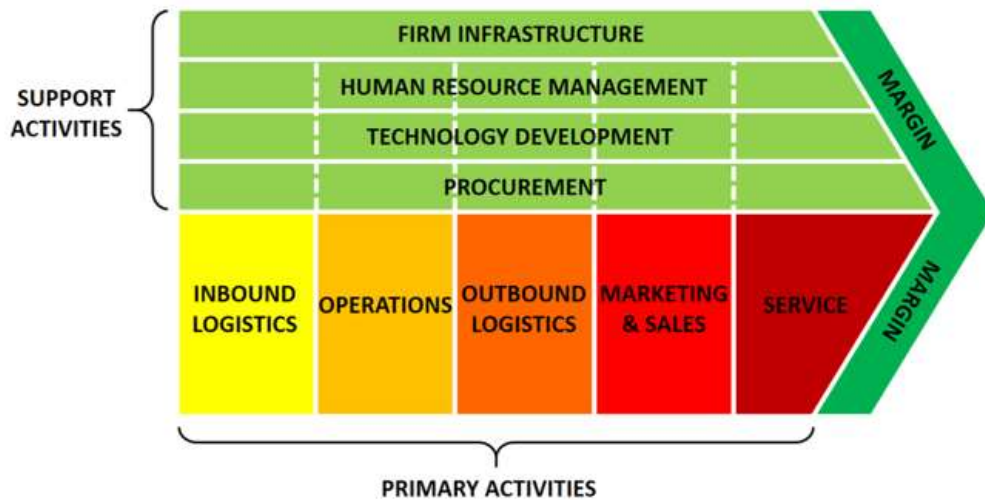
As the HKSAR Government strongly engaged to meet the target of carbon neutrality by 2050 (InvestHK, N.D.) and stakeholders increase the concerns on ESG, HFT launched different environmental protection programmes, recycling waste and promoting green consumption (Hung Fook Tong Holdings Limited, 2023).

After studying of PESTLE analysis, the political, social, technological, legal, and environmental factors are good for HFT as HFT got the advantages or handled, while HFT should plan to manage the issues of rental increase of economic factors by other innovative solutions.

3.2 Analysis of HFT's internal environment by Value Chain Analysis

Referring figure 1 and table 4 with more details, Porter's value chain analysis is to study company's competitive advantages by analysing five primary and four supportive activities, for creating greater values to customers to achieve business margin (De Bruin, 2018):

Figure 1: Primary and support activities of Porter's value chain analysis



Source: Business-to-you, 2018

Table 4: Details of the five primary and four supportive activities of Value Chain analysis

Five primary activities are directly related to the production and promotion of goods and services:
1) Inbound Logistics Receiving, warehousing, storing and inventory management of materials.
2) Operations Using the materials for producing final goods and services.
3) Outbound Logistics Distributing, packing, sorting, and shipping goods and services to customers.
4) Marketing and Sales Promoting, advertising, selecting channel, setting price of the goods and services.
5) Service Providing the continuous value and support to customers after sales.
Four supportive activities are used for supporting the primary activities:
1) Firm Infrastructure The activities are to keep company's daily operations e.g. financing, planning and management activities, etc.
2) Human Resource Management Recruiting, hiring, training, developing, retention, and compensation of staff.
3) Technology Development (R&D) Researching and developing of products, using technology on operation and information processing.
4) Procurement – Sourcing and purchasing the right materials at reasonable prices.

Sources: De Bruin, 2018

Regarding the value chain analysis of HFT, the study is as below:

Five primary activities of HFT (Hung Fook Tong Holdings Limited, 2023):

1) Inbound Logistics – HFT follows the food regulations in Hong Kong to get and store materials (Food and Environmental Hygiene Department, N.D.).

2) Operations – HFT owns manufacturing plants in Hong Kong and China to ensure food quality.

3) Outbound Logistics – HFT follows the food regulations in Hong Kong to supply food to its retail shops and distributors (Food and Environmental Hygiene Department, N.D.).

4) Marketing and Sales – HFT promotes health and “Home-made” messages, provides wellness products, invited Ms. Ivana Wong previously and Mr. Alfred Hui currently as its celebrities to build health image.

HFT also has its membership apps and company website with updated information. Customers can enjoy wellness products, special offer and get updates easily.

5) Service – HFT got Hong Kong Q-Mark certified by the Hong Kong Q-Mark Service Scheme, has many stores and social channels to provide retailing and after-sales services.

Four supportive activities of HFT (Hung Fook Tong Holdings Limited, 2023):

1) Firm Infrastructure – HFT employed HKBNES in March 2023 for improving IT infrastructures and POS systems that improve customers' satisfaction.

2) Human Resource Management – HFT got different awards on talent development. HFT has 713 staff in 2022 in Hong Kong, and most were trained which can increase customers' satisfaction.

3) Technology Development (R&D)– HFT develops different beverage with medical functions and tastes to fulfil customers' preference.

4) Procurement– HFT had 357 key suppliers by the end of 2022 and keeps stock of materials to prevent from the risks of sudden cost increase.

HFT procures natural ingredients, eco-friendly materials for protecting the environment and fulfilling the concerns of stakeholders.

After studying the value chain analysis of HFT, it shows HFT doing well to create values in nine activities so that the customers can enjoy the food with good quality and services.

3.3 Analysis of internal and external factors affected HFT by SWOT analysis

SWOT analysis is the study of good and bad sides of internal and external business environments to a company, for letting the company to develop business strategies with directions and obtain competitive advantages (Campbell, 2023).

Referring Table 5 with more details, the internal factors are strengths and weaknesses to the company which can be controlled by this company, while the external factors are opportunities and threats to the company which cannot be uncontrolled by the company.

Table 5: Details of the internal and external factors to a company of SWOT analysis

1) Strengths – The good abilities and capacities of a company.
2) Weaknesses – The bad sides and the inadequacies of a company.
3) Opportunities – The external positive impacts to a company.
4) Threats – The external negative impacts to a company.

Source: Campbell, 2023

HFT's strength, weaknesses, opportunities, and threats are illustrated in the following:

3.3.1 Strengths of HFT

HFT runs Chinese herbal tea business more 30 years (Hung Fook Tong Holdings Limited, 2023), it arranges marketing mix strategies effectively (Chapter 5 of this report conducted by author, 2023).

HFT has got many awards and abilities on brand management and customer service, environmental and governance efforts, community investment, and talent development (Hung Fook Tong Holdings Limited, 2023).

It owns central manufacturing plants with Hong Kong Q-Mark, ISO 22000, HACCP and GMP certificates to keep products standard, and has ability to develop new products to meet customers' demand quickly (Hung Fook Tong Holdings Limited, 2023).

In addition, it has well-developed distribution channels, about 120 retail stores, membership apps, Hong Kong Brands and Products Expo, convenience stores, supermarkets, in shops and partner's online shop. It also works well with Parknshop and TamJai Yunnan Mixian to produce co-branded bottles for selling in their shops (Hung Fook Tong Holdings Limited, 2023).

3.3.2 Weaknesses of HFT

HFT's financial and stock performances decreased significantly (Table 1 and 2 conducted by author, 2023). It may affect the future business development of HFT.

3.3.3. Opportunities of HFT

Hong Kong people are health-conscious, drinking Chinese herbal tea for keeping health. HFT develops products with specific medical functions and tastes to meet their preferences (Hung Fook Tong Holdings Limited, 2023).

The trend of “Gross Domestic Product (GDP)” and “Total retail sales, volume index” is increasing in 2023 (Census and Statistics Department, 2023).

The Hong Kong Government launched “Consumption Voucher Scheme” in 2021 to 2023, aimed to boost the local consumption (Consumption Voucher Scheme, 2021, 2022 and 2023). HFT can develop more promotional campaigns to attract people to purchase.

Also, the Hong Kong Government launched “Employment Support Scheme” from May to July 2022 for supporting companies that HFT got supporting (Employment Support Scheme, 2022).

3.3.4. Threats of HFT

HFT faces high competition as “Healthworks” and “Original Taste Workshop Limited”, serving similar healthy food and beverage in mostly same distribution channels with similar prices (Hung Fook Tong Holdings Limited, Healthworks Group Holdings Limited, Original Taste Workshop Limited, 2023, and OpenRice, 2023).

Moreover, MTR and LINKS increase rents (Wenweipo, 2023, and Yahoo Finance, 2022) which should affect the profit of HFT.

After studying SWOT analysis of HFT, although there are some weaknesses and threats to HFT, the advantages of strengths and opportunities are the benefits to HFT. HFT can try to enhance the strengths and take the opportunities to build up its business, so that manage the impacts of weaknesses and threats.

Chapter Four: Analysis of segmentation, targeting and positioning strategies Hung Fook Tong currently adopted

Referring Table 6 with more details, STP marketing consists of the processes of segmentation, targeting and positioning helps appeal to the selected target audience (Mackeviciute, 2022).

Table 6: Details of segmentation, targeting and positioning strategies

a) Segmentation Dividing a market into different types of groups (segments) by geographic, demographic, behavioural, or psychographic characteristics.
b) Targeting Determining and focusing the marketing efforts on a selected customer group (segment) that has a larger size of business growth potential, is more profitable and can be reachable easier.
c) Positioning Developing marketing mix, and product positioning by lifestyle, product function, or experience and emotion, to appeal to the selected target audience.

Source: Mackeviciute, 2022

For HFT's STP marketing, the processes are illustrated in the following:

a) Segmentation: The market can be divided into the segment that people are health-conscious and the segment that people are non-healthy conscious by using psychographic factor.

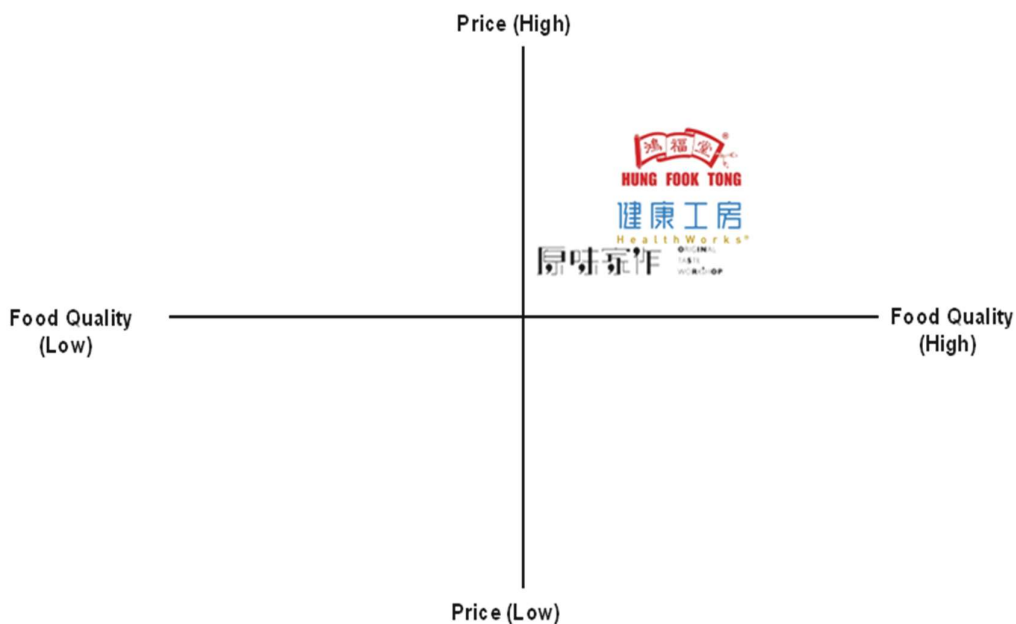
b) Targeting: HFT targets the segment that people are health-conscious which the size is large enough to make profit and the target audience are easier to be reached.

c) Positioning: HFT positioned itself as a brand to provide health wellness food and beverage with natural ingredient and no additive (Hung Fook Tong Holdings Limited, 2023).

Healthworks Group Holdings Limited (Healthworks) and Original Taste Workshop Limited (OTW) are HFT's competitors. They also positioned themselves as brands to provide health wellness food and beverage with good food quality. HFT has more food production certificates, Healthworks is one brands of Coca Cola that the quality can be ensured while OTW has fewer certificates.

By taking the prices of fresh beverage at their retail stores for comparison, the prices are closed but HFT is higher, then is Healthworks and OTW. Figure 2 can show their positions are closed.

Figure 2: Positioning map of Hung Fook Tong and its competitors, Healthworks and Original Taste Workshop



Sources: Conducted by Author after studying the websites of Hung Fook Tong Holdings Limited and Healthworks Group Holdings Limited, and reference prices of Openrice of Original Taste Workshop Limited's menu, 2023

Chapter Five: Analysis of the effectiveness on Hung Fook Tong's used marketing mix strategies to the selected target market

Referring Table 7 with more details, a marketing mix is the combined uses of the four Ps, product, price, promotion, and place for boosting sales, building brand awareness and customer loyalty. Apart from the four Ps, the company can also integrate other aspects to improve the performance (Kenton, 2023):

Table 7: Details of 4Ps in marketing mix

a) Product It describes the goods or service designed to satisfy customer needs and wants.
b) Price It describes the selling price of goods or services that customers would pay.
c) Promotion It describes the promotion mix to promote the company's goods and brand image: Advertising, personal selling, sales promotion, and public relations.
d) Place It describes different distribution channels for selling the goods and services.

Source: Kenton, 2023

In this section, HFT's marketing mix, 4Ps are studied to understand the effectiveness of its strategy to the selected target market.

5.1 Product

HFT has central manufacturing plants in Hong Kong and China to produce the standardized healthy food and beverage that are sold in different distribution channel to let people get its goods conveniently (Hung Fook Tong Holdings Limited, 2023).

HFT also launched co-brands with Parknshop from 2022 and TamJai Yunnan Mixian in September 2022 for selling in their stores (Hung Fook Tong Holdings Limited, 2023).

HFT can serve the products to meet customer needs and wants.

5.2 Price

The prices of bottled wellness fresh beverage at retail stores, they are mostly about HKD 26 - 50 per bottle, and the life-long beverage and other food and seasonal food vary in prices ((Hung Fook Tong Holdings Limited, 2023).

HFT sets different prices for different series effectively.

5.3 Place

HFT owns 120 retail stores at MTR stations and different shopping malls, membership apps, selling via Hong Kong Brands and Products Expo, convenient stores, supermarkets, 37 in shops and HKTVmall O2O shop too (Hung Fook Tong Holdings Limited's annual report, 2022 and Hung Fook Tong Holdings Limited, 2023).

HFT operates effectively in this field and creates good relationship with its retailers.

5.4 Promotion

a) Advertising: HFT arranged different point-of-sales displays at retail stores and supermarkets, and advertisements and videos on website, Facebook, and YouTube accounts, to promote its' company information, products, and seasonal foods (Hung Fook Tong Holdings Limited, 2023).

HFT invited a Hong Kong singer Ms. Ivana Wong as its celebrity to promote "Home-made" series with mum's cooking feeling previously. Currently, it also invited Mr. Alfred Hui as its celebrity who is also a Hong Kong signer, a dentist, and a celebrity of Hong Kong government to promote healthy eating (Occupational Safety & Health Council, 2023).

b) Personal selling: The staff of HFT's retail stores introduce the goods for customers (Hung Fook Tong Holding Limited's annual report, 2022).

c) Sales promotion: HFT sometimes provides special discounts and souvenirs in a short period at stores and membership apps (Hung Fook Tong Holdings Limited, 2023).

d) Public relations: HFT maintains its health image by conducting social media campaigns and inviting Mr. Alfred Hui as its' celebrity currently (Hung Fook Tong Holdings Limited, 2023):

HFT employed Vizz Digital Group to create a company website in green and natural style (Vizz Digital Group, 2023). The website also includes sitemap and updated media releases, people are easy to find HFT's information and promotional campaigns (Hung Fook Tong Holdings Limited, 2023).

HFT in promotion aspect is effectively for promoting its products and building a positive corporate image.

Chapter 6: Evaluation of possible future technological developments in marketing field impacted Hung Fook Tong and its implementation of marketing plan

Referring Table 8 with more details, a marketing plan outlines the strategy how a company introduce and promote the products to target customers over a period. It includes market research, tailor-made messages, selection of promotion platforms and effectiveness monitoring plan. It is also a part of business plan in relation to company's goals, values, mission, budget, and strategies (Chen, 2023).

Table 8: Details of steps for creating marketing plan

a) Set objectives Establishing the objectives with consistent to company's mission and defining the main purpose of plan: To solve customers' problems, bring the benefit and value to customers or other expectations.
b) Define target customers Conducting market research, understand current environment and define the right marketing channels to reach them.
c) Develop action plan Building the detailed plan about what, why, where, when, who and how (5W1H) to promote a product.
d) Identify key performance indicators (KPIs) Defining the criteria on measuring the effectiveness of marketing plan.
e) Estimate and set budget Understanding the costs of each part.
f) Review and fine-tune marketing plan Reviewing, making the adjustment to the plan and prepare the contingency plan.

Source: Chen, 2023

In the following, it describes the trend and future technological developments on marketing fields that can impact HFT and its implementation of forthcoming marketing plan. Before applying, HFT has to study the above-mentioned steps of marketing plan, its' company strategies and budgeting.

6.1 Conducting search engine optimization (SEO)

SEO is a method to optimise the exposure of a company website on the search engines (SEO HK, N.D.). When people search for information by keywords, the company webpage will be appeared at higher position. The priority can be improved by designing relative contents, updating regularly, having worthy links, etc (Michigan Technological University, N.D.).

6.2 Using VOC tools on social media

The voice of customer is the feedback from customers, company can get customers' experience by surveys, online reviews via social media. A company can understand customers' needs and expectations, identify the gaps of customer journey, help on product development to meet customers' satisfaction, and build brand image (Customer Alliance, N.D.).

6.3 Developing of voice searching on company website

People can search their required information by using voice service, like Google Assistant that can increase customers' satisfaction and experience (Conlin, 2023).

6.4 Establishing “Threads App” account or not

Threads is launched in early July 2023, people can use the same Instagram account login, to write posts or upload the reels below 5 minutes for each post (Sing Tao Ltd., 2023). The company can study more to see if it is good to company or not.

6.5 Having live streaming of Key opinion leader (KOL)

Inviting a KOL for broadcasting online at social media can increase the exposure of brand or attract more people to become regular customers (Geyser, 2022).

6.6 Conducting customer journey mapping by AI technology

A company can use AI technology to get big data for analysing customer journey mapping (Wong, 2018). This innovation can enhance customers' loyalty, understand customers' preference to improve product and operation processes (Express Analytics, 2021).

Chapter 7: Conclusions and Recommendations on Hung Fook Tong's future marketing plan

After studying a situation analysis of HFT by using PESTLE, Value Chain and SWOT analysis, although there are some bad sides to HFT, there are many benefits to HFT for operating and developing business strategies in the future.

HFT successfully segmented, targeted the health-conscious segment, and positioned itself as a brand to provide health wellness food and beverage. But Healthworks and OTW have closed positions in positioning map that implied high competition in this segment.

HFT conducts effectively on marketing mix strategies, to promote, provide good products, in reasonable prices in well-developed distribution channels to people who are health-conscious and take wellness food and beverage.

In the future, HFT can consider conducting search engine optimization (SEO), using VOC tools on social media, developing of voice searching on company website and “Threads App”, having live streaming of Key opinion leader (KOL) and conducting customer journey mapping by AI technology.

Before applying, HFT also should communicate with management and marketing team to review current omni-channel media strategies as well as setting objectives matching with business strategies, defining target audience, developing action plan with timeline, identifying key performance indicators (KPIs), estimating budget, and reviewing and fine-tuning marketing plan and preparing contingency plan for providing consistent messages to the public

Chapter 8: Appendixes

Appendix I:

Table 9: Awards of Hung Fook Tong in 2022

Award		Issuer of Award
In Recognition of Brand Management and Customer Service		
1.	2022 Hong Kong Top Brand	Hong Kong Brand Development Council & The Chinese Manufacturers' Association of Hong Kong
2.	The Hong Kong Q-Mark Service Scheme & Q-Mark Elite Brand Awards 2021	Federation of Hong Kong Industries
3.	GS1 Consumer Caring Scheme 10 Years Award	GS1 Hong Kong
4.	Outlet Anti-epidemic Measures Recognition	Hong Kong Retail Management Association
5.	Health Partnership Award 2022 – Outstanding Chinese Herbal Products Corporation with a Modern Wellness Concept	ET Net Limited
6.	PARKnSHOP Super Brands Award 2021	PARKnSHOP Supermarket
7.	2022 Outstanding Sales Performance Awards within a category – Beverages	7-Eleven
8.	“Meet the Heroes” Top Brand Awards: Top Favourite Brands – Beverages	Wellcome (Hong Kong)
9.	Trusted Brands 2022 – Gold Award (Chinese Soup/Herbal Tea)	Reader's Digest
In Recognition of Environmental and Governance Efforts		
10.	Hong Kong Awards for Environmental Excellence 2021: Shops and Retailers – Silver Award	Environmental Campaign Committee
11.	Hong Kong Green Organisation	
12.	Green Office 5+ Label	World Green Organisation
13.	Eco-Healthy Workplace Label 2022	
14.	CarbonCare® Star Label	CarbonCare InnoLab
15.	CarbonCare® ESG Label (Level 4)	
16.	HKMA Best Annual Reports Awards 2022: Best New Entry – “General” Category	The Hong Kong Management Association
17.	HKMA Best Annual Reports Awards 2022: Certificate of Excellence in Environmental, Social and Governance Reporting	
In Recognition of Community Investment		
18.	15 Years Plus Caring Company Logo 2006-2022	The Hong Kong Council of Social Service
19.	Social Capital Builder Logo Award 2020-2022	Labour and Welfare Bureau – Community Investment and Inclusion Fund
20.	2021/2022 Award of Merit	The Community Chest
21.	Social Enterprise Supporter 2022	Fullness Social Enterprises Society
In Recognition of Talent Development		
22.	Happiness-at-Work Promotional Scheme – Happy Company 10 Years	Promoting Happiness Index Foundation
23.	ERB Manpower Developer Award Scheme: Manpower Developer (2011-2022)	Employees Retaining Board
24.	Sport-Friendly Action – Awarded Corporate	Chinese YMCA of Hong Kong

2022 Annual Report

Source: Hung Fook Tong Holdings Limited's annual report, 2022

Appendix II:

Table 10: Company information of Hung Fook Tong Holdings Limited

Items	Hung Fook Tong Holdings Limited
Company logo	
Listed company	Since 2014 (HKEX stock code: 1446)
Positioning	Provides health wellness food and beverage with natural ingredient and no additive
Distribution channels in Hong Kong in 2023	Owens 120 retail stores on 31 December 2022 (Hung Fook Tong Holdings Limited 's annual report, 2022), HFT's apps and Hong Kong Brands and Products Expo; Via wholesales channels: Convenience stores, supermarkets, in shops and online shop of distributing partner
No. of employees in 2023	713 on 31 December 2022 (Hung Fook Tong Holdings Limited's annual report, 2022)
Slogan	Naturally Made, Wholeheartedly Good
Reference prices of wellness fresh beverage at retail stores	Mostly about HKD 26 - 50 per bottle, while only soya bean milk is sold at HKD 10
Central Processing Plants	In Hong Kong and China

Any certificates and awards	Got a lot of awards in four aspects: brand management and customer service, environmental and governance efforts, community investment, and talent development; Got Q-Mark certified by the Hong Kong Q-Mark Service Scheme with scope of retailing of Chinese Health Foods & Drinks; ISO 22000, HACCP and GMP certificates and others
Renovation of stores	Green and natural colour
New innovation	Employed HKBNES to improve IT infrastructure in March 2023
Usage of social media	Facebook and YouTube
Online ordering system	Yes, by HFT's JIKA club membership apps
Customer loyalty programme	HFT's JIKA club membership apps
Environment aspect	Launched different environmental protection programmes
Social aspect	Organised different charity programmes
Added value programme	Lot of information on food and beverage, for meeting different people with different body characteristics on website
Sources: Conducted by author, 2023	Hung Fook Tong Holdings Limited's annual report, 2022 and website, 2023

Appendix III:

Table 11: Company information of Healthworks Group Holdings Limited

Items	Healthworks Group Holdings Limited
Company logo	
Listed company	No
Positioning	Provide health wellness food and beverage with integrated of Chinese medical theories
Distribution channels in Hong Kong in 2023	Owns 26 retail stores; Via wholesales channels: Convenience stores and supermarkets
No. of employees in 2023	No mention
Slogan	No mention
Reference prices of wellness fresh beverage at retail stores	About HKD 25 - 42 per bottle
Central Processing Plants	No mention

Any certificates and awards	A brand of Coca Cola which the quality of foods can be ensured (Information of bottles, 2023)
Renovation of stores	Natural colour
New innovation	No mention
Usage of social media	Facebook and Instagram
Online ordering system	Yes
Customer loyalty programme	No
Environment aspect	No mention
Social aspect	No mention
Added value programme	Lot of information on food and beverage, for meeting different people with different body characteristics on website
Sources: Conducted by author, 2023	Healthworks Group Holdings Limited's website, 2023 and information of bottles, 2023

Appendix IV:

Table 12: Company information of Original Taste Workshop Limited

Items	Original Taste Workshop Limited
Company logo	 The logo for Original Taste Workshop Limited. It features stylized Chinese characters '原味' (Original Taste) in black with red accents, followed by the English text 'ORIGINAL TASTE WORKSHOP' in a sans-serif font.
Listed company	No
Positioning	Provide health wellness food and beverage with genuine ingredient; No MSG, no chicken powder and provide original taste; Made in Hong Kong
Distribution channels in Hong Kong in 2023	Owns 28 retail stores and 33 vending machines; Via wholesales channels: Convenience stores, supermarkets, sale counters
No. of employees in 2023	No mention
Slogan	No MSG, no chicken powder and provide original taste
Reference prices of wellness fresh beverage at retail stores	About HKD 25 - 28 per bottle (OpenRice, 2023)
Central Processing Plants	In Hong Kong

Any certificates and awards	Got ISO 22000 and HACCP Certificates; Award of Consumer Caring Scheme for 10 consecutive years; Award of Hong Kong Top Brand; Others
Renovation of stores	Cyber style
New innovation	No mention
Usage of social media	No
Online ordering system	No
Customer loyalty programme	Yes
Environment aspect	No mention
Social aspect	No mention
Added value programme	Group buy service by hotline; Lot of information on food and beverage, for meeting different people with different body characteristics on website
Sources: Conducted by author, 2023	Original Taste Workshop Limited, website, 2023; OpenRice, 2023

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