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# A Winning 'Formula' 致勝「方程式」

Students from Munsang College visit Wyeth Nutrition to learn about a winning "formula" for success.

民生書院學生參觀「惠氏營養品」，了解他們的成功「方程式」



市面上的嬰兒配方奶粉品牌五花八門，但各品牌之間又有何不同？為了解其中一間最知名企業「惠氏營養品」的成功之道，我們跟其餘23名民生書院同學於2月參觀了香港惠氏營養品位於鰂魚涌的辦事處。

惠氏營養品總經理鍾志偉向我們簡介公司的概況，並指出創新及科研是他們的發展重點。

鍾志偉解釋：「重科研・臻專業是公司的發展原則。」

透過總商會的「商校交流計劃」，學生有機會了解惠氏營養品的使命及前線物流運作。

鍾志偉指公眾大多注重奶粉的質素，尤其是專為嬰幼兒而設的配方奶粉，這類

產品亦最受內地顧客歡迎。他表示，惠氏營養品鼓勵母乳餵哺，從而為嬰兒提供最佳的營養。由於部分母親選擇不以母乳餵哺嬰兒，惠氏營養品特別為此生產其他替代品，以滿足成長中嬰幼兒的營養需要。

## 零售策略

學生認識惠氏營養品的哲學和產品後，隨即前往尖沙咀的「玩具反斗城」，實地了解該公司如何推廣產品。

惠氏營養品客戶發展部主管吳佳莉表示：「我們致力與零售夥伴建立雙贏關係，藉此增加市場佔有率。」

客戶發展副經理吳詠權解釋，在貨架上貼滿色彩繽紛的動物貼紙，有助吸引顧客的目光。餐具及嬰兒玩具等兒童產品也

擺放在貨架附近，以節省家長尋找貨品的時間，同時改善他們的購物體驗。

最後，我們參觀了公司的葵涌倉庫，一睹貨品的貯存和發送方式。產品由廠房運送至倉庫後，員工會細心地檢查產品上的標籤和文件，然後才剪掉封條。我們其後參觀了備用貯物室，該室專門儲存配方奶粉，以兌現惠氏營養品的承諾，致力為本港母親和兒童提供充足的貨源。

這次參觀最令人印象深刻的，是有機會了解惠氏營養品的不同產品和理念，並為我們提供寶貴機會，體驗卓越的企業管理。我們明白到，賺取最大利潤並非企業的最終目標，為每位客人提供獨一無二的服務，滿足他們的需要，才是業務持續增長的致勝「方程式」。



There are many different brands of milk formula vying for space on shop shelves, but what is the difference between them? To find out, and to see what makes one of the most well-known companies, Wyeth Nutrition, successful, we and 23 of our fellow classmates from Munsang College, visited Wyeth Nutrition Hong Kong's office in Quarry Bay.

Clarence Chung, General Manager of Wyeth Nutrition, briefly introduced the company and explained that innovation and scientific research are the focus of the company.

"Research and development leads to professionalism, which is our company's principle," Chung explained.

The visit was arranged under the Chamber's Business Schools Partnership Programme to give students a clear understanding of Wyeth Nutrition, from its mission to the frontline logistics.

Chung explained that a major concern among the public is the quality of milk powder, especially those for infants and young children, which is

also welcomed most by Mainland consumers. He said Wyeth Nutrition encourages mothers to breastfeed, which offers the best nutrition for babies. For mothers who are unable or choose not to breastfeed their baby, Wyeth Nutrition produces alternatives to meet the nutritional requirements of developing babies and toddlers.

#### Retail strategies

After learning about Wyeth Nutrition's philosophy and products, students visited Toys 'R' Us in Tsimshatsui to learn how the company markets its products.

"We establish win-win relationships with our retail partners to expand our market share," Nora Ng, Head of Customer Development of Wyeth Nutrition, explained.

Anthony Ng, Associate Manager also from Customer Development, explained that sticking colourful animal stickers around the product shelves can help attract consumers. Children-related items, such as utensils and baby toys, are also put nearby

to minimize the time parents need to walk around to find the things they need, which can also enhance parents' shopping experience.

The last leg of the programme was a visit to their Kwai Chung warehouse, where we saw how goods are stored and dispatched. Staff checked the labels and paperwork meticulously before cutting the seal on the products imported from their manufacturing plant. We then visited the backup storeroom, where cans of milk formula are stored to honour Wyeth Nutrition's pledge to always ensure sufficient supply for Hong Kong mothers and children.

Learning about all the different "formulas" was the most impressive part of the visit, and provided a valuable chance for students like us to see and experience business excellence at work. The visit showed us that maximizing profits is not the ultimate goal, but that serving every customer as a unique individual to satisfy his/her needs is the "formula" for sustainable growth. ❁