

梁湘東 Thomas Leung

# 專注創新 成就品牌

Driving Brand Success Through Product Innovation

創新是企業持續發展的原動力，亦是品牌脫穎而出的關鍵。昇鋒國際有限公司董事梁湘東 20 年來積極創新，推出市場鮮有的家品，成功讓品牌屹立本地市場。在「後疫情時代」，他結合線上線下的消費體驗，為客戶帶來嶄新的家居智能解決方案。

Innovation is the prime impetus for continuous business development and the key to forging ahead of fierce market competition. Thomas Leung, director of Pro Logic International Limited, has been dedicated to the research and development (R&D) of innovative electrical appliances for the past 20 years and has successfully built the company's brand awareness in the local market. In the post-pandemic era, Leung provides customers with smart living solutions by combining online and offline shopping experiences.

「香港人生活節奏急促，工作繁重忙碌，很難抽時間打理家務。我們希望透過一系列創意產品，讓客戶體會到『世界沒有難做的家務』，令他們在繁忙工作以外，亦能輕鬆享受家庭生活。」訪問開始時，梁湘東便娓娓道出其公司成立的初衷。創立於 2000 年的昇鋒國際主要經營家品業務，旗下擁有 6 個品牌，包括智能家居專門店「I+HOME 愛家名品專門店」、智能廚電品牌「Primada 實康達」、家品品牌「Pro Logic 保樂潔」、智能家居機械人品牌「Prologic Robotics」、廚具品牌「Home Make Taste 品味廚」，以及個人護理品牌「Rogic 朗見」，銷售點遍及本港、澳門、內地及東南亞。

## 屢遇挫折成創立品牌契機

問到為何會投身家品行業，梁湘東笑說全因一份暑期工。中學時期開始做暑期工推銷家品的他，發現自己頗有銷售天份，預科畢業後便加入了百貨公司，擔當地拖推銷員。當年仍是「小鮮肉」的他外表老實，深得家庭主婦歡心，不出一年便成為「Top Sales」。「那年頭覺得賺錢很容易，心便雄起來，把積蓄拿去創業，到廣州開舖賣衫。」但由於不熟悉行業運作，加上對時裝未感興趣，最終虧了所有錢，還得回港「重操故業」賣地拖。後來，他與朋友再次創業，又因為與對方出現意見分歧，最終結束了合伙公司。



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梁湘東於疫情期間擴充實體店，讓顧客親身體驗旗下智能產品  
Leung expanded physical stores during the pandemic to allow customers to experience the company's smart products in person

然而，兩次的挫敗並沒有磨滅梁湘東創業的決心，滿懷雄心壯志的他決定獨自創業，投身電器市場。「起初引入的一款豆漿機非常暢銷，正當我以為事業將會一帆風順時，豆漿機卻因未能符合政府安全標準而須回收，賣得愈多損失愈大，幸好自己個性樂天，咬咬牙又推過了！」屢次的失敗亦讓梁湘東明白到，單靠優秀的銷售才能並不足以令其在商場上取得成功，於是毅然重返校園修讀管理文憑，希望汲取更多工商管理知識。「那三年的夜校生活是我人生的轉捩點，眼界擴闊了，也學到品牌的重要性，驅使了我去發展品牌。」

## 創新產品引領市場前沿

要數旗下品牌多年來的得意之作，梁湘東認為最令其引以為傲的產品，莫過於「Pro Logic 保樂潔」在 2004 年推出的「卡扣式化妝棉地拖」，拖頭除了能夠有效地吸附毛髮塵埃，其對摺式設計亦能夠輕易擠水，開創了本地同類型產品的先河，深受用戶歡迎。他深信，中小企品牌只有不斷引進創新的產品，快速建立顧客對產品的認知，才能在激烈競爭中找到生存空間；「因為每當新產品踏入成熟期，大品牌便會進駐市場，小品牌的優勢就難免被削弱，因此我們必須時刻走在行業前沿。」

2004 年，梁湘東亦引入快速智能煲，更請來家庭主婦形象鮮明的藝人商天娥（娥姐）為產品代言，務求令產品更快「入屋」。「當時需要人手調控的壓力煲仍是市場主流，我們需要花上不少時間和心機，讓客人了解全自動的烹調技術；自從客戶口碑傳開後，『娥姐煲』的銷量基本上 10 幾年來都沒有下跌。」自認計仔多多的梁湘東，最喜歡鑽研新產品，多年來分別推出了智能養生機、慢磨機、智能吸塵及抹窗機械人等，產品貴精不貴多，走的是藍海策略。

針對近年納米樓湧現，多採用開放式廚房設計，梁湘東推出了主打超強吸力、易清潔的「旋風無味抽油煙機」，期望吸引年輕顧客。「抽油煙機採用專利氣旋技術，將油煙鎖死並吸走，無需濾網吸附，把油煙直接排出室外，就如我們的宣傳口號所講，做到『煲中藥聞唔到，炒辣椒無味道』。」梁湘東又指，雖然產品價格較一般抽油煙機高，但憑藉其專利技術加上免拆清洗的設計，深受顧客歡迎，未來將會進一步加強宣傳，提高產品的知名度。

## 「疫」市轉型 緊握直播帶貨商機

新冠疫情期間，不少企業紛紛推行數碼轉型以趕上網購熱潮。在2020年中，梁湘東眼見旗下實體店和百貨公司專櫃的生意大受打擊，便迅速組建了網上直播帶貨團隊，試過一星期開足10幾場直播。「要從零開始投身直播行列並不容易，由場地佈置、內容構思以至售後服務安排也要親力親為，直播期間還要面對很多突發情況，例如技術問題和顧客的即時反應等，事前的準備功夫絕對不能馬虎。」

在開拓線上銷售渠道以外，梁湘東認為直播帶貨的新模式還擔當着一個重要角色—教育顧客。他解釋道：「我們的產品功能廣泛，如一個智能煲便有10多種不同功能，透過線上直播示範，客人可以詳細了解各種產品的特色和用法，即使錯過了直播時間，也能於社交平台上重溫影片，甚至邊學邊煮。」

梁湘東又指，雖然線上銷售業務的發展進程良好，但目前公司的產品銷售仍以線下方式為主，故在現時商場租金回落的情況下，他亦抓緊時機「疫」市擴充，增設了3間旗下「I+Home 智能家居體驗專門店」。「香港人對於購買實用性商品往往要『摸過睇過』才會購買，我們會於網上直播宣傳中鼓勵客人前來各銷售點，由公司的專業銷售團隊親自再向他們詳細介紹產品，做到線上線下相輔相成。」



保樂潔 (Pro Logic) 於2004年推出市場首創的「卡扣式化妝棉地拖」

Pro Logic launched the first Clip and Click Pva Mop in 2004



寶康達 (Primada) 的「旋風無味抽油煙機」能快速有效地吸走油煙，配合開放式廚房的需要

Primada developed the Cyclone Odor-Free Range Hood, which can clear kitchen fumes efficiently and is suitable for open kitchen designs

## 智能家電研發 迎大灣區商機

隨着智慧科技不斷升級，加上5G網絡的應用，智能設備已成為扭轉家品行業發展的新趨勢。作為行業創新先鋒，梁湘東近年推出自主研发的智能家居生活手機應用程式—「iPlusHome」，以配合公司旗下智能產品的發展。「客人除了可以利用手機App遙距控制家中的吸塵機和暖風機等電器，更可即時看到吸塵機械人構建的地圖，提升產品操作時的用戶體驗。」梁湘東坦言，智能家居的發展仍屬起步階段，距離普及還很遠，不過公司看好相關市場的發展潛力，現時正積極研發更多新智能產品，冀能抓緊市場機遇。

至於公司未來有何大計？梁湘東表示，雖然香港是一個消費力非常高的城市，但畢竟人口只有700多萬，市場規模有限，公司未來將致力拓展大灣區業務，主攻區內龐大的中產市場；「我們早於2001年已進入廣州開分公司，但當時做得不好，營運兩年後就撤退，到2016年公司再於順德開發發展網購生意，希望將來可以套用香港體驗店的營運經驗，於大灣區地標城市開設智能產品體驗中心，以O2O（線上到線下）營銷模式的方向發展。」

所謂「知己知彼，百戰不殆」，梁湘東認為港商打入內地市場的關鍵在於是否充分了解內地市場，以及針對品牌特質鎖定合適的目標客戶；「香港產品向來於內地消費者心目中具有品質保證，隨着大灣區中產階級的崛起，香港家電品牌可以憑藉在質量以及設計創新方面的優勢，滿足灣區中產消費群對家居生活品味的追求。」他亦鼓勵有意進軍內銷市場的港商及早作好相關的部署，以在粵港兩地恢復全面正常通關後，充分把握國家「內循環」帶來的機遇。 (圖)

At the beginning of the interview, Leung explained the reasons for establishing his company: "The hustle and bustle lifestyle of Hong Kong makes it difficult for us to spend time doing housework. We hope that our customers gain a sense that doing chores isn't hard work with our innovative home appliances. Our customers can even gain spare time to enjoy their family lives." Founded in 2000, Pro Logic International mainly focuses on the household product business, with six different brands, namely I+HOME (household products), Primada (smart kitchen appliances), Pro Logic (home appliances), Prologic Robotics (smart household robots), Home Make Taste (kitchenware) and Rogic (personal care products). The company has numerous retail branches in Hong Kong, Macao, the mainland and Southeast Asia.

### Turning setbacks into opportunities for brand creation

Describing why he entered the home appliance industry, Leung recounted how it all began with a summer job. As a high school student, Leung started working as a summer intern selling home appliances and discovered that he was a natural-born salesperson. He joined a department store and became a local mop salesman soon after graduating from secondary school. Back then, he was a humble-looking young man who was warmly welcomed by housewives. In less than a year, Leung became the top salesman. "I felt that making money was very easy back in the day. I was ambitious and opened a boutique in Guangzhou with my savings." Leung recalled importing clothing from local garment factories and selling it in the mainland in the early 90s. As he was unfamiliar with



人稱「娥姐煲」的智能煲自推出以來一直深受本地顧客喜愛  
The Speedy Intelligent Cooker has been well received by local consumers



梁湘東與公司團隊於疫情期間，開拓「直播帶貨」的新銷售渠道  
Leung and his team initiated live-streaming e-commerce sales channels during the pandemic

the industry and lacked an interest in fashion, he was forced to close his business and return to Hong Kong to resume mop selling. Leung then started a business with a friend, which ended up failing as he and his partner had different ideas about the direction the business should head.

These two failed ventures did not affect Leung's determination to run a business. He decided to start another on his own and entered the home appliance market. "At the beginning, our imported soy milk maker was well received by the market. But just when I thought everything was going well, the product had to be recalled due to noncompliance with safety standards. The more I sold, the more I suffered. Luckily, I am a naturally optimistic person, so I dug in my toes and pull through!" These repeated failures made Leung realise that excellent salesmanship alone does not mean success in the market, so he returned to school to get a diploma in business management, hoping to learn more about corporate administration. For Leung, that was the key: "The three-year night-school life was a turning point for me. Not only did I expand my horizons, but I also learned the importance of branding."

## Innovative products and being an industry pioneer

Among all the brands that he has developed over the years, Leung is proudest of the Clip and Click Pva Mop launched by Pro Logic in 2004. A pioneer among similar products in the local market, the mop head can effectively absorb hair and dust, and its lever clamp design makes it easy to extrude water. Leung firmly believes that small brands can survive fierce competition by continuously introducing innovative products and establishing customers' recognition of such products: "We have to remain a frontrunner in the industry as every time a new product enters maturity stage, big brands come into the market, weakening the position of smaller brands."

In 2004, Leung introduced the Speedy Intelligent Cooker and invited Kiki Sheung Tin Ngor, an actress with a distinct housewife image, to be the product's spokesperson to enhance the promotional campaign. Leung explained, "In the past, self-control pressure cookers dominated the local market. We put a lot of effort into promoting the benefits of automatic cooking technology. As we had already established a good reputation, the sales volumes of the Speedy Intelligent Cooker have not dropped over the past 10 years." Considering himself an innovative person, Leung enjoys developing new products and has launched many over the years, such as an intelligent food processor, slow juicer, smart vacuum robot and window cleaning robot. Adopting a blue ocean strategy, he believes that products are valued for their quality over quantity.

With the emergence of studio apartments that adopt open kitchen designs, Leung has developed the Cyclone Odor-Free Range Hood, featuring strong suction power and easy cleaning functions. He expects it to be a hit among young consumers. "Our patented vortex technology is able to seal and clear away kitchen fumes. There is no range hood filter, and the product ensures good indoor ventilation. As our slogan goes, 'There won't be any smell when cooking chillies or Chinese herbal medicine.'" Leung said that the product has attracted customers with its patented technology and easy cleaning design, despite the slightly higher retail price compared with regular range hoods. Leung aims to strengthen the promotion of the product to increase brand awareness in the future.



梁湘東與團隊研發出「iPlusHome」手機應用程式，迎合智能家居的發展趨勢

Leung and his team developed the iPlusHome mobile application to cater to the evolution of smart living



位於紅磡的「I+Home 智能家居體驗館」  
"I+Home Smart Living Experience Store" in Hung Hom

昇鋒國際位於佛山市順德區的展示廳  
Pro Logic International's showroom in Shunde, Foshan



## Exploring business opportunity in live streaming

During the COVID-19 outbreak, companies undertook a digital transformation to seize online business opportunities. In mid-2020, there was a significant drop in Pro Logic International's business performance in physical stores and department stores. Leung quickly formed an online live-streaming marketing team. They tried to host more than 10 live shows in a week. Leung admitted to the challenges: "It was not easy starting with live-streaming e-commerce. I had to be involved in all kinds of work, including shooting venue decoration, content conception and after-sales service. We also faced many unexpected circumstances during live streaming, such as technical issues and customers' real-time responses. Every session must be well prepared."

In addition to expanding online sales channels, Leung believes that the new model of live-streaming marketing plays an important role in educating customers about the company's products. "Our products have a range of

functions. For example, an intelligent cooker has more than 10 different functions. Customers can learn about the features and usage of a variety of products through our live online demonstrations. Even if they miss our live streaming session, they can view it later on social media."

Leung also indicated that the company's current product sales are still focused on offline sales, despite the positive development of online sales channels. He took the decreasing rent of the pandemic as an opportunity to open three new "I+Home Smart Living Experience Stores". Leung explained, "People in Hong Kong usually purchase practical products in shops. Therefore, during the online live-streaming campaigns, we encourage customers to come visit our stores, where our professional sales teams can offer them detailed product introductions. The strategy combines online marketing with offline sales."

## Embracing Greater Bay Area opportunities with smart home R&D

With the continuous development of science and technology and the application of 5G, smart devices have become major players in the home appliances industry. As a pioneer in the industry, Leung has recently launched a self-developed iPlusHome smart living mobile application to coordinate with the company's smart product development. Leung explained, "Customers can use the application not only to remotely control electrical appliances at home, such as vacuum cleaners and fan heaters, but also to study the navigation directions map created by their vacuum robot to improve user experiences." Leung indicated that the development of smart living is still in the start-up stage and is far from popular. However, the company is optimistic about the development potential of relevant markets and remains committed to the R&D of smart home products with the hope of capturing market opportunities.

Regarding future business development, Leung indicated that despite Hong Kong being a city with very high consumption power, the market scale of Hong Kong is limited, with a population of only just over seven million. In the future, the company will focus on the huge middle-class market in the Greater Bay Area. "We opened a branch in Guangzhou

back in 2001, but we closed the store two years later due to unsatisfactory business performance. In 2016, we launched our online shopping business in Shunde. We hope to open smart living experience centres in various Greater Bay Area cities by applying the operation experience of our Hong Kong branches and developing our business from an online to offline model."

As the saying goes, "If you know the enemy and know yourself, you need not fear the result of a hundred battles." Leung believes that the key to entering the mainland market for Hong Kong businesses is understanding the market and the connection between the brands and their target customers. As he stated, "Hong Kong products always present a symbol of quality assurance for consumers in the mainland. With the rise of the middle class in the Greater Bay Area, local home appliance brands can fulfil their pursuit of a quality lifestyle with good quality products and innovative designs." Leung encourages Hong Kong businesses that intend to march towards the mainland market to be well prepared to seize development opportunities from the state's "internal circulation" after the border reopening between Guangdong and Hong Kong. 🇭🇰🇨🇳



「Prologic Robotics」針對細單位用戶的需求，推出智能機械人系列，包括智能吸塵機械人及智能抹窗機械人  
Prologic Robotics developed smart vacuum robots and window-cleaning robots to suit small apartments