

ACHIEVEMENT


A S WATSON

HITS 12,000

In August this year, A S Watson (ASW) arrived at a very special milestone when frontline staff and management came together to celebrate the opening of the 12,000th ASW store.



屈臣氏集團

 長江和記實業成員

慶祝全球
突破12000店



12000



The new flagship Watsons: An exemplar showcasing the growth of ASW!

“Hong Kong has a special place in our hearts. We will continue to invest in the city.”

Victor Li Tzar-kuoi,
Co-Managing Director and
Deputy Chairman of CK Hutchison

The milestone of 12,000 is not only the number of ASW stores stretching from Asia to Europe, but also the rough distance (in kilometres) that merchants of yore would travel from home to faraway lands and back again on the old Silk Road. One young British pharmacist, Alexander Skirving Watson made that journey to join the company that would bear his name. Now the firm has grown all the way to his homeland and all points along the way.

A S WATSON'S 12,000TH STORE IS ... A WATSONS!

At the opening ceremony, Victor Li Tzar-kuoi, Co-Managing Director and Deputy Chairman of CK Hutchison, said, “It is a very meaningful occasion for me to announce the opening of our 12,000th store in this special place, Hong Kong, our home!”

“We endured hand-in-hand with Hong Kong people the Second World War, the economic boom and the SARS recession. Hong Kong has a special place in our hearts. We will continue to invest in the city,” Mr Li added.

MODERN PRACTICE, TRADITIONAL CARE

Located at the heart of Hong Kong’s most vibrant shopping area, Causeway Bay, the new flagship is the retail group’s largest Watsons store in Hong Kong, with three

storeys covering over 8,000 square feet. The new store hosts over 8,300 unique products from more than 840 healthcare and beauty brands worldwide, of which 250 are exclusive to Watsons.

In addition to a small army of highly trained retail staff, nine professionals – including two pharmacists, one pharmacy dispenser, three health and fitness advisors and three beauty consultants – are at the ready to serve customers. High-tech equipment can conduct onsite ultrasound bone density tests, and measure blood pressure and body mass index.

A number of modern conveniences make it ideal for visitors and show Watsons’ commitment to caring for customers. A fully equipped and private nursing room for mothers is provided. For people on the move, it has a phone-charging station and free Wi-Fi. In addition, the third floor has a smartly designed history wall to connect the modern Watsons to its long-standing history.

ONWARDS AND UPWARDS!

While the 12,000th store is a Watsons, ASW encompasses a range of outlets from Hong Kong to Ireland to Russia and Thailand. With 1,300 stores opened this year, ASW is growing globally at an astonishing speed – opening three new stores per day. It is no surprise that the retail group will hit another milestone

next year when it celebrates its 175th anniversary.

Currently, more than 28 million customers are served every week through ASW’s physical store network and via online shopping. Hong Kong alone contributes five million shoppers to the figure, with three million people in its loyalty programme.

Customers on the Mainland also benefit from a recent collaboration between Watsons and Mainland China mobile commerce giant, Tencent WeChat, to expand its online domain. A team of digital experts has formed eLab, a specialised e-commerce team within ASW to serve customers and accommodate the surging demand for online shopping. A continued focus on its physical stores, alongside an ambitious e-shopping endeavour, will see the retail group march on to further success, making ASW the ultimate retailer serving customers in all channels in the online-to-offline era.

“A S Watson Group endeavours to bring quality-assured products and services to seven million Hong Kong people,” Dominic Lai, ASW Group Managing Director, said at the opening ceremony. “In line with the strategic direction of our parent company, CK Hutchison, we will continue to expand our business in Hong Kong and contribute to the city’s prosperity.” □

Left: An occasion for smiles - senior executives open the milestone outlet. (From left to right) Diane Cheung Wai-ping, Watsons Hong Kong General Manager, Dominic Lai Kai-ming, ASW Group Managing Director, Victor Li Tzar-kuoi, CK Hutchison’s Group Co-Managing Director and Deputy Chairman, Malina Ngai Man-ling, ASW Group Chief Operating Officer and Man Cheung, Watsons Hong Kong Flagship Store Manager.