

印刷出版發展之道 - 低碳、數碼、標準化

數碼印刷業務: 市場攻略 - 個案初探

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宏亞傳訊集團



ASIA ONE
Integrated Communications Services



What is 宏亞 Asia One ?

Asia One is a major communication group which composes of the following :



宏亞印務有限公司

ASIA ONE PRINTING LIMITED



aomm
CREATIVE



ASIA PREMIUM SOLUTIONS



Asia One Product & Publishing Limited



The
Photo Book
Center



宏亞數碼分色有限公司
ASIA ONE GRAPHIC LIMITED



But in our core

Asia One is a major commercial and financial Offset printer in Hong Kong

We share the same dream

From Offset Printing to Digital Printing

But

Where is the market? Which market?

How to get into the market? How big is the market? Is it worth it?

The challenge

市場攻略

Strategic business planning

Case Study



The largest digital photo imaging
product provider in Europe

In a nutshell

It is a success story in business transformation from analogue to digital imaging, and from a small photo developing lab to a multi-billion dollar digital empire with over 45,000 retail outlet throughout Europe within 50 years. **But the main transition in less then 10 years.**

Product Mix

Fotos



CEWE FOTOBUCH

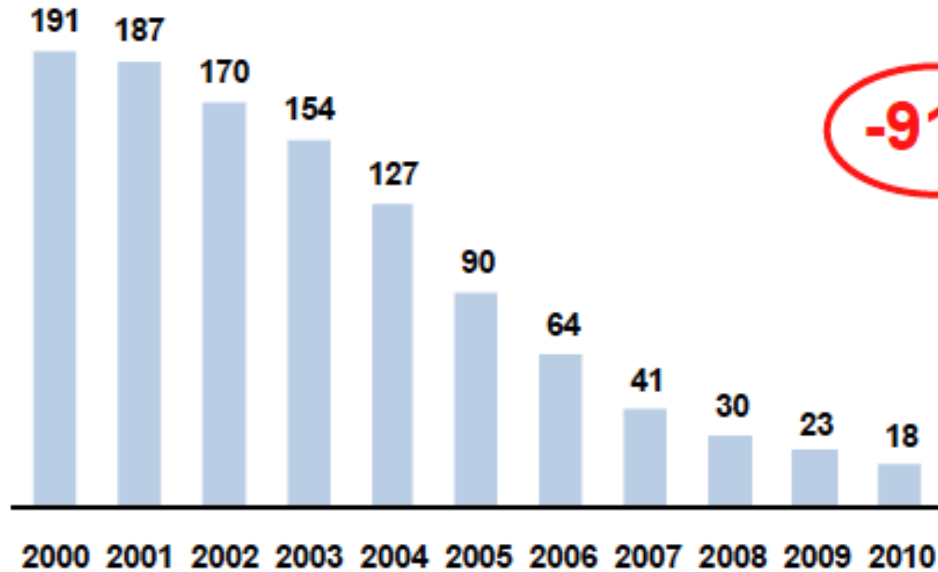


Druckprodukte und Fotogeschenke



Almost no more film

Filmverkäufe in Deutschland
in Mio. Stück

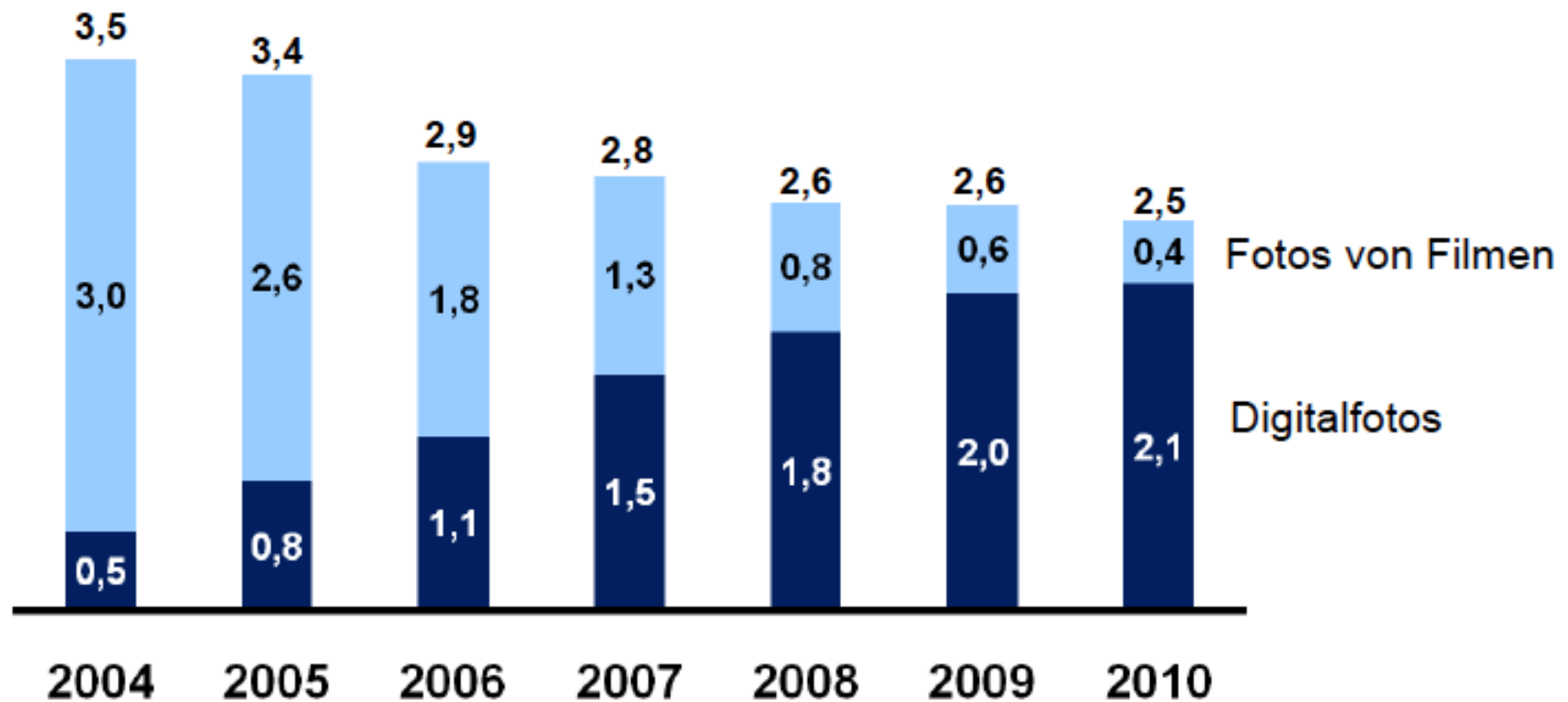


-91%

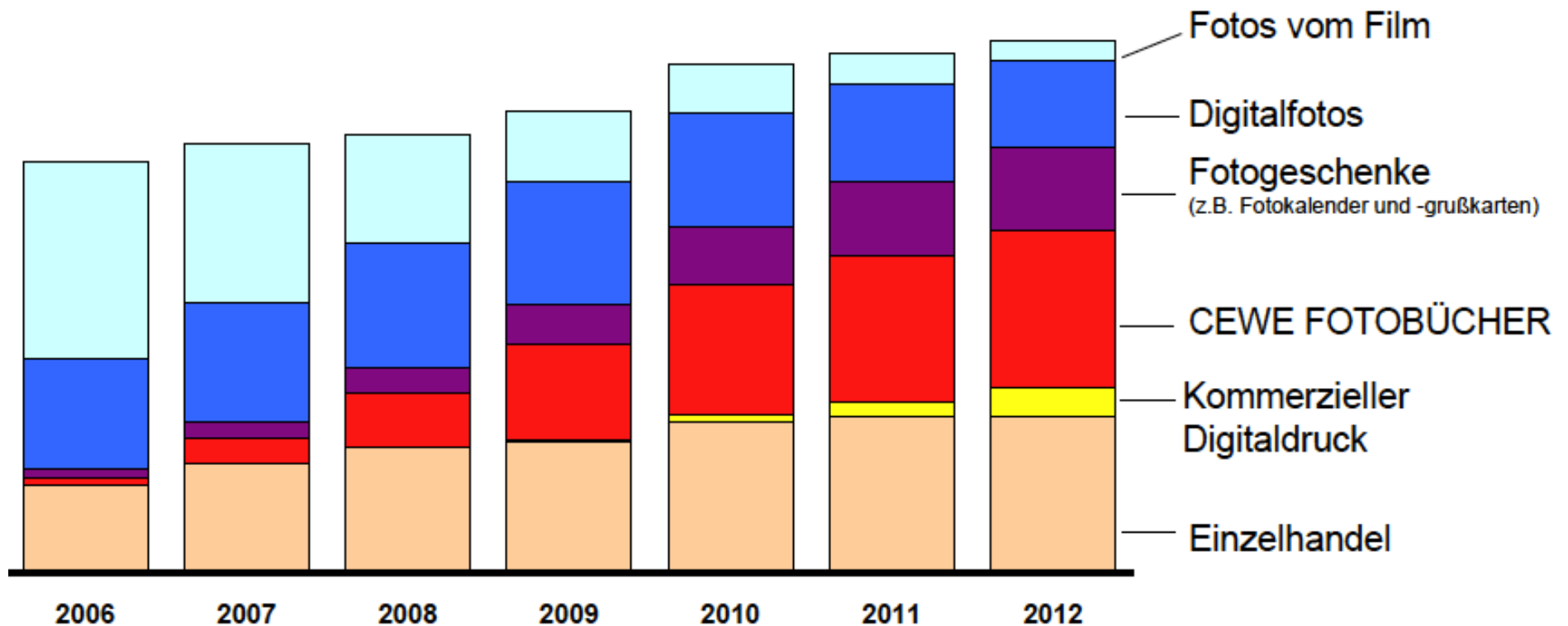


Photo – Digital vs Film

Fotos gesamt (Digitalfotos und Fotos von Filmen)
in Mrd. Stück



Where is the growth?



Growth in Digital Photo

Digitalfotos
in Mio. Stück

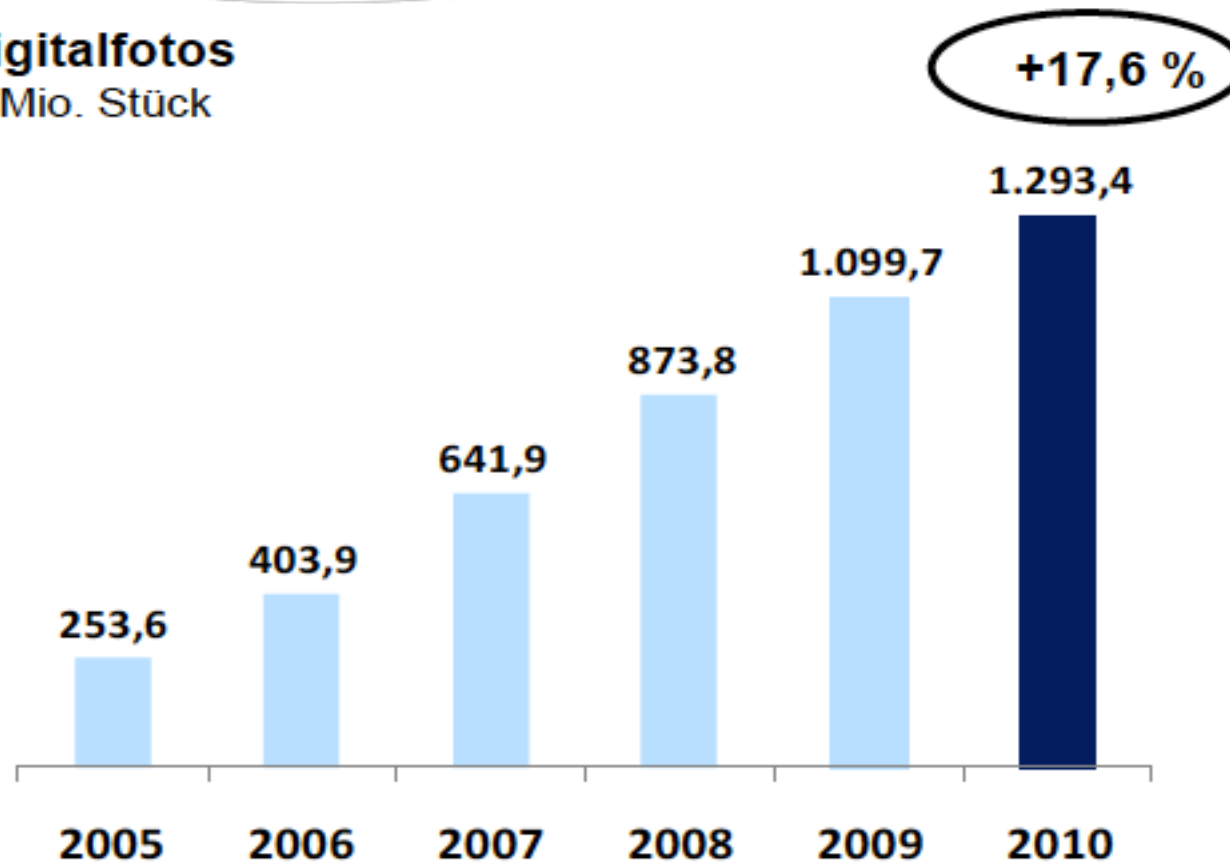
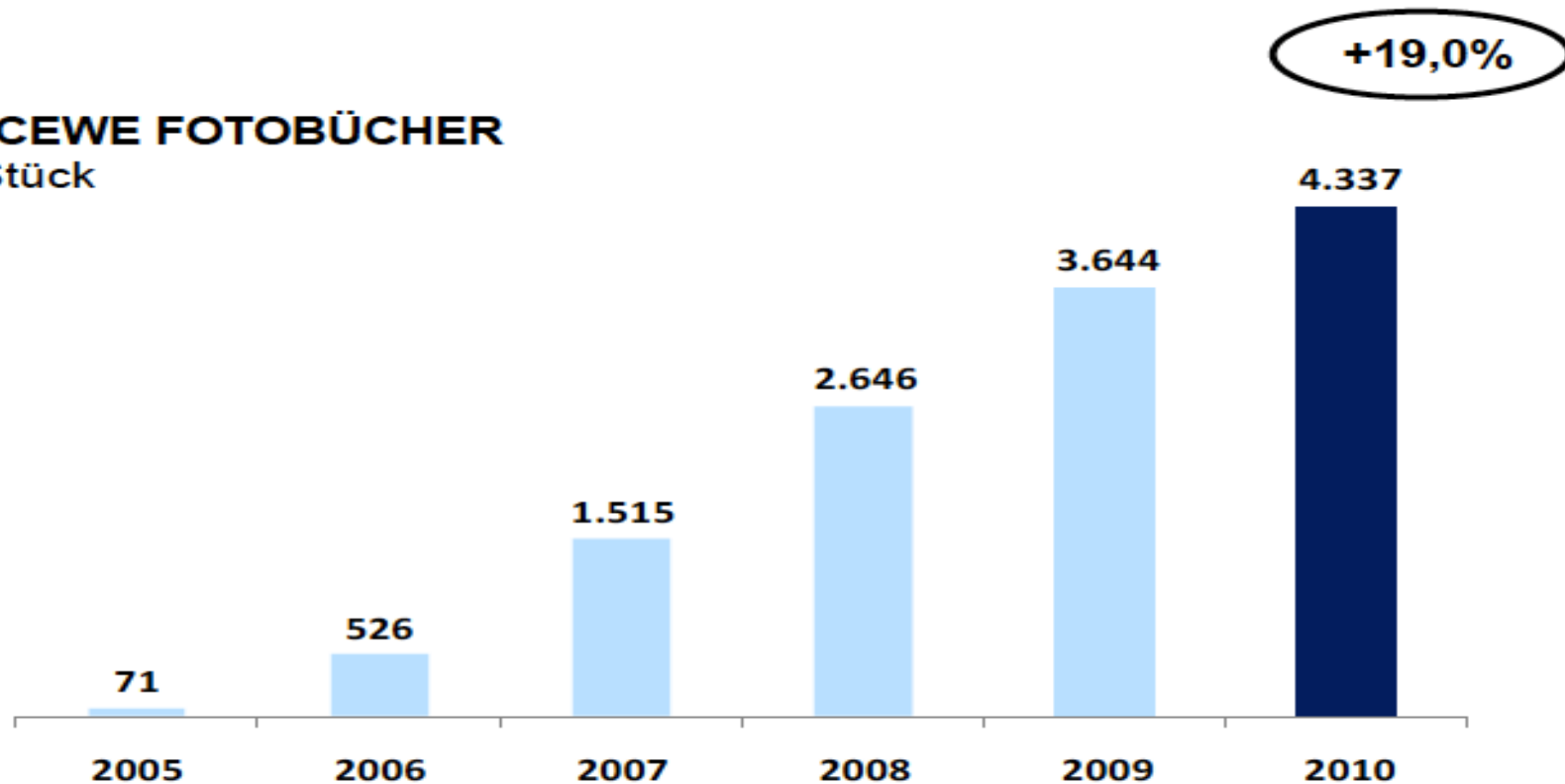


Photo Book Growth

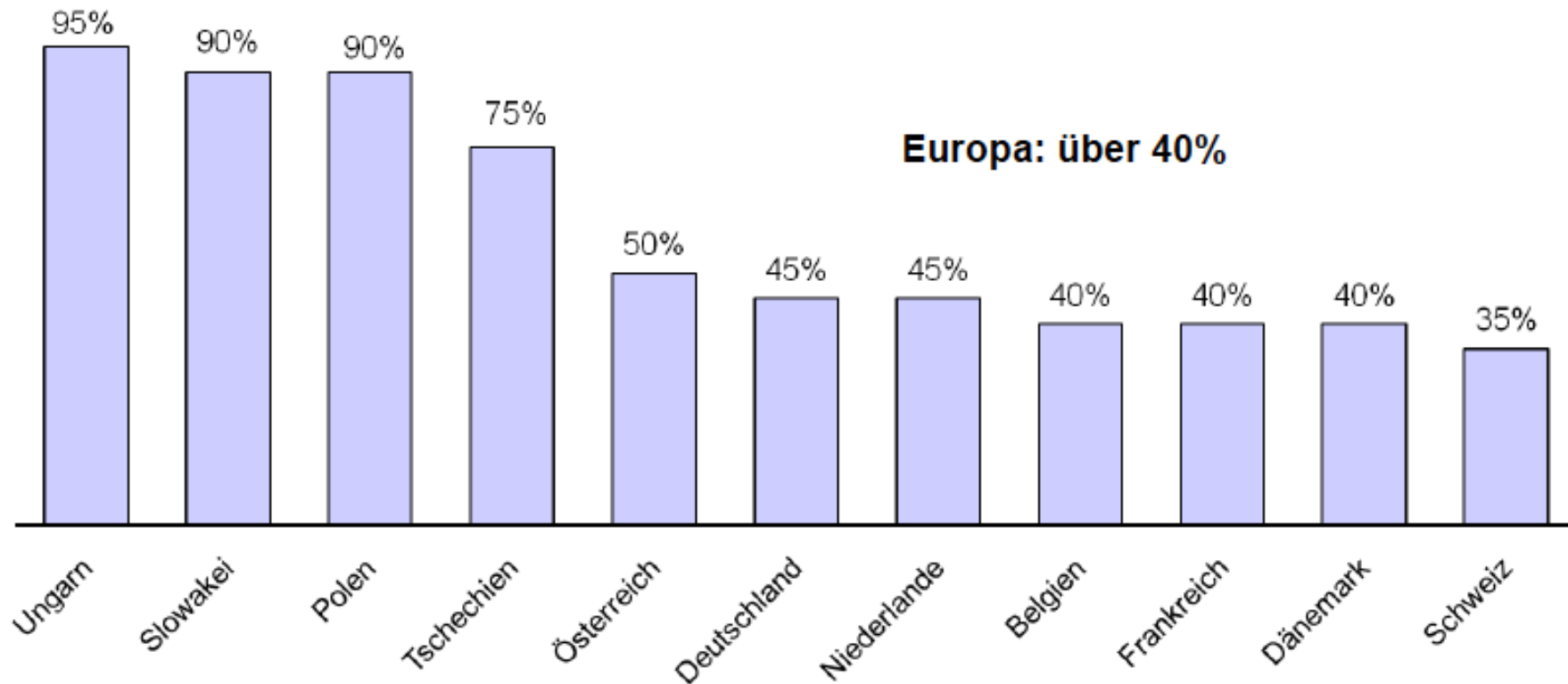
CEWE FOTOBUCH-Wachstum

Anzahl CEWE FOTOBÜCHER
in Tsd. Stück



40% market share in Europe

Marktanteile CEWE COLOR am industriellen Fotofinishing



How big is the market ?

For Europe - 3.25 billion HKD
(if average price per book is only HKD300)

And the market is growing in a double digit % rate.

What about US?

What about HK?

What about China?

How to enter the market?

The virtual world is just too big

Our Asia One approach



A unique “photographic imaging lifestyle concept store” that combines three elements of photography:

Photographic Books / Imaging / Accessories

AO: The Photo Book Center evolves on the concept of photographic lifestyle. Our goal is for the public to know that taking photograph is just the first step into photography, turning a photo into an art form or living the photographic style is the essence of the photographic lifestyle.

Our physical shops

1. IFC Mall, Shop 3021

This is our main retail store, started business on January 2011.



2. Chai Wan Flagship Store

With over 2,000 Sq. Ft of shop space, this is our Book Store extension situated in Chai Wan, our complete collection of photographic books, limited editions and rare books are all here.



Online Store

Our online store (www.aophotobook.com) were established in December 2009, this store consist of both Book Store and DIY Photo Book.

The screenshot shows the homepage of AO: Thebookstore. The header includes the logo 'AO: Thebookstore' and navigation links for 'AD-PICKS', 'NEW ARRIVALS', 'SORT BY CATEGORIES', 'ASIA ONE BOOKS', 'CAMERA & ACCESSORIES', 'FAQs', 'DIY Photobook', 'About Us', and 'News&Events'. A search bar is located below the navigation. The main content area features a red banner for 'AO:Picks of the Month' with five book covers: 'Bird', 'Mountain', and three others. Below this is an 'ASIA ONE PUBLISHING SHOWCASE' section with more book covers. A promotional box for 'AO: THE PHOTO BOOK CENTER FREE APP' is also visible. The footer contains payment logos (VISA, MasterCard, asia pay, UnionPay, 支付宝) and a copyright notice for 2009 AO-photobook Ltd.

The screenshot shows the homepage of AO: DIY Photo Book. The header includes the logo 'AO: DIY Photo Book' and navigation links for 'About', 'PhotoBookCreator', 'Book Styles & Pricing', 'AO>Showcase', 'VIP Services', 'News & Events', 'Download', 'Shipping & Delivery', and 'FAQs'. A 'Quick Tour' button is also present. The main content area features a large banner for 'Flipping memories...' with a sub-headline 'Create flipping photo book with your treasured memories. Start Now >'. Below the banner is a 'NEW Fine Art PhotoPrint' section. A 'New Release' section highlights 'PHOTOBOOK CREATOR' and 'PHOTOBOOK GOODIES'. The footer contains payment logos (VISA, MasterCard, asia pay, UnionPay, 支付宝) and a copyright notice for 2009 AO-photobook Ltd.

Our Core Business

Digital DIY Photo Book business

Executed at home through a web
base payment gateway

But marketed within a physical
photographic art book shop
environment