

昇霖茶行

線上買茶網 Buy-Tea

新興的買茶通路



開運頭家

小檔案

企業名稱：
昇霖茶行

成立時間：
民國90年

行業別：
批發及零售業

縣市別：
花蓮縣

員工人數：
2人

資本額：
NT\$ 3,000元

主要營業項目：
茶葉、茶具

網址：
<http://www.buy-tea.com>

e化成功工具：
網站建置

輔導開運團：
國眾電腦(股)公司

企業感言：
要有計劃去做，才能真正打進消費者心裡。

對國人來說，「茶」已經成爲一種生活方式，從傳統同時把茶與柴、米、油、鹽等並列「開門七件事」看來，就足以說明茶葉對於中國人的重要。然而，由於茶葉的製造過程繁複，加上經過傳統層層通路才把茶葉送到消費者手中，所以高品質的茶葉售價往往居高不下。門市服務品質也良莠不齊，加上現代人時間忙碌，沒時間一一詢價比較，透由傳統門市通路買茶的方式開始有所改變。

昇霖茶行的第二代蔡松霖從小就看父母親守著茶行。他感慨地說，經營茶行讓他想起小時候看過「八百壯士死守四行倉庫的電影」，茶行老闆死守著店面，被動地等客人上門；隨著飲茶文化改變，上茶行串門子聊天的客人愈來愈少，蔡松霖由於自身的企管專業背景，認爲傳統茶行應該注入新的企管能量。

求學背景 引發創業心思維

蔡松霖大學主修企業管理，當年又曾經在一場學校與惠普科技合辦的電子商務創意競賽中獲得不錯的名次，種下了他對於應用電子商務創業的種子。當兵期間，同梯也有不少弟兄各自有企管或是資訊等專業，於是一群好友編織起合作創業的夢想，規劃起電子商務模式的藍圖。

沒想到退伍後，大家各自回歸現實面，夢想隨著現實生活而日益萎縮，最後只剩下蔡松霖還在想著他的網路創業計劃。爾後蔡松霖考上研究所，回到故鄉花蓮念書，同時他也開始嘗試把家中的茶葉拿到網路上賣。

民國90年時，他開始用Frontpage軟體，自己寫粗淺的網頁，運用零碎時間賣家裡的茶，也賺點零用錢。漸漸因爲對於電子商務的興趣與期待，與對於其潛力的期待，在民國91-93年，蔡松霖把線上買茶網推到高峰，他投入大筆資

Buy-Tea Online Offers an Emerging Channel for Tea Buying

Company Profile

Company Name:

Buy-Tea Online

Established:

2001

Business Category:

Wholesale and retail

Location:

Hualien County

Employees:

2

Capitalization:

NT\$ 3,000

Major Business Items:

tea, tea utensils

Website:

<http://www.buy-tea.com>

e-Business Instrument:

Website installation platform

Assisting Team:

LEO Systems Inc.

Corporate Comment:

Carry out your project according to plan, so that you can really reach the hearts of consumers.

For local people, tea has become an integral part in their daily life, equivalent in importance to such daily necessities as fuel, rice, cooking oil, and salt. However, due to complicated production process and traditional multi-layer sales channels, tea prices have remained high. In addition, service quality at sales outlets vary and nowadays many people are too busy to make price comparison, gradually leading to changes in tea sales channels.

Tsai Hsung-lin, the second-generation owner of Shenglin Tea Shop, watched his parents sticking to their tea shop and passively waiting for patronage of customers from childhood. With changes in tea-drinking habits among local people, fewer and fewer customers came to the store to chat. With an education background in business management, Tsai Hsung-lin began to think of the need to introduce modern business management concepts into the operations of the traditional tea shop.

Idea for Business Startup

During his college years, Tsai Hsung-lin, a business management major, performed well in an innovation contest for e-commerce, jointly sponsored by his university and HP, planting the seed for him to start up an e-commerce business later on. When serving the compulsory military service, he and some fellow soldiers, many with an education background in business management or information technology, started to weave the dream of starting up an e-commerce business together.



線上買茶網的成立，開發到不同的客群，業績節節上升



線上買茶網介紹各式精選好茶，提供消費者選擇



金，幾乎把過去的積蓄都投進去；每個月還規劃了30幾萬的網路廣告預算，流覽人數也因此暴增，在搜尋引擎中，也屬排序前面的網站。但一

年下來，每天晚上都忙著回家包茶葉，感覺似乎生意是很好，但卻把自己弄得更忙，好像也沒賺到錢，讓蔡松霖開始尋求方便的網路開店方案。

電子商務 開創傳統茶行新契機

蔡松霖從小看著父母日也操夜也操，死守店面，認為這不是他想要的生活。他感嘆老人家苦幹實幹，付出與收穫卻不成正比。自從導入電子商務後，他幫助昇霖茶行開發到不同的客群，不但讓業績提升，也讓消費者能買到同等級但更便宜的茶葉。

他的行銷策略是低價策略，因為網站上無法試泡，於是他選用低價來吸引網友嘗試購買。加上網站不像傳統茶行有水電等基本開銷，也不用請顧店的小姐，自然容易壓低成本，將這層省下來的管銷費，反應在產品售價的優惠上，來吸引消費者選購。當然他的低價策略也引起親友們的好奇，會不會打壞自家茶行的生意？但蔡松霖認為，會去傳統茶行的人，也不會去網路上購買，他事實上是開創不同的通路，對家裡的生意影響不大；很多來店面買茶的，是喜歡來店裡坐，和老闆聊天，不是單純只來買茶比價。所以不論是店面還是網站，是服務到不同的客群。

持續接觸最新市場訊息 掌握管理脈動

蔡松霖目前有在社區大學任教，就是在講授電子商務與企業管理等課程。他認為線上買茶網的一大優勢，就是他個人身兼站長，又持續能掌握電子商務市場最新消息，直接應用在自己的網站管理上。透過經濟部中小企業處「縮減產業數位落差計畫」，導入國眾電腦的網站產品後，完備的後台管理系統，讓他能隨時掌握顧客的訂單狀況與產品配送狀況；此外，網站上新增模組功能也更加容易，減少時間與人力在網站的管理，後



However, after their discharge from the army, in the face of reality his friends abandoned their dream one after another, with Tsai Hsung–lin alone sticking to the on–line startup plan. Subsequently, Tsai returned to his hometown of Hualien, in eastern Taiwan, for graduate study and started to try selling his family's tea on–line.

From 2001, he set up a rudimentary website, dubbed Buy–Tea Online, by himself, using his leisure time to sell tea on–line to make some pocket money. Prompted by his interest in and expectation for e–commerce, he subsequently made an all–out effort to push the website, using his savings to make heavy investment, including a monthly online advertising budget of over NT\$300,000, thereby leading to a surge in the number of browsers and greatly lifting the position of his website in search engines. For one year, he spent every night packaging tea at home, but despite his busy schedule, he actually made only limited money. He started to search for a more effective way to do online business.

e–Commerce Brings New Opportunities to a Traditional Tea Shop

In view of his parents' busy engagement in tea–shop business day and night, Tsai deeply felt that rewards were out of proportion to their strenuous efforts. Following the embrace of e–commerce, he

Buy-Tea
線上買茶網
www.buy-tea.com

尋覓一份屬於綠茶的氣息
www.buy-tea.com

首頁 購物車 茶葉 茶具 茶點 知識 留言

不論多少件 運費只要 NT 100 元 喔!!! 希望您繼續給予我們支持!

高山綠茶

首頁 \ 茶葉 \ 綠茶系列 \ 高山綠茶

產品說明 規格說明 試喝心得 其他說明

高山綠茶

產品編號：10001
參考市價：NT 1,200 元
本站定價：NT 588 元/斤
促銷特價：無
烘焙程度：★☆☆☆☆

全國最低價
立即訂購

來一杯清香的綠茶是都市人最大的生活享受

8 X 18.5 X 18cm www.buy-tea.com

產品說明 [Go Top](#)

近年來廣受歡迎的綠茶，一直是現代人的最愛，尤其在大魚大肉之後能夠來一杯清香的綠茶是都市人最大的生活享受之一。高山綠茶因量產而把這樣的美味平價供應，希望能讓更多人品嚐到綠茶的清香。

台管理的成本與壓力也降低。而本次得到數位開運獎，也吸引媒體有更多的採訪曝光機會，都對於線上買茶網的業務發展極有幫助。

蔡松霖強調，建置網站人人都可以做，所以很難市場區隔與品牌區隔，網站或電子商務等知識也並非專業，重點是經營者本身的管理能力與人文素養要紮實。他認為，所有電腦的技術都只是工具，而這部份他認為都可以外包，但老闆在經營企業時的心理理念、企業文化、管理方式，都要有計劃去做，才能真正打進消費者心裡。

結合物流宅配 做遍全國生意

電子商務對於開發市場，除了讓原本透過實體店面購買的老顧客也可經由虛擬店面消費外，更希望能吸引網際網路瀏覽者，透過電子商務，引

起現代人對傳統產業的興趣，激發購買的欲望；也希望透過網際網路資訊快速的傳遞，吸引更多的顧客。對於昇霖茶行的內部管理面，e化幫助減少人力成本，目前公司僅需兩名員工就綽綽有餘。蔡松霖目前選擇搭配台灣宅配通物流業者，幫助昇霖茶行在營運上減少許多成本。

在客戶服務方面，「線上買茶網」可以找到多種的客服管道，包括留言板、電子信箱，甚至是透過即時傳訊軟體MSN，都可與「線上買茶網」進行連絡。而e化後，昇霖茶行的客戶服務由原本長達7天才能解決顧客的問題，縮短為3天，讓顧客滿意度更高，也幫助他做起生意更輕鬆。

頭家經營 小秘笈

蔡松霖指出，小頭家往往看到電子商務的好

has helped Shenglin Tea Shop locate different customer groups, boosting revenue and enabling consumers to enjoy cheaper-priced tea at similar quality.

He resorts to a low-price strategy to attract customers, because websites cannot offer test drinking to consumers. In addition, without overheads or personnel costs for outlets, he can pass the savings on to consumers by lowering sales prices. Some wonder whether his low price strategy would spoil the business of his "bricks and mortar" shop. Tsai Hsung-lin notes that as customers at the shop are unlikely to buy tea online, the website actually opens up a different sales channel for his family. The former customers like to visit the shop to chat with the boss, without paying much attention to price comparison.

In Close Touch With Latest Market Information

Tsai Hsung-lin is teaching e-commerce and business management courses at a community college. He points out that one major advantage of Buy-Tea Online is his personal engagement in the website management, in addition to his continuous close contact with the latest e-commerce information, for application in the website management. After introducing Leo System's website products via the "Bridging the Digital Divide of the SME Project" of the Small and Medium Enterprise Administration, Ministry of Economic Affairs, he can track orders and product delivery, taking advantage of the complete back-office management system. In addition, it is easier to add new module functions to the website, cutting time and manpower for website management and lowering costs and pressure for back-office management, as well. Winning the Quality Website Award this year has brought more media exposure for the website, which will contribute considerably to the development of Buy-Tea Online.

Tsai Hsung-lin stresses that it's difficult to achieve market and brand differentiation for websites, as everyone can set up a website, and expertise level of websites or e-commerce knowledge is not high. What makes a difference is the management ability and knowledge of humanities of the website manager. He believes that all computer techniques are just a vehicle, which can be outsourced to others, but the website manager must have a well developed plan for the core concept, corporate culture, and management style of the website, so that it can really reach consumers.

Expanding Business Island-wide Via Home Delivery

The website aims to arouse interest in traditional business among Internet browsers, inspiring their buying willingness, in addition to attracting more customers via rapid information transmission of the Internet. e-Business has enabled Shenglin Tea Shop to achieve considerable savings in personnel costs, cutting its employees to only two. The resort to home-delivery service has also helped the shop cut its operational costs considerably.

Customers can contact Buy-Tea Online for services, via message board, e-mail, or MSN. With



處，便一頭栽進，爲了e化而e化，不但繳了很多學費，效果卻不一定良好。他不斷強調網路經營與實體不同，業者要擁有良好的管理理念，多了解業界脈動，把網站當成一家店在開，而不只是一個電子目錄，讓消費者能在網路上完成交易，不需太多的來電詢問，才能真正幫業者省時省力賺大錢。

此外網站也要積極開發符合顧客需求的功能，

並隨時掌握最新的顧客動向。網站的經營模式隨時都會被其他同業所模仿，或競爭對手的追趕，所以唯有不斷的更新與掌握最新狀況，才能在這片龐大競爭壓力下的紅海，找到生存的空間。

開運團 輔導心得

昇霖茶行期望藉由內部營運e化、虛擬商店以及配合宅配，來擴展傳統產業的市場。昇霖茶行在e化的過程中，不僅重視傳統的「商流」、「金流」與「物流」，更重視「資訊流」與「顧客服務」。期望在e化後，不僅幫助昇霖茶行帶來更多的商機，也能重新吸引社會大眾對傳統茶行的重視。e化並不是要徹底的改變舊有產業，而是協助舊有形式經過階段性的改變，發展出全新的面貌，並能讓社會大眾所接受，如此傳統產業e化後的營運模式，才會受到顧客的青睞。

e-operations, Shenglin Tea Shop has slashed the time for answering customers' questions to three days, from seven days originally, thereby boosting customers' satisfaction and the shop's business.

Business Tips

Tsai Hsung-lin notes that in view of the benefits of e-commerce, many business owners will plunge into the field, engaging in e-operations for their own sake and spending a lot of money without satisfactory result. He repeatedly stresses that website management is different from that for a bricks-and-mortar store, requiring good management concepts, understanding of industrial trends, and treatment of a website as a store, rather than an e-catalog, so that consumers can complete deals online, without the need to make phone calls, and website managers can make money with limited investment in time and manpower.

In addition, the website must develop functions conforming to the needs of customers and grasp the latest trends of customers. Website business mode would face imitation or emulation by its rivals and constant upgrading is the only way to survive the acute competition.

Comment of the Assisting Team

Shenglin Tea Shop hopes to expand its business reach via the combination of e-Business and home delivery. During the process of building up its e-Business, Shenglin Shop emphasizes not only traditional business flow, money flow, and logistics but also information flow and customer services, in the hope of not only creating more business opportunities but also creating interest in traditional tea shops in the public again. e-Business aim not to overhaul old industries, but to help them assume new appearances, making them acceptable to the public.