



Speaker: SC Storage CoFounder/CEO Kevin She



企業創新



Topic: 企業創新, Rejuvenating Storage Business



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# 1. Self Introduction

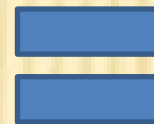


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## 2. Concept of Mini Storage in HK

## Innovation = Matching Needs

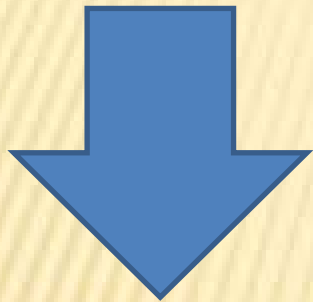
AT 2001:



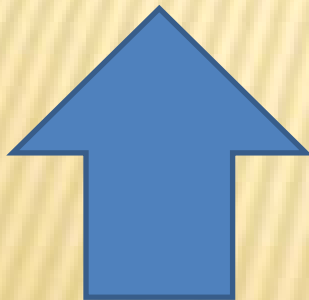


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## Conditions of the Environment



Less and less factories in Hong Kong,  
moved out to China

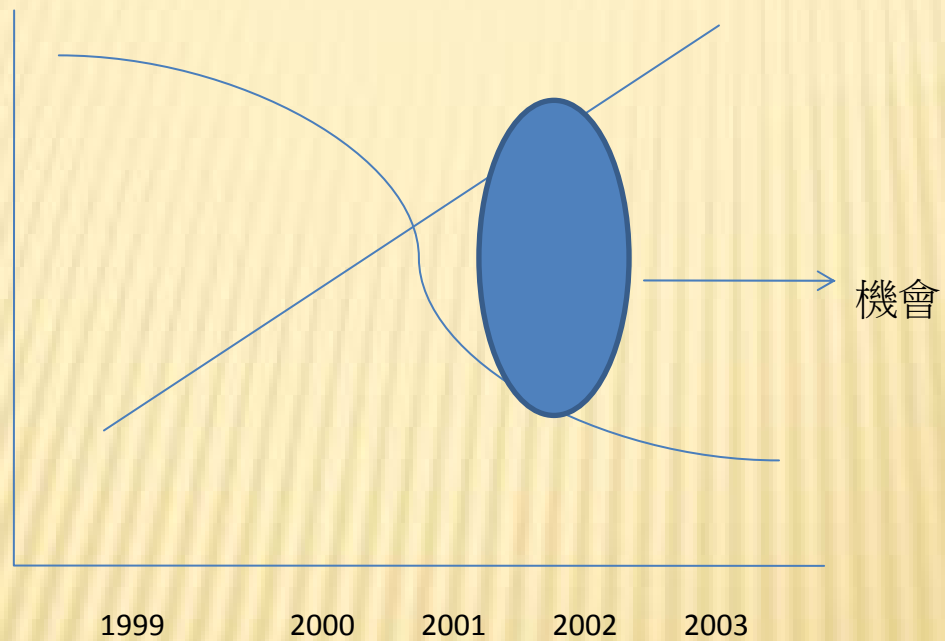


Houses getting Smaller , income getting stronger



## Supply & Demand of Industrial Properties

- Prices/Demand



Factories moving to China + People moving to smaller offices/homes= Opportunities



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## Birth of SC Storage





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## 2. Early Years



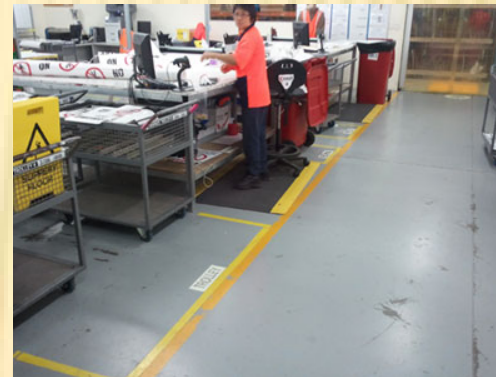
# Early Years

2001-2002

1. Save money on the logo



2. Line on the floor and start get \$\$



3. Paint on wall "Cheap Storage 81777778"

4. Flyers on wall, very high location





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Our 1<sup>st</sup> Office





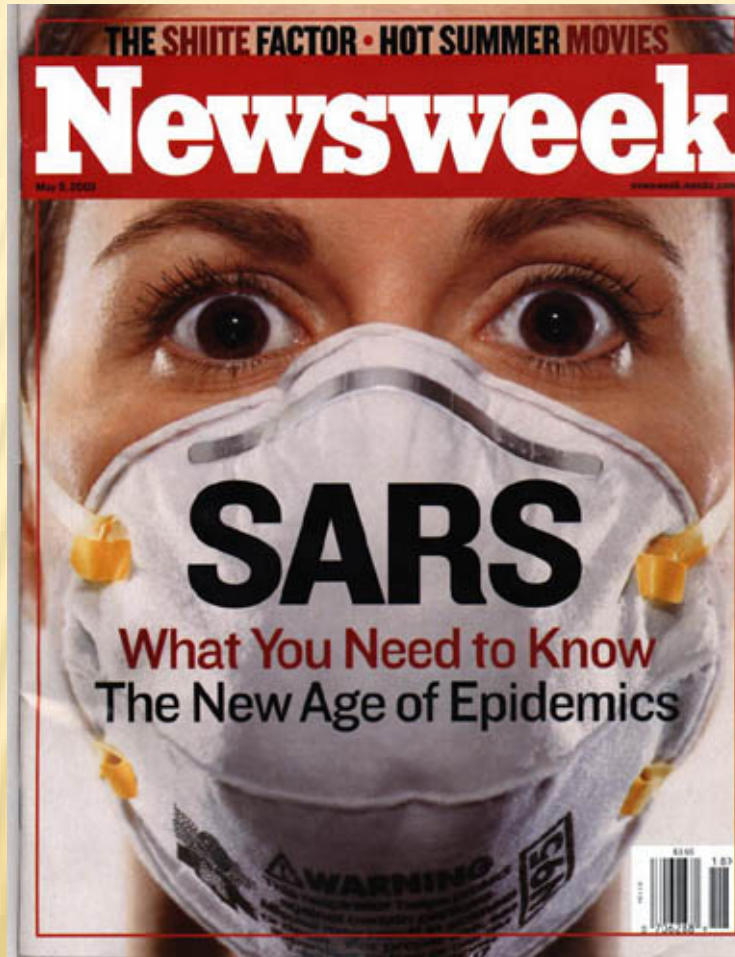
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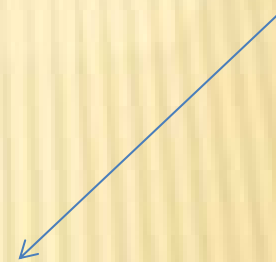


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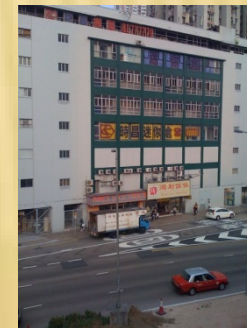
2004 Spring



Our 1<sup>st</sup> big break



Rental : 1\$ all inclusive





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## 2.Creative Marketing



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## Marketing Success Formula

easy to remember(81777778)

X

foreigner speaking Chinese

X

Repetitive Advertising(TV & Minibus)

=

Marketing Success! (70% Brand Recall Rate)



## 時昌迷你倉- Successful TV Ads

- We are the creators of many funny TV commercials.





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## Other Creative 'Free' Marketing





# Merging Traditional Ad with E-marketing





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## Merging Traditional Ad with E-marketing

- Last Survey: 7 out of 10 people in Hong Kong know the SC Storage or 81777778 telephone number.
- All this recognition for under 2million dollars of Advertising, or 5.5% of our total revenue. (vs around 10% of industry standard)



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## 3. 特式迷你倉

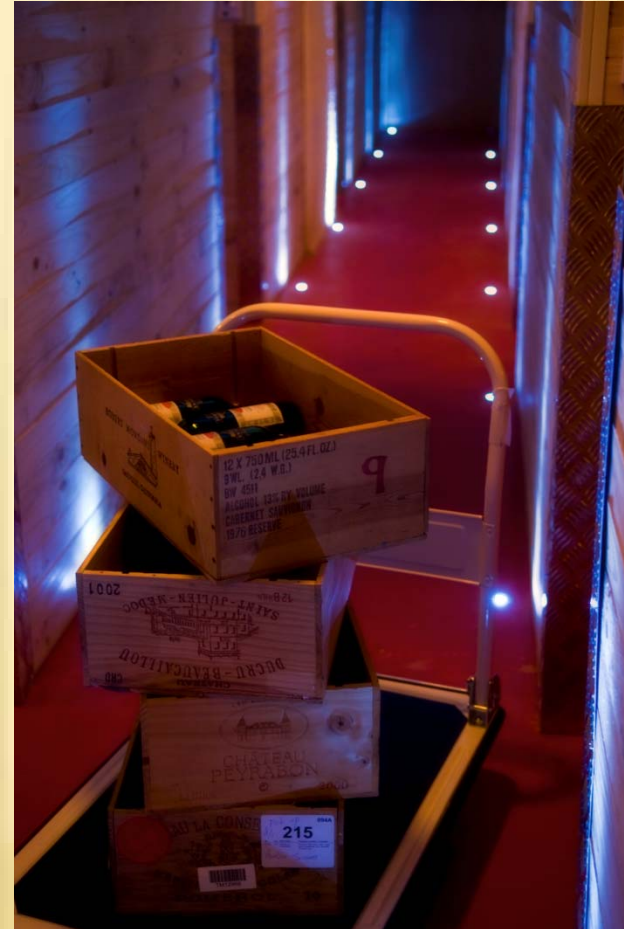
# 1. Wine Storage



Wine Storage: Use climate control setting for wine storage.

Yellow illuminate light and moisture absorption Material for constructions.

Concept: new wine shop, and ginseng warehouse



## 2. Bicycle Storage



Design for with minimum space for the storage Of Bicycles.

Free Uses of Bicycle racks and pumps for storage Customers.

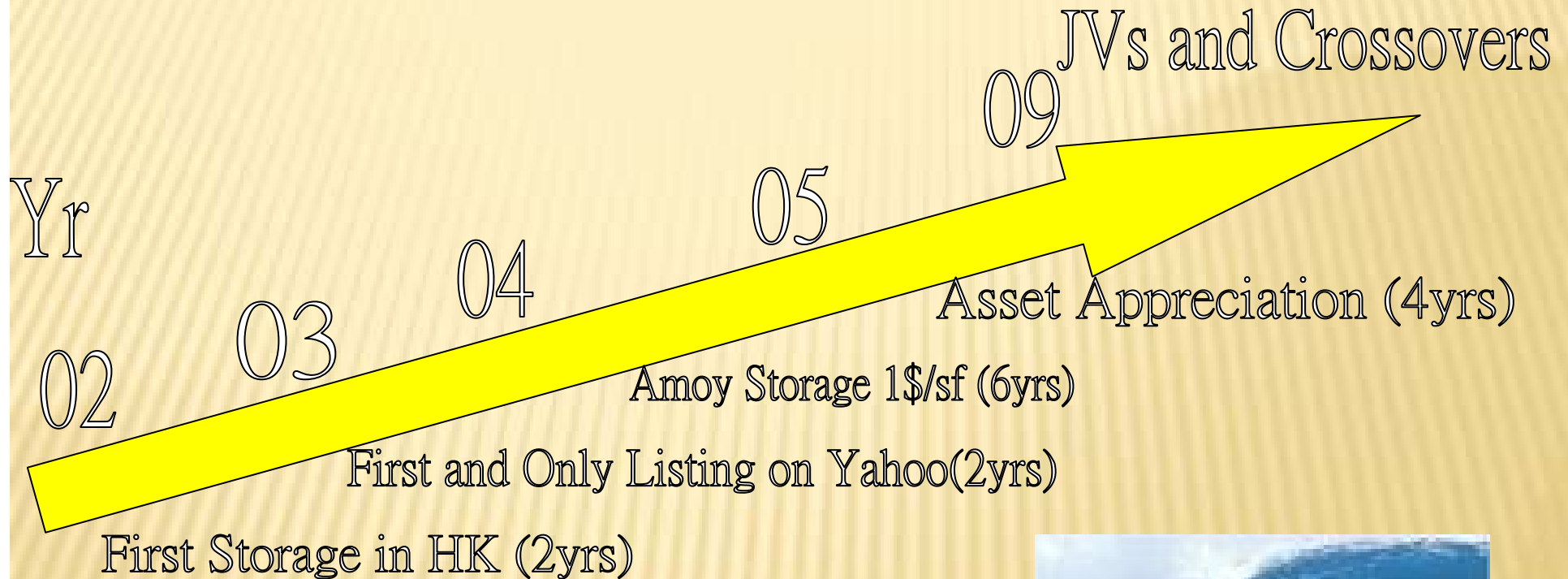




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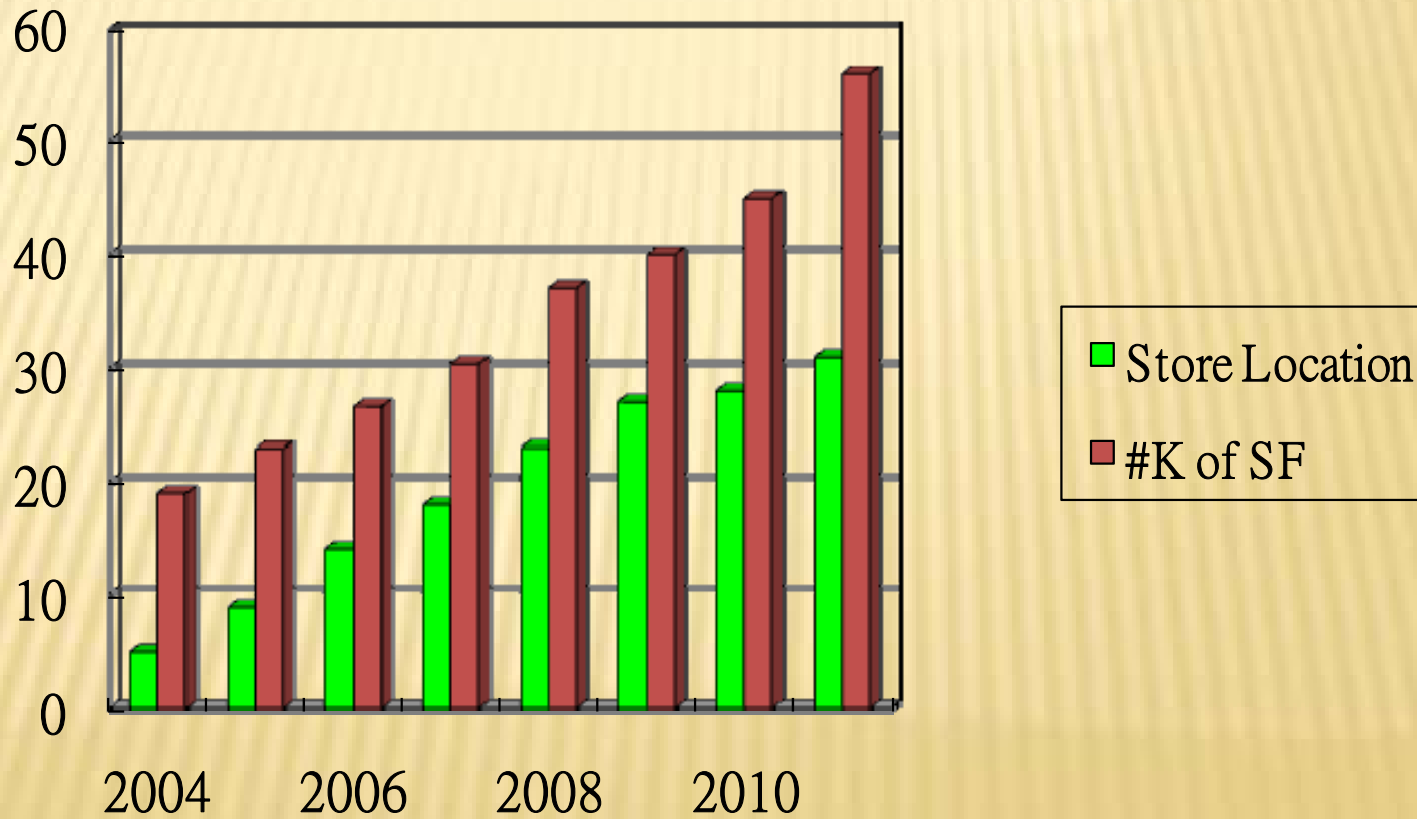
# 4. Conclusion

## Our Journey-Riding the Wave





## 2. SC Storage 8 years performance





## 36 Locations across Hong Kong



Over 25 Self Owned Units

**Hong Kong** - Chaiwan, Taikoo, North Point, Sai Wan, Aberdeen

**Kowloon**- Yau Tong, Kwun Tong, Ngau Tau Kok, Kowloon Bay, Hung hom, Sun Po Kong

**New Territories**- Kwai Hing, Kwai Fong, Shek Lei, Fotan, Tuen Mun, Tsuen Wan, Tsing Yi, Lok Ma Chau, Tai Wo Hau



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# Media Coverage of SC Storage



## Awards and Recognitions

Caring Company Award 2006-2009



Innovative Entrepreneur Award Winner 2009



Member of Self Storage Association Australia/Asia  
2007-2010



Young Entrepreneur of the Year 2011





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Marketing/ Positioning



Marketing/ Positioning

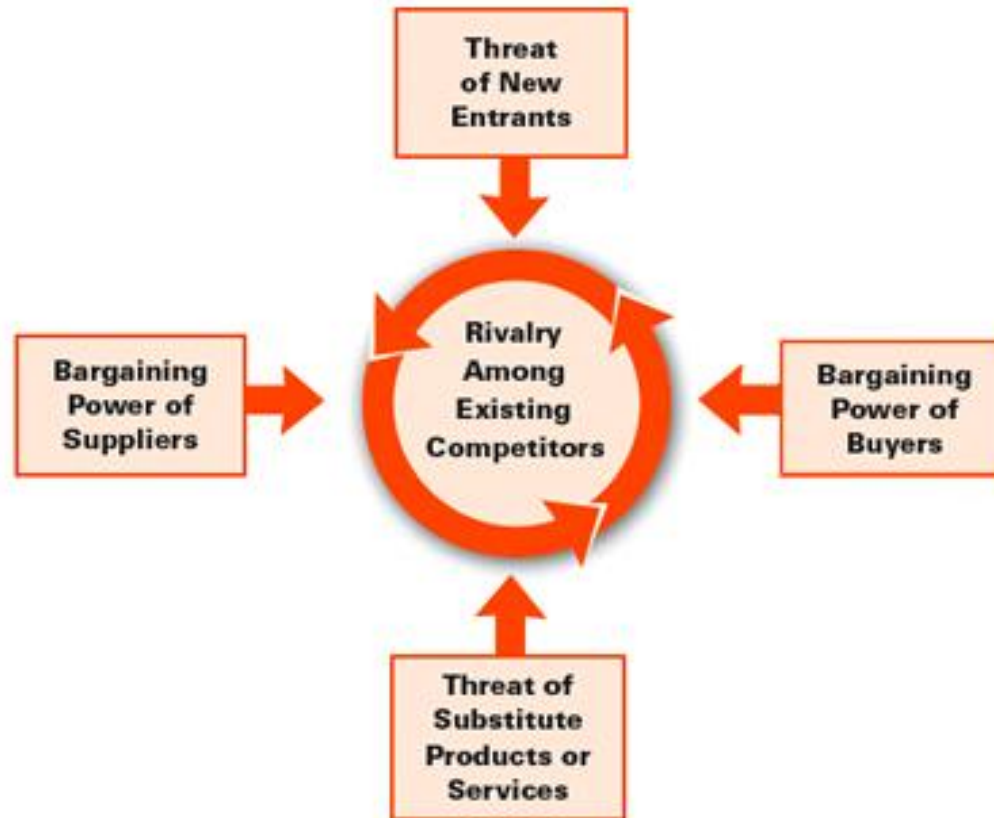


未有夕陽的工業, 只有夕陽的公司



Does a new business have potential? // 一行生意有冇潛力？

### The Five Forces That Shape Industry Competition



from "The Five Competitive Forces That Shape Strategy" by Michael E. Porter, *Harvard Business Review*, January 2008



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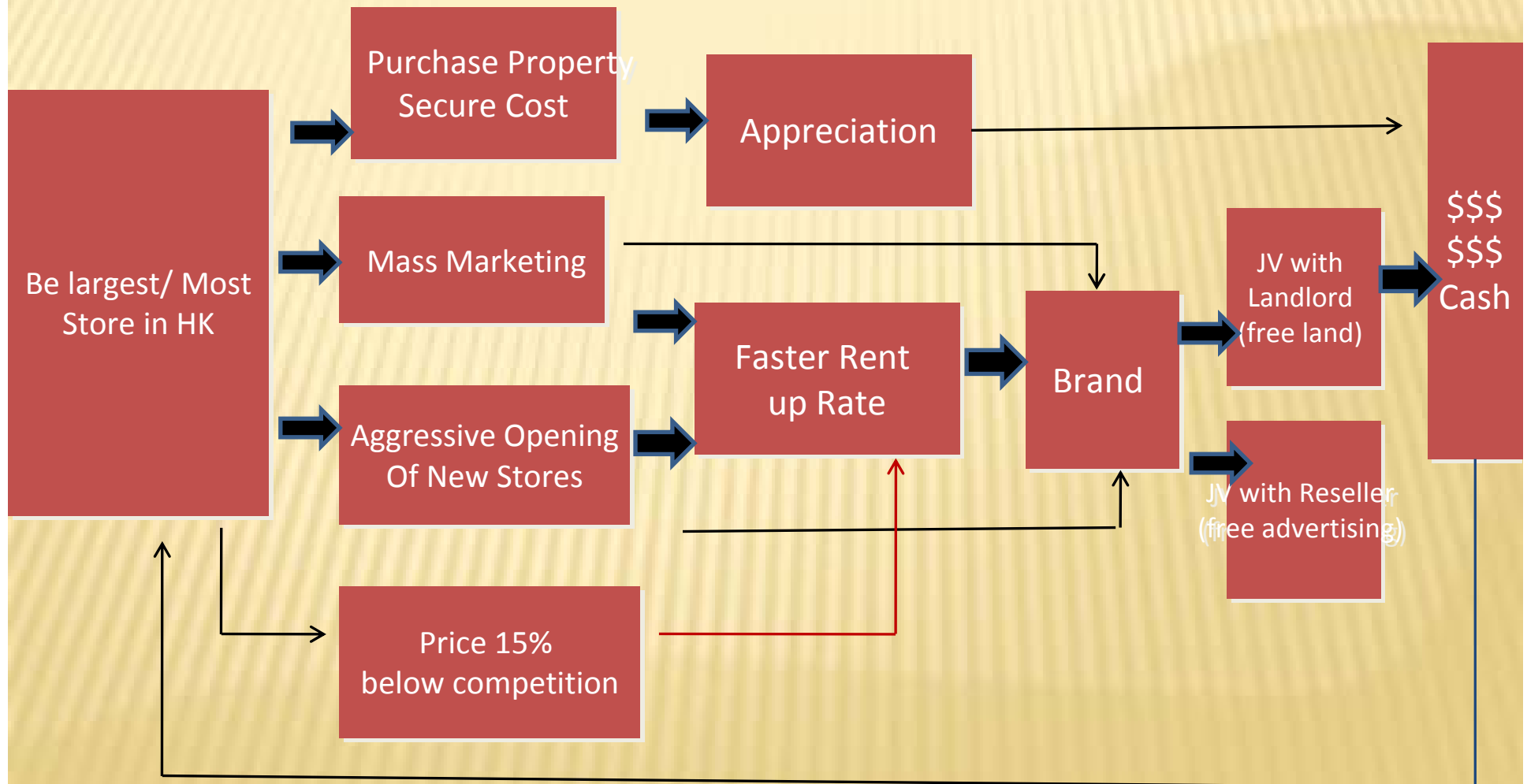
## Entrepreneurial Facts

- Copying someone have a 4 times higher chance of success than starting something New
- Starting business out of desperation have a 2 times higher chance of someone thinking Of a grand plan...
- Start Young, start early





# SC Storage Economic Engine 2005-2010





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# 5. Questions & Answers