

Hang Hing Company

With its mix of antique furniture and modern fittings, Hang Hing Company is certainly eye-catching. Opened in 1960, the store started out as a dried seafood and Chinese medicine wholesaler but today focuses on retail, targeting tourists and young customers.

Macy Liu Shuk-man, 44, is at the helm now. More than a year ago she renovated the store and hired younger, uniformed staff to give it a more modern feel.

Every year Liu goes abroad to source stock, checking random samples to ensure high quality. Her most popular product is dried abalone from the Middle East that sells for HK\$4,000 a catty. The shops also sells canned products, such as abalone from Australia, New Zealand and South Africa, that cost between HK\$150 and HK\$400.

To boost sales Liu has stocked lower-priced goods since the economic downturn. "Abalone, sea cucumbers and sharks' fins aren't necessities, but ingredients for Chinese tonic diets are always in demand," she says. "We began to sell deer tendons at the end of last year. These have a similar nutritional value to fish maws and the cost is very reasonable. Even young people can afford it."

Liu soaks the seafood for some customers to save them time preparing dishes, and offers dried-seafood cooking courses to point them in the right direction.

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www.hanghing1960.com.hk

恒興行

恒興行的店舖以古老家具配搭時尚裝修，令人眼前一亮。這家於1960年創立的店子原本只從事乾貨及中藥的批發業務，但近年銳意發展零售事業，以吸引遊客及年輕一代的顧客。

現任掌舵人是現年44歲的廖淑雯，她選擇求變求新，於一年半前將店舖逐步裝修，並聘請較年輕並穿著制服的員工，為店舖添上時尚感。

廖淑雯每年均會親自造訪貨品的原產地，抽樣檢查以確保質量。店內最多顧客購買的是每斤4,000港元的中東乾鮑。另外，恒興行亦賣罐頭鮑魚，例如價格介乎150至400港元的澳洲、紐西蘭及南非罐頭鮑魚。

面對經濟不景，廖淑雯推出價格相宜的貨品，以利激勵顧客購買慾。她說：「鮑參翅肚可以不吃，但滋補食材總不能少，我們在去年底推出鹿筋，其骨膠原不遜於花膠，價錢亦相宜，年輕人也能負擔。」

廖淑雯更提供代客浸發海味的服務，讓他們在煮食前更為省時，她亦有開班授徒，教導客人認識和烹調海味的技巧。

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Macy Liu Shuk-man has given her store a modern makeover

廖淑雯為店舖增添
時尚風味

Sea cucumber with deer tendon

海參及鹿筋

