



YCY HOLDINGS LTD



**YCY**

Holdings Limited  
擎天世紀控股有限公司





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# Customer Favourite Just Got Bigger and Better!

**PATRICK YAU'S success is the story of entrepreneurship in the face of adversity. It has all the ingredients of a blockbuster – an unlikely hero, an evolving plot, the suspense and drama typical of a rapidly changing industry and finally -- a spectacular triumph leaving the audience waiting for the next sequel.**

**O**ct 28, 2009 was a red letter day in the lives of the folk at YCY Holdings. At 3 pm, the company threw open the doors of its biggest store (yet) in Yuen Long, Hong Kong.

As well wishers waited outside its doors enjoying the spectacular, traditional lion dance, Patrick Yau's heart was overcome with emotion. It's a euphoria only entrepreneurs can identify with. After years of planning, negotiating, structuring and strategic thinking the magic moment had arrived – the grand opening.

To most businessmen, a grand opening is an occasion of pride and joy. For YCY Holding Ltd, it is a -- moment of truth.

## **Humble Beginnings!**

Within a short span, YCY Holding Ltd has grown to cater to diverse market segments and today as thirteen outlets providing Hong Kong with quality products and with a distinct brand of service that comes from the heart.

Most shoppers can't help but be familiar with AV Life, stores that sell audio and visual products to a premium segment of consumers. AV Life stores are located in prestigious shopping malls to reflect this distinguished market segment.

YCY also controls Life Electric – its newest 4-storey, 8000 sq ft showroom offering mass consumers an array AV products, home appliances, IT products, etc. And then, there is Life Digital catering to buyers of mobile phones, digital cameras and notebook computers.

YCY's growth was actually customer driven. Listening to the customer, feeling the pulse of the market is what helped YCY decide its growth strategy. The



PATRICK YAU: "Welcome to the YCY Family."





Life Electric -- YCY's newest mega store in Yuen Long.

management's policy from day one was to listen to the voice of the market, learn what the customers want most and give the buyer a holistic shopping experience. This is what led YCY to start Life Electric and Life Digital, after the spectacular success of AV Life.

From humble beginnings YCY began its quest -- to get the best deal for the ordinary folk of Hong Kong. "The man on the street, deserves a good deal and that's what we run YCY for," said Yau when he opened his first store in Hong Kong only a few years back.

The first AV Life Shop was opened and started business in Ocean Centre in Tsimshatsui in 2002. Within a short time, AV Life had acquired a hallmark of being caring and having professional 'before-sales services' (site visits) and 'after-sales services' (delivery & installation).

The brand has grown in business and visibility since and is today synonymous with quality service and competitive pricing.

### Early Growth

"Plasma was the earliest technical device of panel TV, so AV Life used the name 'AV Life-Plasma TV Station' to instill in people's minds the company's business nature and products," explains

Yau, speaking of his store in IFC.

"The store has also added some audio products like Hi-fi, Home Theatre Systems, Speakers, Amplifiers, etc. to provide complete home entertainment choice for customers. After two years of effort, the second store at Langham Place was opened in 2004. The innovative technique of LCDTV had also matured and become integrated by that time.

The production of LCDTV had managed to develop larger size TVs as for Plasma in the same year. For practical purposes, AV life had also changed its name to 'HDTV Station' to match the new age of High Definition TV."

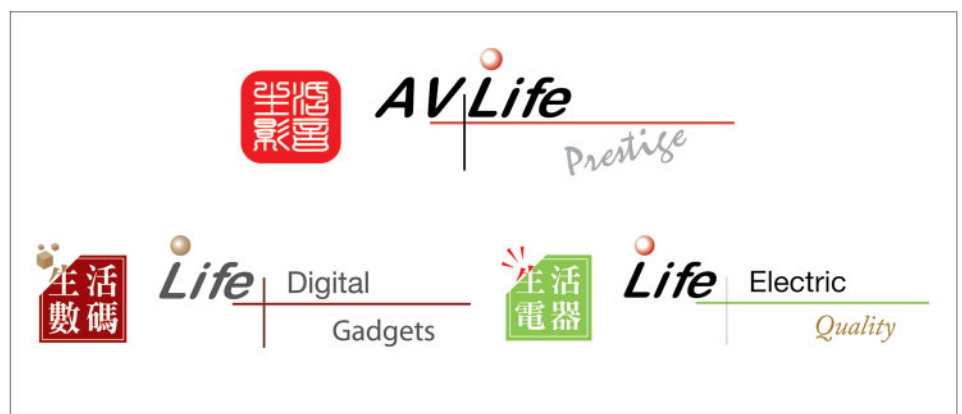
AV Life changed its name again to 'AV Life Prestige' in 2009 in order to ensure

continued improvement and reach the top of the market. To align itself with the symbol of 'Prestige', all outlets have been renovated to imply more creativity and comfort; plus the product displays and professional services have been updated 'AV Life' to the new brand name."

### Everyone Loves a Good Guy

There was pushing room only, at the opening ceremony of Life Electric's mega store in Yuen Long. Suppliers of nearly every consumer brand stood aside Yau and his partners to be identified with the YCY team.

Unwittingly, they represented the ordinary man -- the salaried guy who looks to save a few coins here and there, a few







A treasure chest of value and quality!

extra bucks he can use to give his kids a treat. Yes, YCY is indeed cost competitive, offering buyers knowledge-based service, quality products and a whole range of competitive services like free installation, advice, etc.

### **Adding Value**

Leading banks, property developers and multinationals are jostling to talk to Hong Kong's 'King of Hearts' because they too are in the business of "winning hearts". Competition in Hong Kong is growing tougher across the board, particularly in the banking and property sector and what YCY brings to the table is – value!

Yau is the perfect candidate to tie up with because he not only has the ear of the suppliers but the heart too. They will do nearly anything for him and the deals he can get from them are quite worth looking into.

"I team up with banks because this means reaching more customers and offering them deals they can't get elsewhere. YCY is about adding value to the lives of our customers."

### **Customer Feedback**

YCY offers more than just products and service. Our stores offer a shopping experience. Our salesmen notice a host of familiar visitors and often people just visit and don't buy – which is fine, says Yau. What is important is that visitors to our store enjoy browsing and seeing what is on offer. Our salespeople are taught to serve not hard sell. We have an army of regular customers who come in sometimes just looking for advice. This is an increasing trend. As technology grows, things become more confusing. The lines become blurred. Connectivity is a big issue now and so are trends. People want advice on how to use new products and how to connect them using what they already have. This is what YCY is good at – knowledge-based service that comes from our people who have spent years in this industry. This is the value we bring to our customers. The same goes for our suppliers. These brand names are our old friends and we need to convey to them the market reality that we learn from and at the point-of-sales. This communication results in value for the customer, which ultimately translates to brand loyalty." ■

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