

SmartBuyGlasses Optical Group Focusses on Success in China

SmartBuyGlasses Optical Group won the AustCham Westpac Australia-China Business Award for Business Excellence in Business Innovation in 2015. Here is an update on their success since winning and their advice for business in China.



In the past year since winning the award how has your business changed, if at all?

Our company is continuing to expand globally and make significant changes in our operation to address the fast-changing international business environment. A few of the key changes that have happened with our business since we won the ACBA award are:

Revenue Growth – *We have achieved over 20% growth in revenues and 30% growth in orders over the last 12 months. China is becoming a stronger and stronger market for us with sales growth of approximately 90%.*

Global Expansion – *We have launched websites in 4 new countries, including Turkey, Malaysia, Thailand and Indonesia over the last 12 months*

New Call Center – *We launched a new call center in the Philippines offering 24/7 call and live-chat support to our English markets. This is significantly improving the user experience and facilitating strong growth.*

Global Scale - *We now have over 20 million visitors per year to our global websites.*

Strengthening of China and Australia Marketing Efforts - *In line with our continued efforts to be the no. 1 online seller of designer eyewear in Australia and China (our key markets) we are continuing to improve our service level, product offering, marketing efforts and collaboration with strategic partners in both of these local markets.*

Has the ACBA 2015 Business Excellence Award for Business Innovation helped or changed your business? If so how?

The ACBA Award has helped our business to significantly improve our brand awareness and reputation to the global business community and our customers. We have benefited in the following ways:

Exposure – *The public relations and other exposure we received as part of the business awards has helped with our brand awareness in both Australia and China. We have attracted more media attention and had more content generated on our company because of our success with the awards. We have used this in press releases and other public information we have published about our company. This has helped us achieve attracting more than 20 million visitors to our online platforms.*

Recognition – *The award provides recognition and credibility for our company. We proudly display the award on our websites and include in company presentations when working with other companies. Our employees also take pride in winning this award.*

Networking – *Through AustCham Greater China, we continue to meet individuals from Australia and China that are helping us with different aspects of expanding our business globally.*

What advice, if any, would you have for a business looking to enter the Chinese market in 2016?

Here is the advice we would give to companies seeking to enter China in 2016:

Market Understanding – *Take the time to really understand the market. We have found China is significantly different than our other global markets and requires a very unique approach to be successful. It is important to allocate sufficient resources to understand this and design a strategy specific for China.*

Profitability – *Do not fall into the trap of thinking you need to lose money for a period of time to be successful in China. We have found that if a company is innovative in finding their niche in the market, they can be profitable whilst achieving strong growth in China.*

Networking & Partnerships – *Networking and partnerships are critical to winning in China. Getting involved with organizations and forming relationships with other companies are the keys to success.*



Motion Global – Company Directors