



華輝 WECL



Since 1982
Welfare Electronic Component Ltd.
was opened in Apliu Street, Sham Shui Po

HISTORY

Founder Mr Heric Wong Hin Chiu is also a director of the Chamber of The Hong Kong Computer Industry. With his passion, vision and commitment to excellence, WECL has emerged as a successful business venture.

WECL was established in the 1980s as a small shop in Ap Liu Street, known today as the place for anything electrical and electronic.

Starting off focusing on electronic components and products essential to engineers, WECL took a lead in catering to demand from local technicians and the replacement market of the manufacturing sector. The

company gradually began enhancing its product offering by importing high-quality Japanese and Taiwan electronic products. As business improved the variety of products began to increase significantly, both in terms of product range and depth.

The small retail shop was no longer able to accommodate the need generated from the expansion of business, as a result WECL relocated to



a bigger venue on the same street. Major changes in market dynamics such as the relocation of Hong Kong's once profitable manufacturing businesses to China, caused a reduction in actual market size for the electrical and electronics manufacturing market. As other competitors failed to reinvent themselves and gradually faded, WECL was able to adapt to the changing market environment. Due to its provision of premium quality products and timely adjustments to cope with various challenges, WECL emerged as a market leader within the electrical and electronics market.

As business flourished, the size of the retail shop gradually expanded. Today it is a two-storey showroom covering more than 10,000 square feet. Additionally, a warehouse with over 5,000 square feet was acquired to provide immediate

THE MARKET

The dynamics of the Hong Kong electronics and electrical market have changed significantly in the past two decades. The movement of manufacturing businesses into China, the emergence of the internet and adaptation to the digital age have all contributed to a changing operating environment. In this fiercely competitive market, only the strong electronics companies survive.

Welfare Electronics Component Ltd (WECL) has risen above all challenges and capitalised on the opportunities presented by the new environment. Today, WECL is one of the most recognised electronics and electrical megastores in Hong Kong.

As a convenient one-stop specialist store, WECL offers leading brand products to R&D, maintenance, production engineers, system integrators and purchasing professionals in organisations of all sizes. Its customers come from myriad industries including electronics, information technology, education institutes, government subsidiaries, hospitals, multinational corporations and SMEs.

WECL provides a comprehensive range of products that includes alarm and access control systems, automation, books, cable and connectors, CCTV, consumables, electrical, electronic components, IT and networking products, mechanical parts, power supplies, public address and intercom systems, semiconductors and test and measurement devices.

Currently, WECL offers over 50,000 different products with the flexibility for customers to pick up their purchase at the retail location or arrange for delivery to their door by WECL's logistics team. To complete the entire customer experience, WECL is also a platform for technical information exchanges and after sales and maintenance support for its clients.

ACHIEVEMENTS

WECL was able to forge a position ahead of its competitors by being one of the first to create its own effective computerised management system.

In the 1980s, WECL developed a tailor-made computer system to support its daily operations including point-of-sales, purchasing, accounting and inventory control. As the number of product items and transactions increased, the efficiency and accuracy that WECL was able to provide became an essential element of customer satisfaction. WECL was able to outperform its competitors largely because it developed such an effective computerised management system.

WECL is a member of the Hong Kong Security Association and the Chamber of the Hong Kong Computer Industry. It has a Radio Dealers License, a Security and Guarding Services Ordinance Type III License and is registered as an electrical contractor.





inventory support.

A separate warehouse containing two levels, each with over 15,000 square feet, was also acquired to act as a second line of inventory support to WECL's daily operations. To cope with the daily restocking demand and to enhance after-sales service, a logistic freight was established, performing next-day deliveries to all locations in Hong Kong.

THE PRODUCT

WECL's current product range contains over 50,000 different products. Servicing client's from all walks of life, from students looking to find the right parts to finish their projects, engineers attempting to locate the suitable piece of equipment for a complex surveillance system, or simply a homeowner searching for a reliable power tool, WECL is a one-stop specialist store.

With over 20 years experience in the electronic and electrical field, WECL not only offers a piece of equipment or a particular replacement part, but also professional consultancy on how to complete various job tasks. From implementing an access control system for an office to the construction of a basic circuit board, WECL is well equipped to help.

For more complicated ELV products, such as CCTV, PA systems, access control, alarm systems and intercom systems, WECL has extended its service to include systems integration and consultancy services.

WECL is the appointed distributor or product agent for the following brands: AVTech, Fluke, Uni-T, Mean-Well, AMP, Belden, 3Com, PLT, Samson Cable, Seagate, Black & Decker, Fein, Dura-Power, Prolock, Visonic, Hundure, Canare, Dewalt, Samsung, TCS, TVS, Dynacolor, Brennenstuhl, Motorola, Mizu, Sunon and Steinel.

RECENT DEVELOPMENTS

As the directive of the European Parliament and the Council on the Restriction of the Use of Certain Hazardous Substances (RoHS) in electrical and electronic equipment is becoming more popular, both existing suppliers and manufacturers are updating and upgrading their production lines to be RoHS compliant. WECL has made efforts to enrich its current product offerings to assist customers to acquire RoHS compliant products.



In 2006, WECLOnline.com was launched as part of the company's plan to expand across the globe. The website provides a platform to view WECL's product offerings and essential information such as product brochures, new product introductions, testing reports, special promotions and recent activities and events.

The company has also redefined its sales and servicing strategy in line with its global ambition to offer proactive services that incorporate at-the-door service, close communication and technical support to valued customers.

In addition an office in China was recently established to improve the efficiency of the product screening process and to develop distribution channels in China.

PRODUCT RANGE

- Access Control / Alarm
- Cable / Wire & Accessories
- CATV / Digital Broadcasting
- CCTV / DVR System
- Connectors & Accessories
- Consumer Electronics
- Electrical / Batteries & Power
- Electronic Components
- IT & Networking Accessories
- PA / Intercom System
- Test & Measurement
- Tools



華輝在線
WECLOnline.com
 YOUR ELECTRONIC MEGASTORE

PROMOTION

WECL continually seeks to reinforce its megastore image in offering electronic, engineering and industrial products for the electronic, electromechanical, R&D and systems integration markets.

During 2005-06 the company carried out a series of creative tactical promotion campaigns and joint promotion programmes with product suppliers and valued partners to boost WECL's corporate image and to attract new customers. Direct mailouts and online promotions were used extensively to reach audiences.

Other initiatives to increase visibility and brand awareness include participation in local exhibitions, trade fairs and event sponsorship, such as Securitex 2006, Robocup Junior Open Competition, HK Inter-school Renewable Energy & Solar Model Car Challenge 2006 and the contribution to the Design and Establishment of CPB Security & Guarding Display Room.

To realise WECL's goal of "connecting people, technology and solutions", the company organises seminars and workshops to introduce and familiarise people on the advantages of electronic technology. In 2006, the company presented seminars to officers in the Hong Kong Police Force taking part in the Standard Crime Prevention Course.

BRAND VALUES

WECL represents a one-stop electronics and electromechanical solution for anyone who needs to find a special piece of equipment, a replacement part or a component to finish a circuit. Emerging from Ap Liu Street, WECL brings its own unique sense of tradition, history and flavour to the electrical and electronics industry.

WECL's slogan of "Your Electronics Megastore" reflects its position as a comprehensive electrical and electronics store that offers personalised and high-quality services. It provides customers with a comfortable environment to conveniently acquire the needed products or seek assistance on technical questions.

The company strives to enrich WECL's product line and to maintain a high quality of service to ensure customer satisfaction. As WECL continually expands and evolves with time, additional elements are incorporated into the existing company framework in an effort to better the entire customer experience.

THINGS YOU DIDN'T KNOW ABOUT WECL

- WECL was established in Ap Liu Street in the 1980s. Today Ap Liu Street is known as the electrical and electronics hub of Hong Kong
- WECL has over 50,000 different products in its stores
- Founder Mr Herric Wong Hin Chiu is also a director of the Chamber of the Hong Kong Computer Industry
- WECL is a wholly owned subsidiary of Sinobright Electronics (Holdings) Ltd. Other companies in the group include Weltec Engineering & Consultant Ltd and Sino Century Electronics Technology Ltd