

## **M'sia's Furniture Maker Makes Big Splash In China's Online Retail Space**

**Bernama**

**5 March, 2014**

**By Jason Tan Lin King**

KUALA LUMPUR, March 5 (Bernama) -- Despite the cut-throat competition in China's online retail space, a Malaysian furniture maker has seen his products taking the top selling spot in Jingdong Mall and Tmall, two major online retailers in China, since July last year.

"We didn't expect the result as we just moved into China in 2011," said Artwelz Furniture Sdn Bhd managing director, Eddy Kwok.

The company, which runs multiple furniture brands, including "Funature" and "Furinno", received 60,000 orders online on China's Oct 1 National Day last year.

Smaller players would normally cut orders or fail to deliver on time amid the sudden surge in orders because their inventory systems could not cope with such a high demand, particularly when they were bound by the online retailers' requirements to deliver goods within 48 hours.

But Artwelz managed to fulfil the orders without a hiccup, thanks to its earlier experience in the United States, where it had an online presence since 2004, Kwok told Bernama on the sidelines of the Malaysian International Furniture Fair (MIFF).

The company is one of the 500 local and international exhibitors.

In the United States, Artwelz's orders during festives such as Thanksgivings, Christmas and New Year's Eve could easily hit 40,000 items a day.

It has since developed a seamless workflow from order tracking, inventory management to warehousing and delivery to meet customers' demand.

"The US know-how greatly helped us when we expanded into China," Kwok said.

Though China is famous for its low-cost furniture production industry, Artwelz decided to break into the market after securing a foothold in the United States.

"We sniffed a trend that online buying was going to be a boom in China and customers would be interested in buying furniture over the cyberspace," said Kwok.

And its bet was proven fruitful.

Artwelz expects total revenue to jump to US\$50 million this year from US\$40 million last year.

The optimism is attributable to the stronger momentum from China, where Kwok estimates its contribution to total revenue will rise to over 50 per cent this year, from 30 per cent last year.

The five-day MIFF, which celebrates its 20th anniversary this year, is being held from March 4 to March 8 at the Putra World Trade Centre and the Matrade Exhibition and Convention Centre.

The fair houses more than 500 international and local exhibitors and is expected to attract about 20,000 trade visitors and buyers.

-- BERNAMA

Copyright © 2014 BERNAMA

Source: <http://www.bernama.com/bernama/v7/newsindex.php?id=1019339>