



FLOWER DELIVERY HONG KONG LTD.

The Attitude of Gratitude

The Hong Kong entrepreneurial spirit's descent upon LESLIE WU is seen in his thriving business borne of a simple concept – gratitude.

By JONATHAN WONG & KAREN LAM

GratITUDE is one of the greatest human qualities. While all are capable, few take time to express it regularly and fully. Tapping into a personal font of deep appreciation, IT-based entrepreneur Leslie Wu has started a chain reaction, through flowers.

Wu encourages people to pause and spare a moment to give heartfelt thanks to those who have done anything to ease their load along life's tiring journey. As Hong Kong affords little time for this basic human trait, Wu wants to spark a slowly, but surely spreading change.

"I want to bring people closer to explore greater relationships," says Wu, who began Flower Delivery Hong Kong in 2010. He now strives to extend the business to more countries, as international clients currently constitute more than 30% of his customer base. "We are not constrained by physical space, and can therefore reach out to a larger crowd. This is where some of my IT expertise comes in, to ensure that we provide speedy, convenient and enjoyable purchasing experiences."

View to a Skill

An Engineering graduate, Wu entered the flower arrangement industry fortuitously. "My friend was handed a leaflet from a florist. I thought I could build a better website than theirs, and that's how I got started. Suddenly, business just took off."

Despite having the operative skills, Wu encountered many difficulties during the initial startup years. "Back in 2010, smartphone usage was not yet prevalent, and e-commerce wasn't the phenomenon it is now. Users were mainly desktop computer-based which, was far less convenient."

Technological insight has nonetheless allowed him to stay ahead of the curve.



Leslie Wu, Flower Delivery Hong Kong Director.

"As the trend began moving towards mobile technology, I optimized the website for mobile devices, making it easier to view and make purchases, even for fast-paced businesspersons who can barely spare a minute to browse products."

Deep Relationships

Businesses are realizing that simple acts like sending flowers enhance the quality of interpersonal relations and customer loyalty. Companies from a wide range of industries reach out to customers or suppliers and send them small floral tributes from Flower Delivery Hong Kong. "The real force of our business is getting executives to appreciate customers and partners, instead of just having sales-focused relationships."

Wu bonds with customers through attentiveness and dedication to quality service, given little opportunity to greet buyers in person. "A personal connection definitely brings value to products as we tailor-make offerings according to buyers' distinct needs. In the process, we establish closer relationships with them."

The final product is essentially the physical manifestation of sentiment in a whole gamut of shapes and colours. On Flower Delivery Hong Kong's website, different floral arrangements are meticulously categorized according to colour

and gifting occasion, each given poetic names such as 'Swept Away' and 'Enduring Passion'.

Chain Reaction

Spreading the message of love and gratitude with Flower Delivery Hong Kong presents additional incentive. For each flower arrangement sold, 10 percent of the proceeds go to charity. "We need to encourage others to appreciate the things around them more often," he says. "Giving back is just the extension of the core message. If customers can send love to people they care about, they can also do so for the community. We've been doing this since day one."

Wu's philosophy of giving back is widely recognized, having earned his company a prestigious award from the Hong Kong Council of Social Service. "Winning a Caring Company award only motivates us to continue working hard to spread love around the world," says Wu. "Winning the Hong Kong's Most Valuable Companies Award further validates our efforts in spreading the zeal and shedding new light on the idea of social responsibility."

As the smallest deeds trump the grandest intentions, Leslie Wu has begun to inject a sizeable dose of realization into Hong Kong: any expression of gratitude, however small, goes a long way and thus, ought to happen. ■

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