



MELKCO LTD

Mobile Accessories Upbeat on Bright Future

As the mobile revolution reaches fever pitch, the demand for mobile accessories is growing in tandem. MARTIN LAM speaks on the days to come.

“Melkco was founded by Jacky Chan who build up the Melkco brand 10 years ago. He produced mobile accessories sold through online channels in record time. After Apple launched the iPhone, the mobile industry began going through a huge revolution, and mobile accessories rode the tide of mobile industry,” says Martin Lam, Melkco’s sales director in Hong Kong.

“Our main clients are distributors globally. Though we are based in Hong Kong Melkco’s products are sold worldwide.”

“In early days, we depended on China factories to produce our products. However, the level of quality was unstable and we soon realized we needed our own factory to produce products of stable quality. So we set up our own factory in China and began cooperating with Europe and Japan providing clients with the quality they need and deserve.”



Martin Lam, Sales Director of Melkco Ltd.

Spirit of Innovation

“In 2016, we opened our own Melkco retail shop in Hong Kong and Malaysia. The aim was to share with our customers the essence of the Melkco spirit.

Melkco has since then built up great design teams to release different innovation leather product and promote the leather craft worldwide. We now have engineering and fashion designer teams to keep up our new product releases.”

“In addition, Melkco mostly produc-

es the leather case for different brand devices. We have also kept improving our leather craft to create different small leather goods. Traditional craft, modern design, innovation product is our Melkco spirit.”

“We always focus on every detail and quality of the product. We spend money on each product detail with a view to keeping ahead of the competition.

To all our distributors and partners we offer good warranty and good customer service. We don’t just sell products. Good service is one of our core values. We believe good relationships with partners is essential to run a company in the long term,” explains Martin.

Building for the Future

Martin says, for Hong Kong market the mobile accessory industry is changing too fast, with new brands popping up very frequently. “As a market leader the best we can do is keep our products unique, offer great quality and provide customer all we can do is keep products unique and of good quality and of course, provide unrivalled customer service.”

“For the future, we will continue to sell through our online channel which has grown to reach every industry, so we will try to build much better selling platforms to promote Melkco products worldwide. Also we have set up Melkco fashion and Imee brand as sub brands of Melkco. Melkco fashion mainly produces fashion accessories such as bags and backpack.

“Over the past 10 years, we have faced many challenges with our never-give-up attitude which I think will bring us the success we work so hard for,” says Martin. ■

For additional information, please visit www.melkco.com

