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Oliver Lau, Sales Manager, Cathay Photo Company Ltd.

The Challenge



Cathay Photo Company Ltd. (Cathay Photo) is an international trading firm based in Hong Kong. The company specializes in branded consumer electronics like cameras, photographic equipment, accessories, Apple I pads and more. Due to lack of marketing, Cathay Photo found it difficult to promote their products to customers globally.

The Solution

Cathay Photo set up their website using iKloo to reach out to more customers.

“iKloo provides simple and user-friendly tools for us to add products and upload photos.” said Mr. Oliver Lau, Sales Manager of Cathay Photo. “We also receive good support from iKloo team whenever we need help.”

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Besides adding products, iKloo also provide a website editor to create web pages without programming. In addition, iKloo offers an unique mailing list broadcast feature for Cathay Photo to send product offers to customers.

The Results

With a strong team of 15 staff, Cathay Photo generates US\$4.5 million sales per month with customers from local market, South-East Asia, Middle East and Europe. “Through iKloo, we are able to provide visually appealing website for our global customers. And we continue to promote our website globally.” said Oliver.

Website: www.cathayphotohk.com

About iKloo

iKloo is a website solution to help you create web pages, sell products and connect to your audience easily. Visit www.ikloo.com for more information.