

NAVY FAB

Digital Brand-Building and Global Solutions





BRINGING YOUR BRAND TO THE GLOBAL STAGE


Helping you build your
brand from idea to
execution.

Recognized as Tech Partner




Our Core Partner




 **shopify**experts

[shopify.com](#) [Log in](#) [Create a job](#)

[Marketing and sales](#) [Store setup](#) [Development and troubleshooting](#) [Visual content and branding](#) [Content writing](#) [Expert guidance](#)




Navy FAB


 Sheung Wan, Hong Kong SAR China


[Contact expert](#)

About Navy FAB

At Navy FAB, we are a full service **web design & ecommerce agency**. Regardless of what industry you're in, we focus on building your brand through our custom ecommerce and tech solutions.

 Speaks Chinese (Traditional), English
(+ 3 more)

 Expert since May 2020

 Industry expertise: Clothing and fashion (+ 3 more)

Who are Shopify Experts?



Masters of their craft and Shopify

Shopify Experts are highly-skilled designers, developers, and consultants who specialize in building successful brands, businesses, and of course, Shopify stores.



Hand-picked agencies and freelancers

Each Shopify Expert is reviewed before joining the marketplace. They're not Shopify employees; they're entrepreneurs who see the value of Shopify and of helping other entrepreneurs.



We are Expert, so you don't have to be

Whether your job is big or small it needs to be done right. There are hundreds of professionals with the expertise you need to get back to business.

WE ARE THE **TOP 3** SHOPIFY EXPERT IN HK

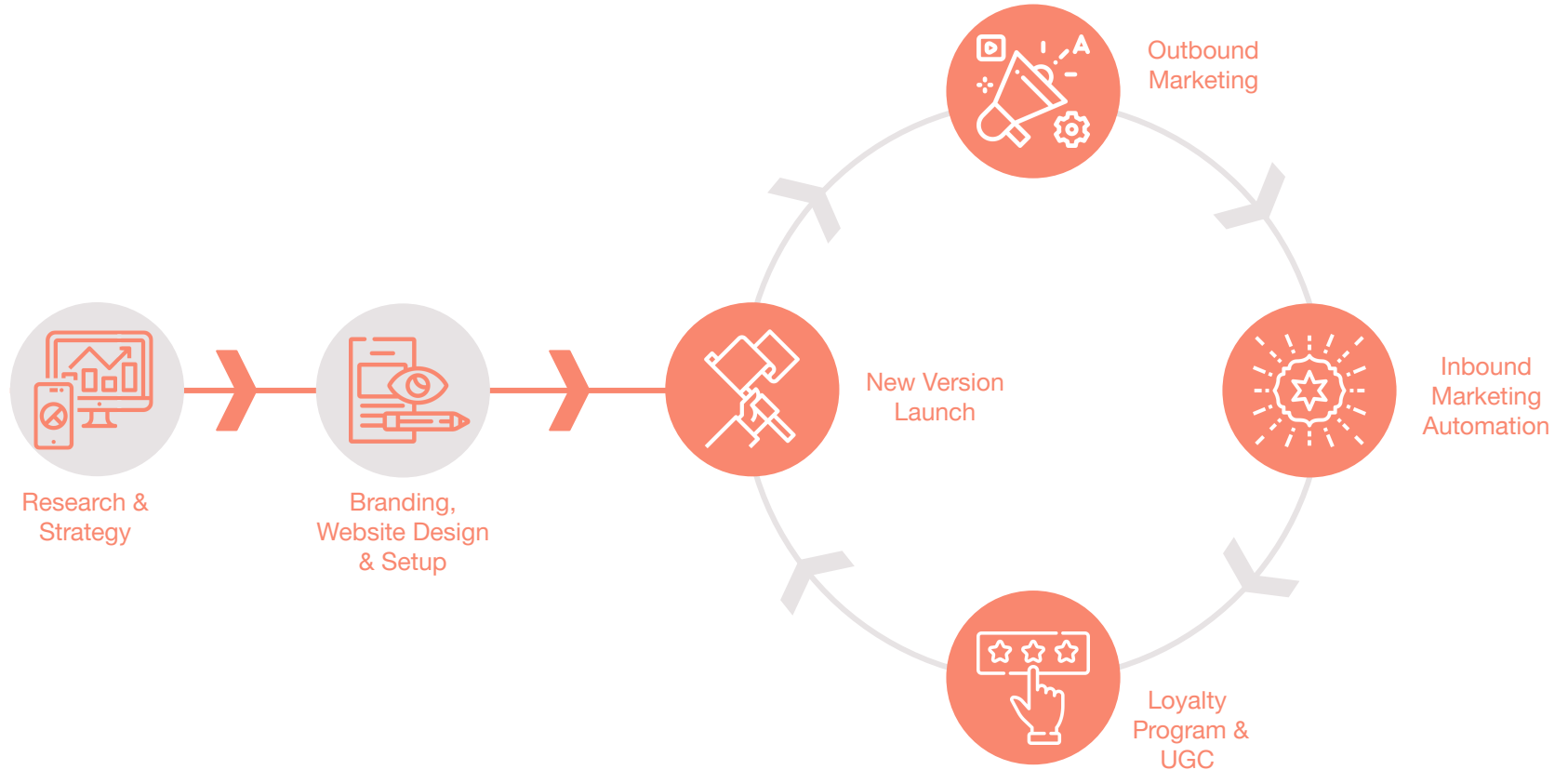
Why Shopify?



Omnichannel business using SaaS platforms

Leveraging on Shopify integrations with other SaaS platforms, you can create an omnichannel business model fit to run operations, marketing, and sales altogether.

Online Business Growth Roadmap



We Can Help You Achieve



Digital Brand Presence

Whether you're already online or still exploring, we can help you achieve an online presence by working to build a unique brand identity.



Brand Driven Design

With our brand driven approach, we can match your online presence with your core brand identity and aesthetics.



Growth Acceleration

Grow online store sales with a data driven approach through in-depth ecommerce data analysis



O2O Model & Fluid Omnichannel Systems

Take control of your online and offline presence - we can help you achieve a seamless O2O model and leverage your customer base with integrated systems and platforms.

Our Partners



Our Shopify Clients



POPBEE

HYPEBEAST



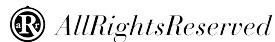
pacha



GIFT HAMPERS



Our Shopify Clients



SUICOPE

Seadon

LiNKO[®]



Urban Plants
Rare Plants Delivered



GIFT HAMPER
MACAU



OLEG CASSINI[®]

LiNKO[®]

essential elements



Our Shopify Clients



Our Shopify Clients



Event Partners



Credits



香港青年協會
the hongkong federation of youth groups

Media Coverage



What our Clients are saying



Navy FAB helped us to set up the Shopify POS for a brick and mortar popup store near Hysan Place in Causeway Bay, Hong Kong in March-May 2021. They purchased a Bluetooth thermal printer for the on-site installation and also provided us on-site training and offline support on how to use Shopify POS. They also helped us to modify the payment receipt template to fit KITKAT® Chocolatory® branding.

Rating



What our Clients are saying

“

We have migrated our Shopline-based online store to Shopify with Navy FAB. It went smooth and thriving thanks to the sophisticated custom theme and their high quality and responsive assistance. In addition to the migration, they continued to support us by **offering ideas and solutions professionally**. We would highly recommend their service.

Rating



DELTA one

“

We found Navy FAB because we had a bad experience with other freelancers and agencies on theme customization. After review our situation, Navy FAB provide professional advice on how to leverage on Shopify theme's functionality to achieve the greatest flexibility and ease our burden on the store operation. In terms of design and development, Navy FAB team tried their best to provide **any possible cost-effective** solutions to cater for the design requirement / business needs of our company. Indeed, they even offered us a Shopify Apps consultation as they have rich experience on whether we need to install or which Shopify apps to be used. We **saved a lot of time** on exploring and testing different Shopify apps.

Rating



What our Clients are saying

“

Navy FAB is the best vendor we have worked with so far. Delivered project on time with professional manner. Never hesitate asking Navy FAB question regarding to your website optimization, as they are always willing to take one more step to achieve your goal and provide very useful suggestions/solution.

Rating



“

Navy FAB performed SEO site auditing and fixed on-site SEO issues on our Shopify store. According to their SEO keyword research, they suggested how we should rewrite the meta title and description for the main landing pages. As a result, some of the very competitive keywords rank top 3 pages on Google plus 2 keywords rank on Page 1 on Yahoo & Bing after 3 months, while other main keywords **ranking improved** significantly even though our domain is a very new one. Therefore, we're very pleased to write a few encouraging words about the SEO service offered by Navy FAB. We will continue using Navy FAB's SEO services.

Rating

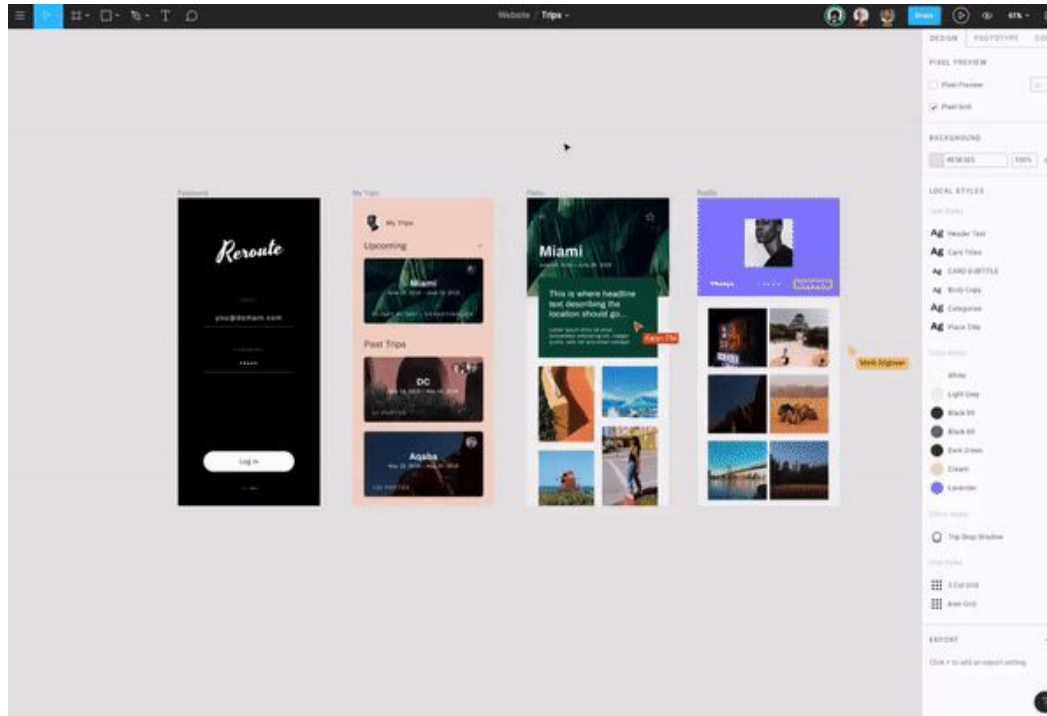


SHOPIFY STORE DEVELOPMENT



Website Design - Figma

In Navy FAB, we use **Figma** to help you to create the most suitable user interface designs for your company.



Figma is a vector graphics editor and prototyping tool focusing on the use of user interface and user experience design, with an emphasis on real-time collaboration.

Nowadays, Figma is one of the most on-trend design tools for designing website mockups.

Gift Wrapping

Since the client is not on Shopify Plus, they can't modify the checkout page, but they would like the customers to choose the gift wrapping. Navy FAB customized the cart page according to the client needs.

This add-on is compatible with multilingual and multi-currency, which can't be found on the Shopify App Store.

Shopify Checkout Add-ons

春夏限定組合低至75折 更可享香港本地免運費


XOVĒ
L'Art de la Beauté

首頁 品牌產品 ▾ 產品系列 ▾



您的購物車

[繼續購物](#)

產品	價格	數量	總計
 Renewing Eye Gel 冰感水凝緊緻眼霜 移除	HK\$635.40	<input type="text" value="3"/>	HK\$1,906.20

新增備註到您的訂單

折扣代碼

[使用](#)

小計

HK\$1,906.20

購滿\$1,000免運費

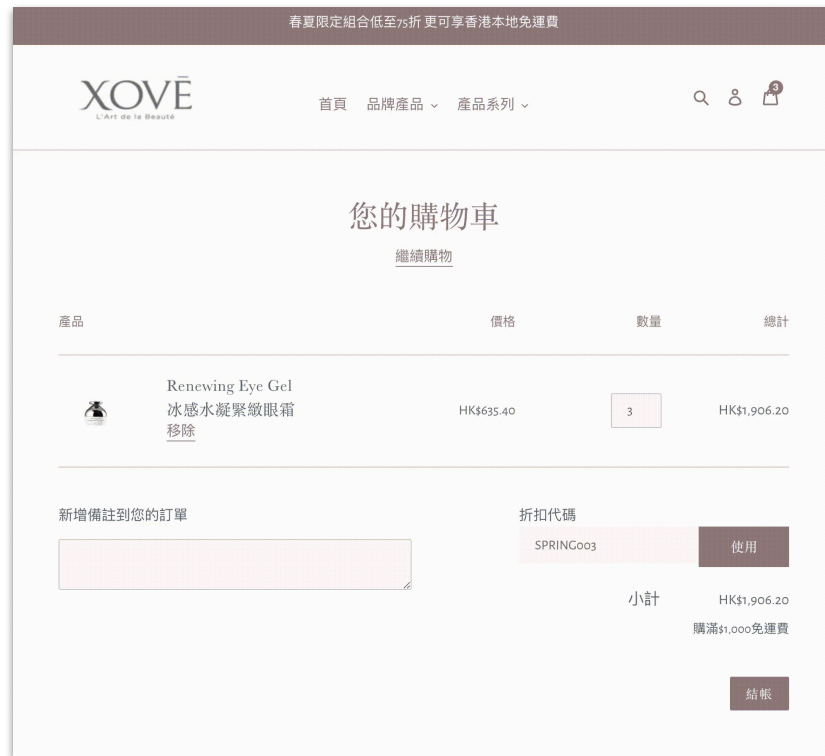
[結帳](#)

Coupon code automation

During special events or occasions, XOVE usually offers Buy HKD \$X to get a free gift. However, Shopify requires customers to add the gift product with original price first and then checkout with the coupon code instead of automatically adding the free products when the discount code is applied. Hence, there would be a higher chance of cart abandonment when the error occurs during checkout.

Navy FAB developed a custom app to resolve this issue.

Shopify App Development

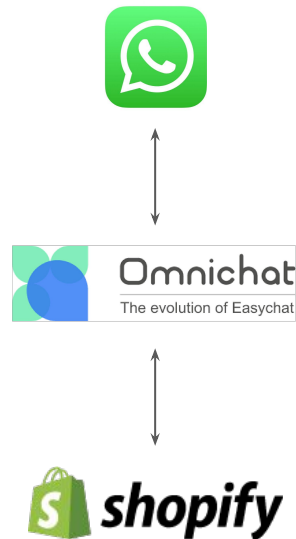
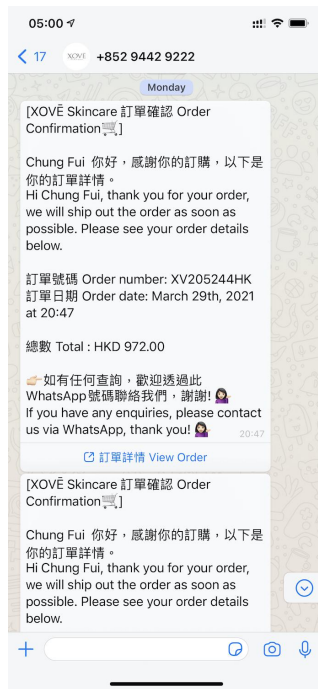


Custom Integration

WhatsApp Integration with Shopify

Supported by Navy FAB, Omnichat clients can send automatic order confirmation and abandoned cart messages to the customers through WhatsApp.

More functions about WhatsApp marketing is coming...



Shopify Support Package

ESSENTIAL



- 60 tokens of support and development work
- Email support
- Maximum 48 hour response time to support requests*
- 15% discount on extra tokens

ADVANCED



- 100 tokens of support and development work
- Email support
- Maximum 48 hour response time to support requests*
- 20% discount on extra tokens

PROFESSIONAL



- 150 tokens of support and development work
- Email support
- Maximum 24 hour response time to support requests*
- 25% discount on extra tokens

* Response time for support requests indicates initial touch point via email and is not inclusive of actual work time. Completion of work will have a maximum 3 day turnaround time after receiving approval and instructions from clients.

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Showcases





01

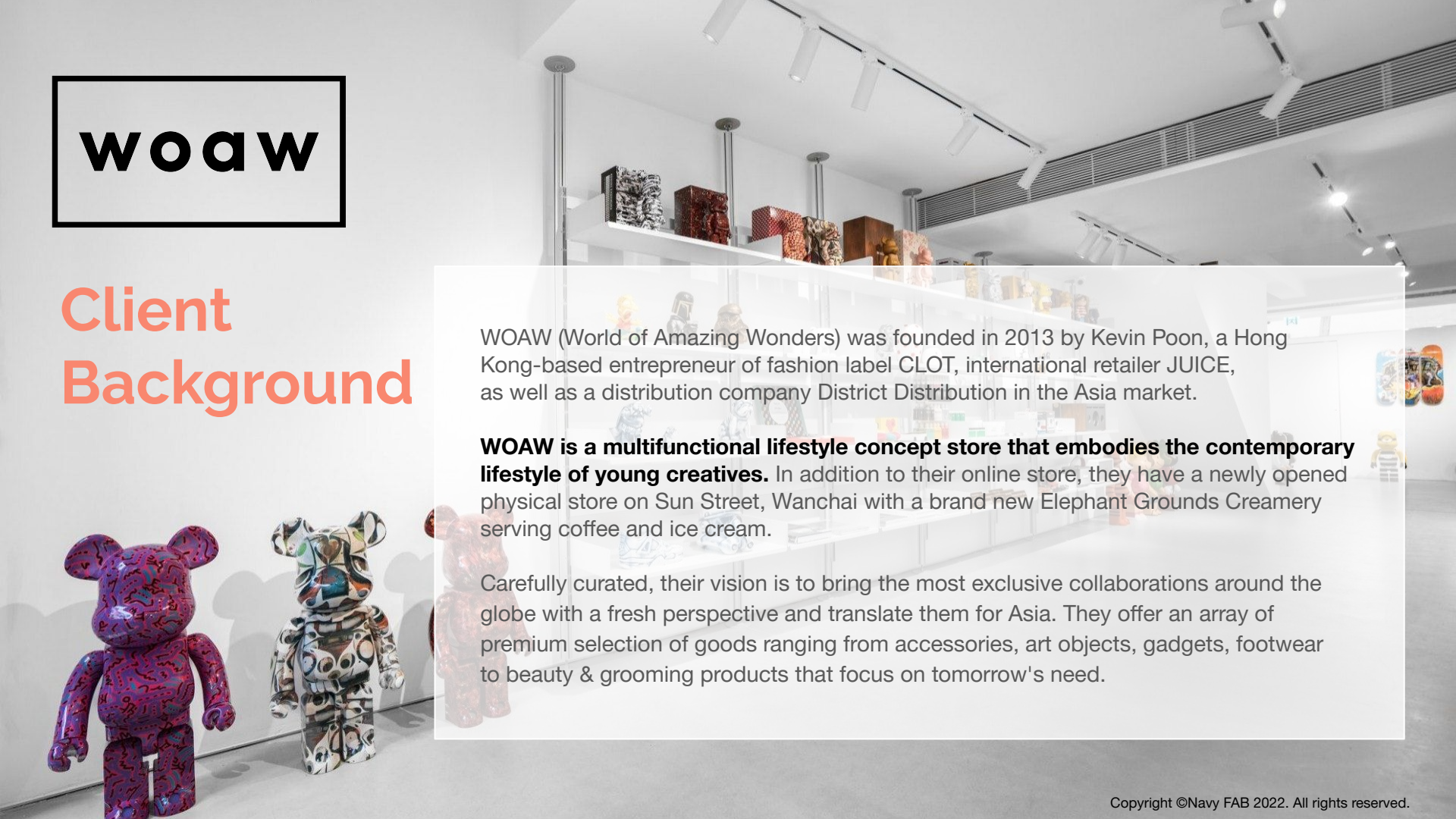
Showcases

woaw



WOAW

Client Background



WOAW (World of Amazing Wonders) was founded in 2013 by Kevin Poon, a Hong Kong-based entrepreneur of fashion label CLOT, international retailer JUICE, as well as a distribution company District Distribution in the Asia market.

WOAW is a multifunctional lifestyle concept store that embodies the contemporary lifestyle of young creatives. In addition to their online store, they have a newly opened physical store on Sun Street, Wanchai with a brand new Elephant Grounds Creamery serving coffee and ice cream.

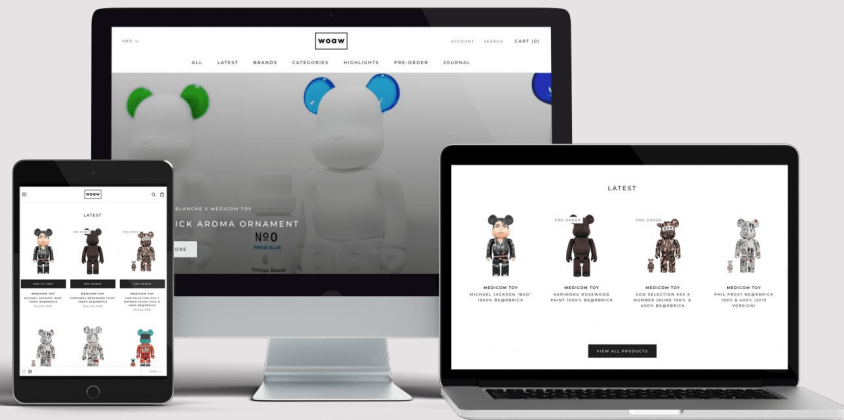
Carefully curated, their vision is to bring the most exclusive collaborations around the globe with a fresh perspective and translate them for Asia. They offer an array of premium selection of goods ranging from accessories, art objects, gadgets, footwear to beauty & grooming products that focus on tomorrow's need.

Challenge

Equipped with a successful Shopify store, WOAW was already making an impact both locally in Hong Kong and globally.

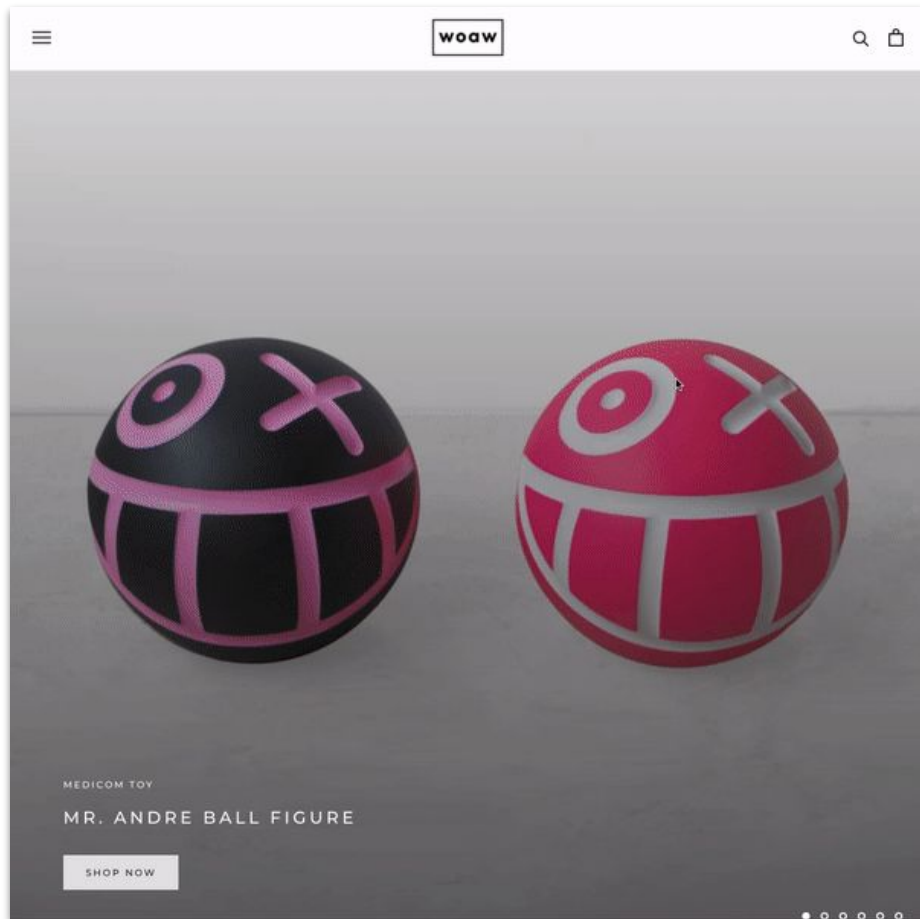
After re-launching their new offline store, the WOAW team wanted to **extend their new shopping experience** digitally to their online community.

The case presented was a handful of customization challenges from a legacy Non-sectioned theme store, as well as a solution to showcase a diverse brand lineup and product mix.



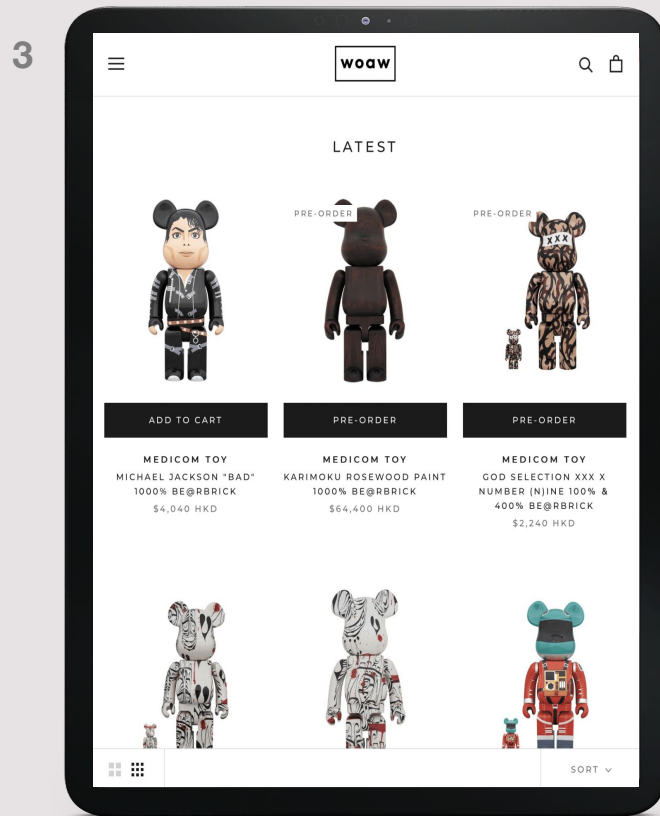
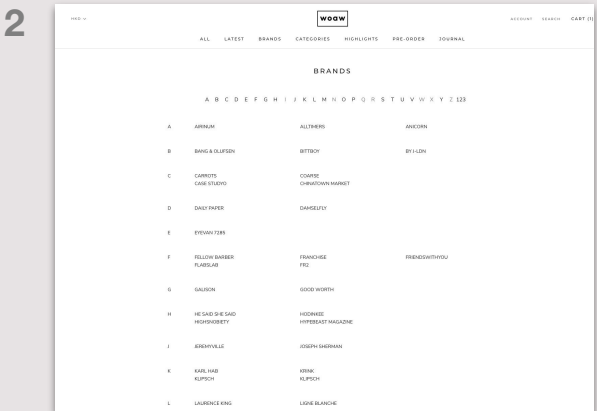
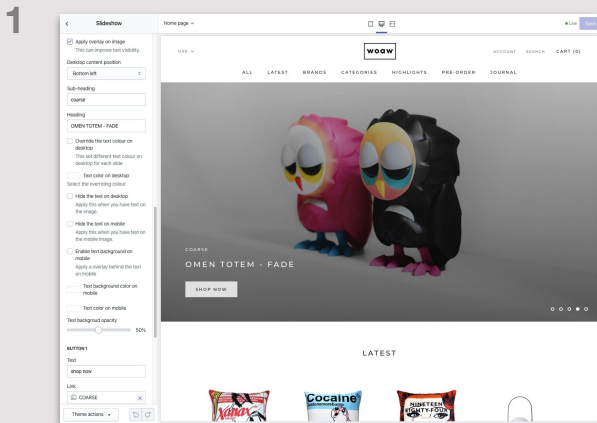
Solution

Capitalizing on Shopify's store theme feature, it allowed us to revamp the storefront efficiently by creating a new visual identity. Through advanced strategy and customisation, we were able to **enhance the overall user experience and create a responsive online experience**, optimised for mobile, encouraging shoppers to browse and purchase through the site. We mapped out the architecture for the new site, as well as created the brand index and categories for better search.



Key Highlights

1. Tailor made visual control on storefront
2. A-Z brand index for customers to browse brand selection
3. Direct “Add to Cart” and “Pre-Order” buttons on product catalogue pages





02

Showcases



Client Background

Kinofi is an award-winning Hong Kong startup company that sells self-designed electronic rotational devices.

Established since 2015, they have designed and released several products, capturing the hearts of camera enthusiasts everywhere. Their projects have been acknowledged by The Hong Kong Polytechnic University by winning Micro Fund Award and Incubation Technology Program organized by Hong Kong Science Park.



Challenge

Originally based on a WordPress / WooCommerce site, the Kinofi team were looking to migrate their online store to Shopify.

The site structure on the existing WordPress site was planned and mapped out inefficiently and was unable to reflect the brand image of Kinofi.

The case presented was a migration challenge, along with customized solutions tailor made for Kinofi and their products.

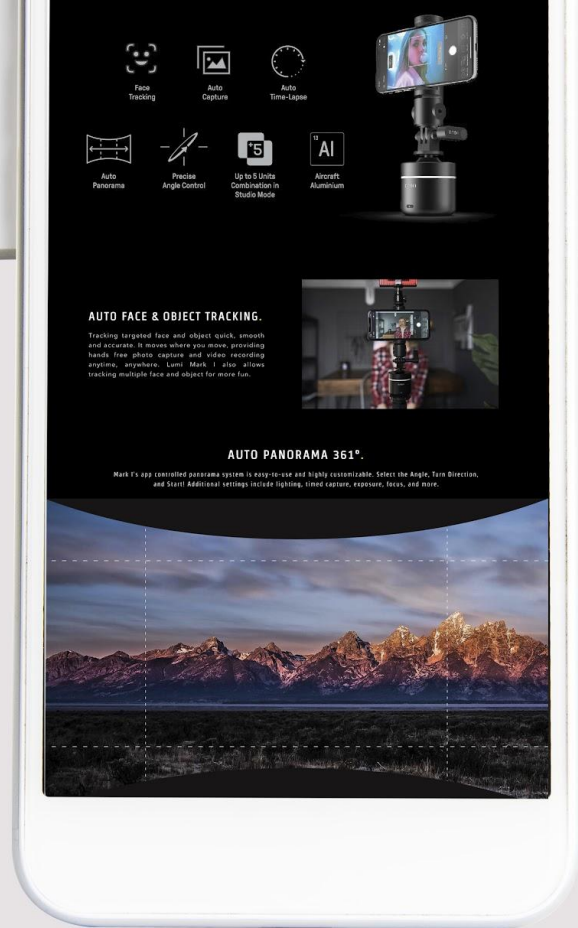
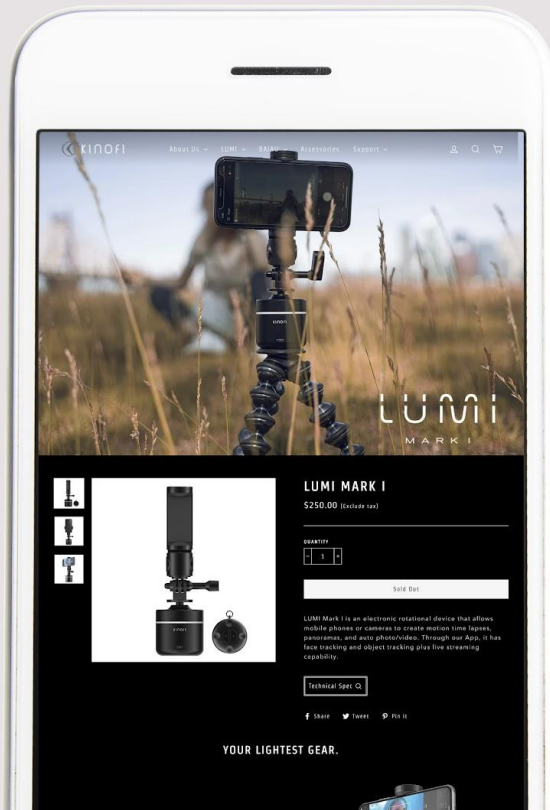


Solution

Taking advantage of the site migration, we were able to adopt a completely new site architecture for Kinofi.

From their existing Wordpress site, we organized a new site consistent with better user experience including new features and website customizations fit for their products.

Making use of their product unique selling points, the visual expression of product pages reflects these unique features.

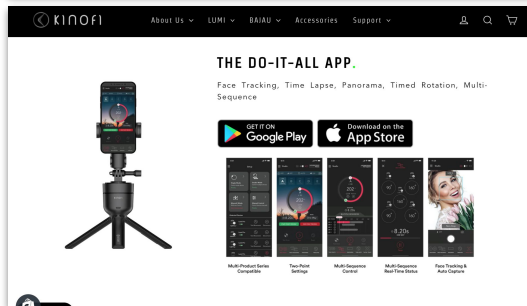
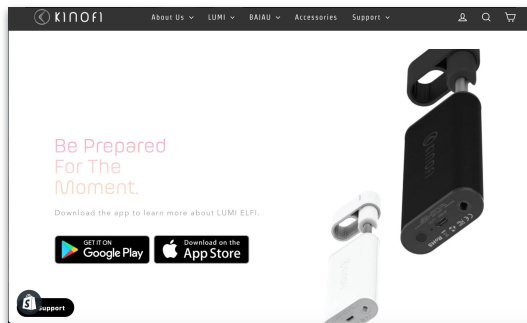


Key Highlights

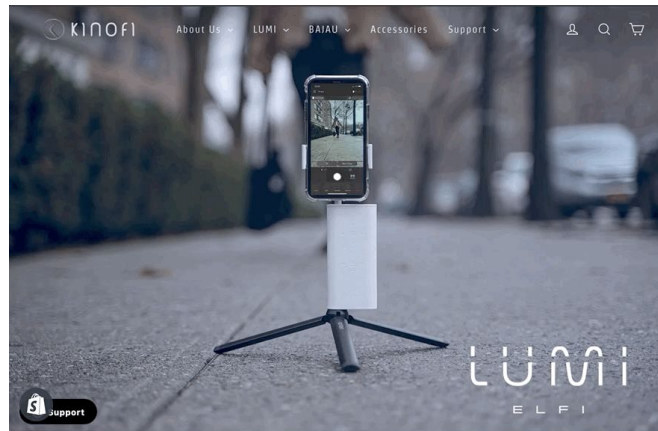
1. Download apps buttons and sections on product and apps pages
2. Technical specification pop-up on product pages
3. Auto panorama 360° to showcase product images



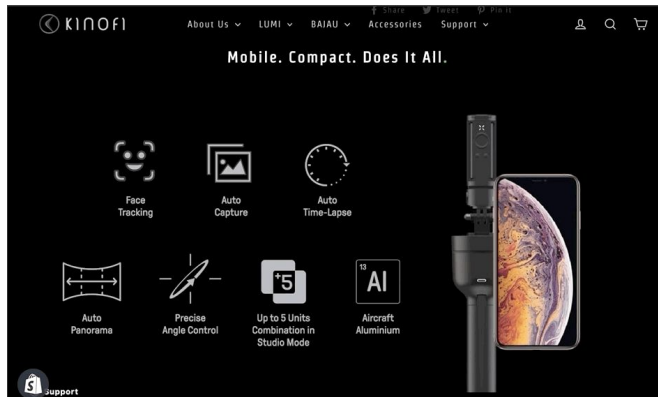
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2



3



03

Showcases



Client Background



Labway Biotech harnesses and delivers the health benefits of sea cucumbers to the world in a sustainable way through their flagship product - SC-3 Sea Cucumber Capsules®. After extensive research at HKU, they discovered that certain species of sea cucumbers contain unique saponins that are significantly more effective in inhibiting certain cancer cells than others. Through this research, they developed the SC-3 Sea Cucumbers Capsules, an all natural, saponin containing sea cucumber supplement that allows people to enjoy the health benefits of sea cucumbers in the most convenient manner. In addition, to its health benefits, their goal is to build Hong Kong's first sea cucumber breeding and farming platform to develop and share techniques and know-hows on sea cucumber aquaculture with the world to keep them sustainable for future generations.

Challenge



Having already revamped their existing Shopify store through separate freelancers and agencies, Labway Biotech continually found that their overall set up of the site was not user friendly and flexibility to change and scale up features was relatively low.

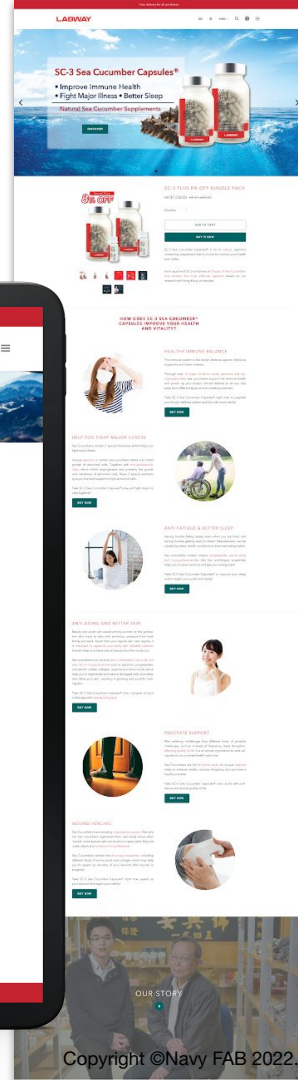
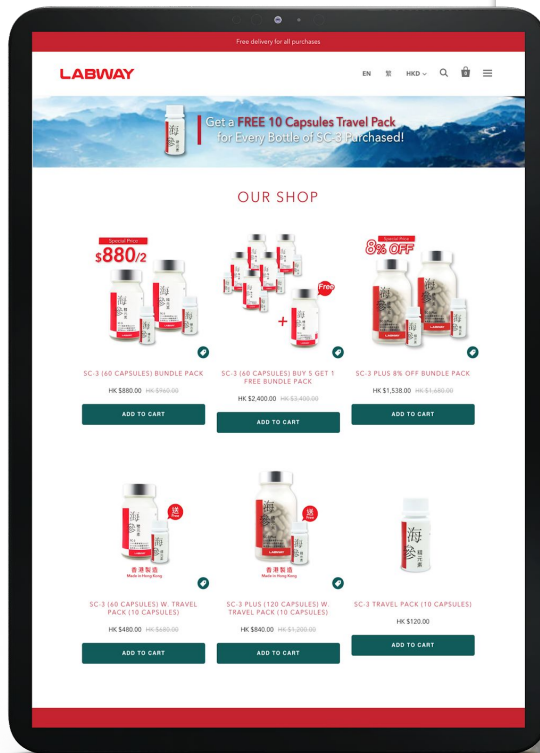
The quick fixes implemented by their previous revamps only targeted one item at a time rather than providing a holistic solution - resulting in site bugs as time went on.



Solution

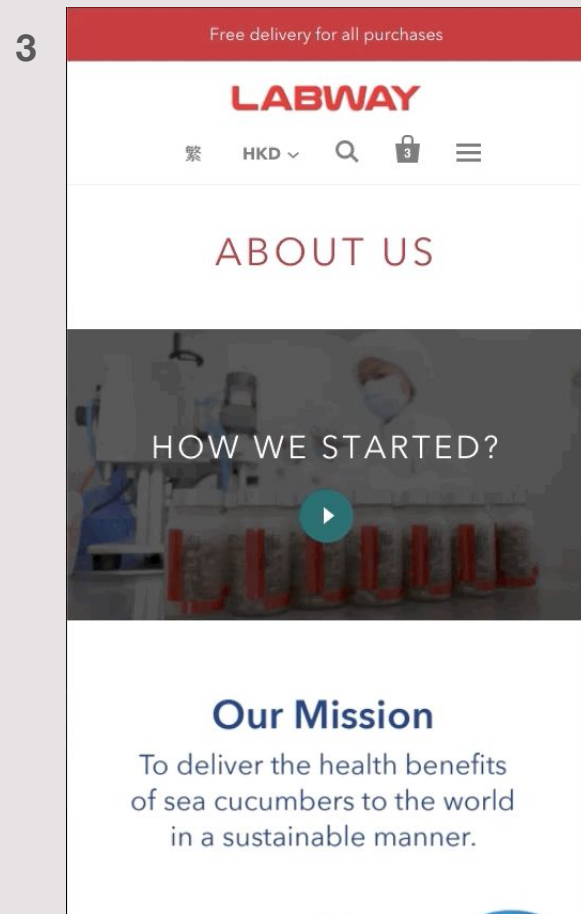
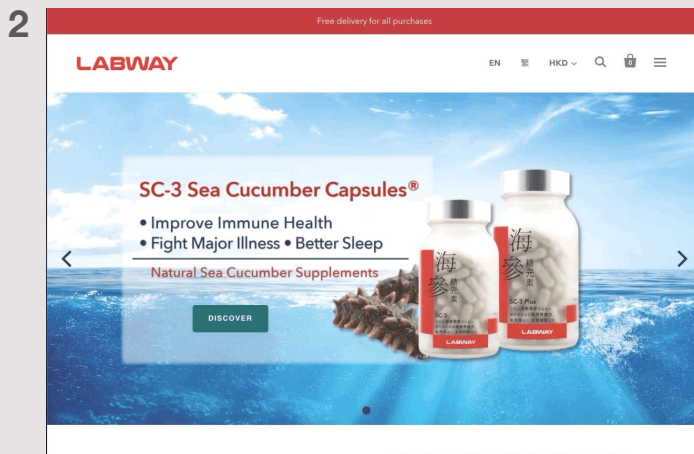
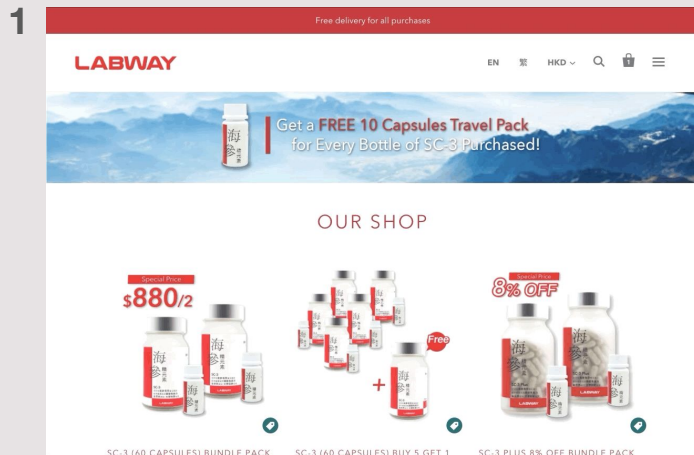
After further investigation into the back-end situation of their Shopify site, we suggested a total site revamp to avoid existing recurring website bugs. From theme selection to general website direction, we worked with the Labway team to provide solutions fit for a bio-tech company.

Additionally, we included customised features fit for their needs - particularly in educating their customers. Overall, the revamp of the website allowed for a more user-friendly experience - both front-end and back- end.



Key Highlights

1. Direct “Add to cart button” on Collections page under each product
2. Homepage slideshow - button position customisation
3. About us page - customized to contain different sections



04

Showcases



Client Background

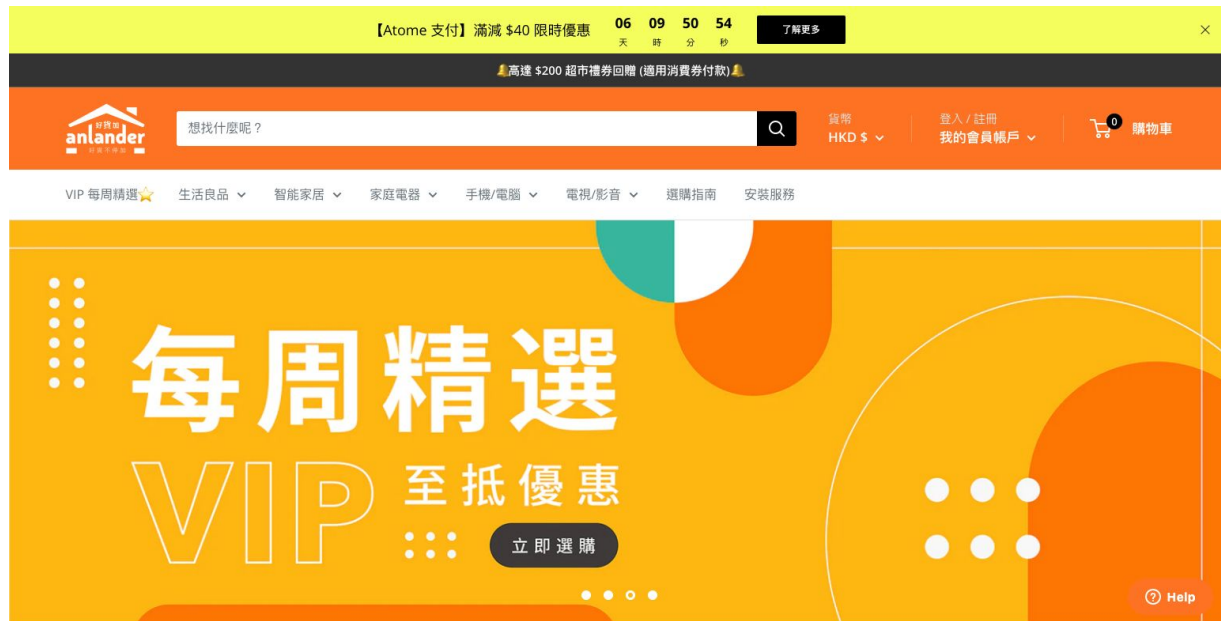
Anlander was making an impact locally in the ecommerce industry.

They provide electronics and electrical appliances to customers to make your home smart.

In addition, their vision is to provide customers high-quality products in favourable price.



Challenge



As Anlander team would like to maintain the current loyalty point program and discount code usage simultaneously, these features must be existed to accomplish the task.

The case presented was a customization challenge on its VIP member program and VIP pricing strategy.



Solution

VIP Member & Pricing Strategy

- Divided customers into two tiers: VIP members and Non-VIP members.
- Product prices varies depending on Customer tiers.
- VIP customers can enjoy VIP prices while non-VIP customers can't
- Product pricing categories can be distinguished by product badges
- Create sign-up form for special discount

XTREMTEC XT100 無線立體聲藍牙耳機

顏色: 黑色

黑色

白色

限量贈品: 🎁【免費】XTREMTEC 4000mAh. 便攜充電器 (價值 \$119)

🎁【免費】XTREMTEC 4000mAh. 便攜充電器 (價值\$119)

價格: **\$258** ~~\$358~~

VIP 優惠價 〇

VIP 會員請直接登入，
或成為VIP會員

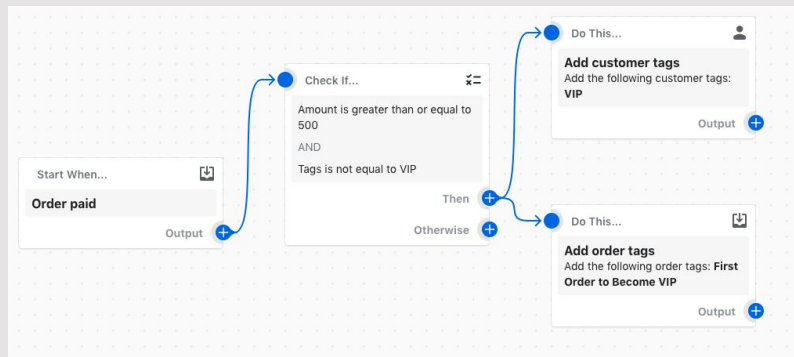
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Key Highlights

1. Automation: Utilized **Shopify Flow(Shopify Plus feature)** and setup a workflow to automate the workflow of tagging customers as VIP customers
2. Pricing badges on product page
3. Cart page tooltip to persuade user to become VIP member if there is any VIP product.

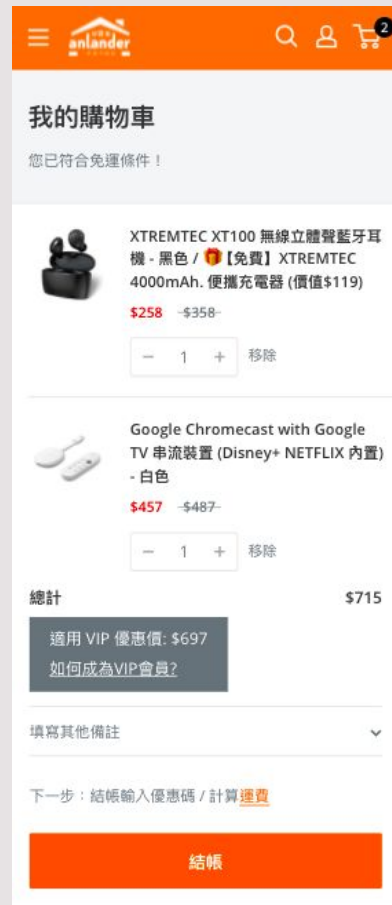
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Key Highlights

4. Localization of the shipping location

On Shopify, Circle K isn't a predefined option of shipping method.

Pickup options of Circle K can be modified on coding level if there is more or less options in the future.

送貨方式

✓ 送貨上門

Circle K

地址

區

區域

電話

< 返回購物車

前往運送方式

送貨方式

Circle K

【香港島】

✓ 香港仔 - 香港華富商業中心7號舖(SH369 - 華富商業中心)

香港仔 - 香港東勝道23號地下(SH849 - 東勝道23號)

香港仔 - 香港仔華富(二)華富(二)商場 30 號舖(SH851 - 華富(二)商場)

香港仔 - 香港仔中心第五期地下7號舖(SH597 - 香港仔中心第五期)

銅鑼灣 - 香港路克道414, 418-430號偉德大廈地下2號舖(SH461 - 偉德大廈)

銅鑼灣 - 香港堅拿道東5號地下及閣樓(SH479 - 堅拿道東5號)

銅鑼灣 - 銅鑼灣香港恩平道50號地下 (SH1591 - 恩平道50號)

鴨脷洲 - 海怡路18A號海怡廣場(東翼)地下G02 舖(SH377 - 海怡廣場)

鴨脷洲 - 香港鴨脷洲大街85號地下(SH775 - 鴨脷洲大街85號)

筲箕灣 - 筲箕灣愛東商場地下14號舖(SH619 - 愛東商場)

筲箕灣 - 筲箕灣道106-108號地下B舖(SH629 - 筲箕灣道106-108號)

筲箕灣 - 筲箕灣道388-414號達源大廈地下H1舖(SH777 - 達源大廈)

西環 - 香港卑路乍街136, 138, 140 & 142號及麥核士街7號聯威新樓地下 B2及C號

西環 - 德輔道西333及335號地下(SH671 - 德輔道西333及335號)

西環 - 香港德輔道西232號地下(SH823 - 德輔道西232號)

西環 - 香港正街64號地下A號舖(SH825 - 正街64號)

西環 - 香港般咸道13-15號金寧大廈地下A號舖連低層地下(SH827 - 金寧大廈)

西環 - 西環堅尼地城古席街2號海怡花園2期3座地下2C舖(SH1439)



05

Showcases

ROOFTOP
REPUBLIC

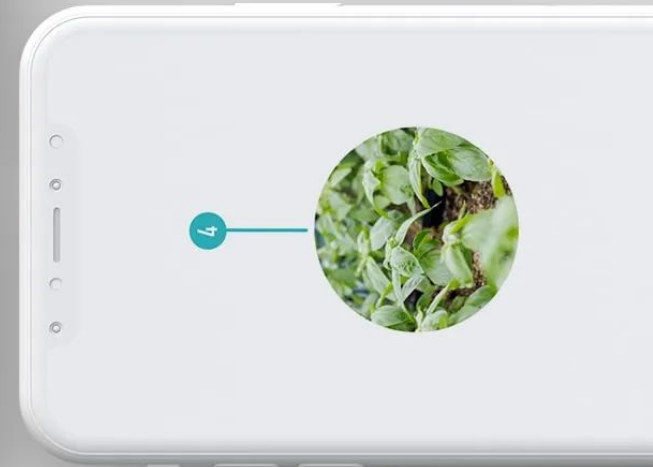
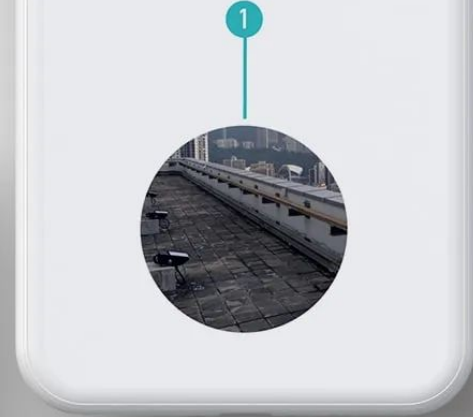
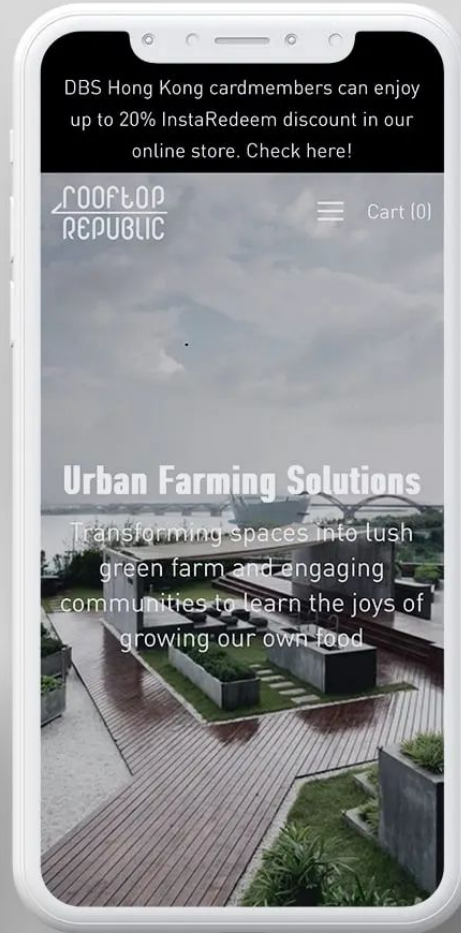
Client Background

Rooftop Republic is an award-winning social enterprise committed to creating sustainable cities and communities powered by urban farming.

Through their initiatives, they deliver high-quality farm set ups and management services to clients and engage the community through events and workshops.

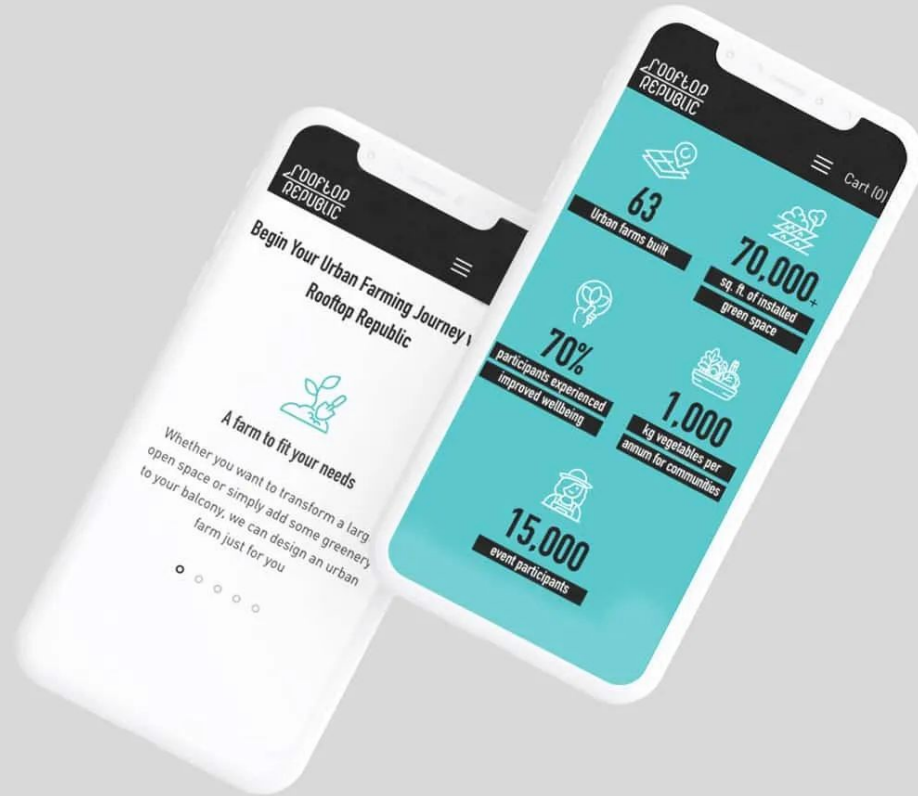
Challenge

The existing Rooftop Republic site was a non-responsive site based on the Wix platform. Due to choice of platform, the site was built and developed based on features and elements instead of creating a coherent theme which created a mismatch in style and branding. The navigation and sitemap on the existing site was also disorganised which hindered the overall user experience.



Solution

As the overall project would be a migration and site revamp, the Navy FAB design team capitalized on this opportunity to design a new site that was both B2B informative but also B2C friendly. The sitemap was restructured to ensure a smoother user experience for clients to clearly differentiate key information areas, such as the services page highlighting their projects, from the online store and events. Overall, the team also revamped the site with a cohesive colour palette and style to ensure the site had a uniform look and feel throughout.



Key Highlights

1. Event registration template from existing product template
2. Case study pages to showcase their projects for future clients
3. Urban Farming Solution page design and layout

ROOFTOP REPUBLIC

1



Slowood x Rooftop Republic Microgreens Workshop



Join Rooftop Republic & Slowood for an exciting sustainability and farming themed workshop!

The Rooftop Republic x Slowood Green Weekend invites children and parents (or aunts, uncles, grandparents, or guardians) to start their journey in growing their own food. Held at the beautiful space at Slowood Discovery Bay, you and your child will have an opportunity to learn from Rooftop Republic urban farming experts and take home your own microgreens to continue growing your own food at home.

Microgreens Workshop for Parents & Kids

Growing your own food has never been easier! Our Microgreens Workshop for Parents & Kids will give you and your child a hands-on and educational experience to grow microgreens in your own home.

In this workshop, each parent and child pair will receive a Rooftop Republic Microgreens Growing Kit (retails for \$120), and our instructor will lead you along your microgreens growing journey. The workshop will teach you about the science behind plant germination, microgreens plant care, and tips and tricks on how to use these nutrient-packed greens on delicious dishes!

*Tickets for each parent and child pair is \$250, and includes:

- Workshop entrance for one parent and one child
- One Rooftop Republic Microgreens Growing Kit (retails for \$120)
- \$150 Slowood voucher (to be redeemed **the same day** as the workshop)

Sign up now - spaces are limited

Location: Slowood Discovery Bay
Shop Unit No. 151, 1/F, DB Plaza (Block C), Discovery Bay

Saturday, 21 November
2:30pm-3:30pm

Microgreens Workshop
Conducted in [English](#)

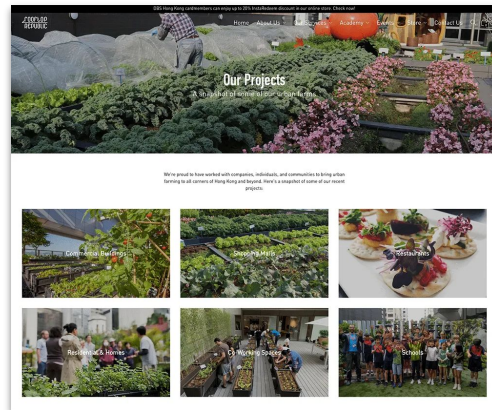
Sign Up for the 21 Nov
English Workshop (2:30pm)

Each ticket includes entrance for one adult and one child to the microgreens growing workshop

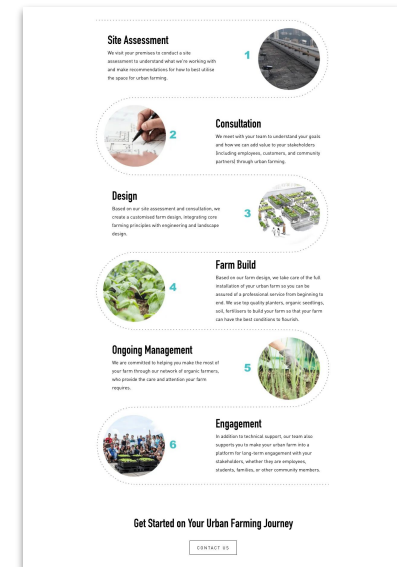
The Saturday workshops are now open to everyone to join!

Registration will close at 1:30pm on 21 November.

2



3



“ *There is no
alternative to digital
transformation.*

Visionary companies will
carve out new strategic options
for themselves — those that
don't adapt, will fail.

”

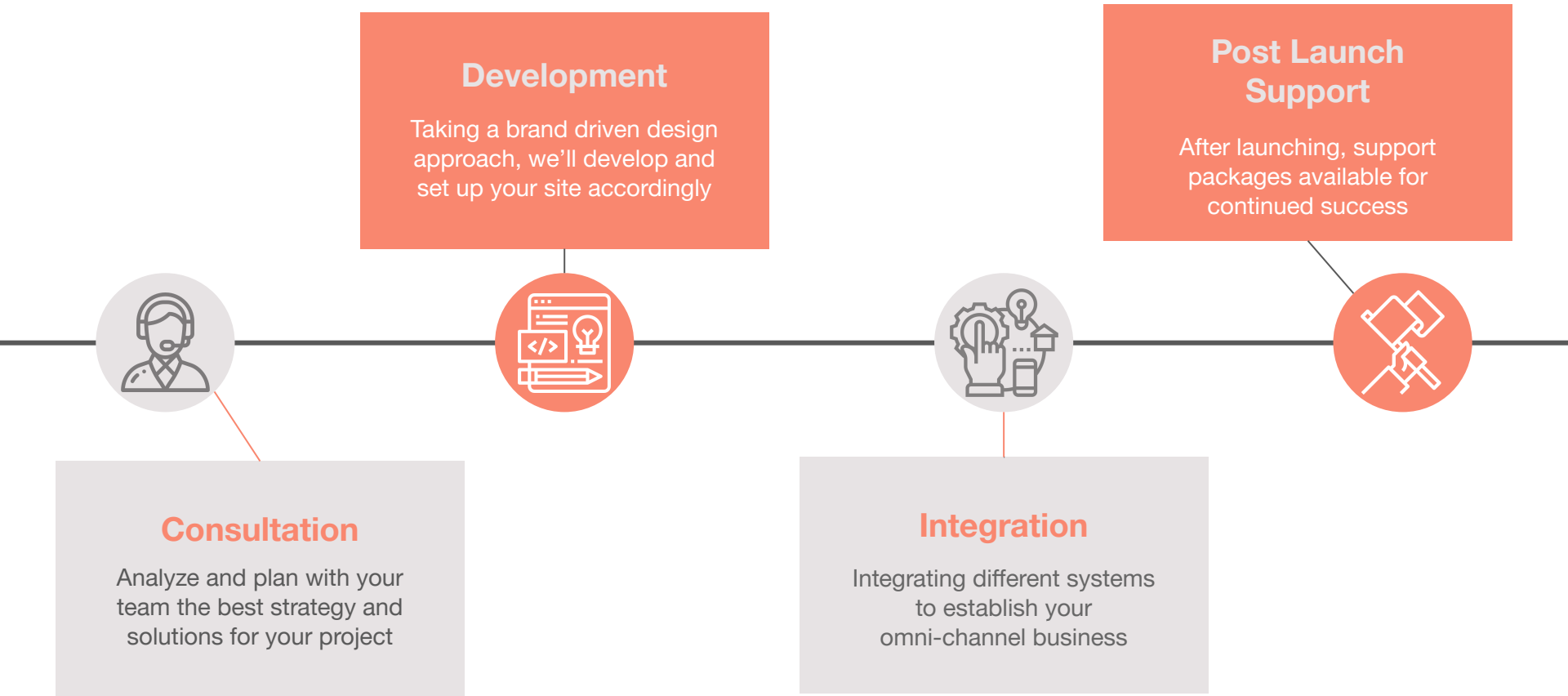
Jeff Bezos



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