

Communications and Logistic Partner for Small Businesses

Mail Boxes Etc. helps SMEs by providing simple logistic solution with reliable and cost effective courier and print services.



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**Denis Makkaveev,
General Manager**

Creative Investment Group Limited (Master Franchisee of Mail Boxes Etc. in Hong Kong)

Every company understands that the path to success is great communication. If potential customers are unaware of them, then the business will be at risk. Mail Boxes Etc. (MBE) was established to help companies of all sizes communicate succinctly at reasonable costs and minimum shipping risk. It concentrates on the key components of communication including logistics through couriered documents and printing through effective designs for its customers.

Simple, hassle-free logistic process with worldwide network

Operating as a franchise model, MBE's core business in Hong Kong includes packing, shipping and fulfilment; design and printing; mailbox and virtual office; as well as relocation and apostille service. The company chose Sheung Wan to open its pilot shop in Hong Kong in 2018. Responding to increasing demand, it followed with its flagship store in Great Eagle Centre in Wanchai opened in June 2020.

“In Hong Kong, SMEs often struggles when dealing with big companies that provide international courier or mass printing,” explained Denis Makkaveev, General

Manager of Creative Investment Group Limited, Master Franchisee of Mail Boxes Etc. “SMEs constitute over 98 percent of the business establishments in the city and because of this strong customer base, we were able to reach breakeven after six months of opening our pilot shop in Sheung Wan. We focus on excellent service, compared to big service providers that opt for price competition.”

Capitalising on its initial success, Makkaveev opened MBE's flagship store adjacent to Hong Kong Convention and Exhibition Centre to facilitate potential opportunities with exhibition participants and attendees. “With our growing number of business clients, we are getting requests for multi-modal shipments to Europe via sea and rail,” he noted. “With our proven track record over the past couple of years, MBE's business model is ready for further development in the city. And as our medium term goal is franchising, we are now seeking local entrepreneurs to open more stores in more districts in Hong Kong.”

Home of entrepreneurs for franchise opportunities

Makkaveev feels that Hong Kong is home to many budding young entrepreneurs. “I believe there are enough to fulfill MBE's

quality service niche,” Makkaveev stated. “We have tripled the number of our team since our pilot store opened. All of our employees were trained by professionals from our overseas team. This year, our staff members will participate in a new franchisee's education programme.”

With assistance from InvestHK in areas including work visas applications, contacts provision and guidance for securing a premium flagship store location, “Hong Kong is such a special place with a unique cultural mix,” Makkaveev said.

Mail Boxes Etc.

- With its first retail store open in 1980 in the US, Mail Boxes Etc. today operates more than 1,600 stores in 44 countries
- Its Hong Kong flagship store offers shipping, courier, printing, mailbox, virtual office and apostille services, with plans to open 30 more outlets in the upcoming five years

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