

Industry | Import & Retail

# Facilitating Business Growth

JustGreen Organic Convenience Store

**Efficient international payments and access to credit enabled business to expand its presence in Hong Kong**



GLOBAL  
CORPORATE PAYMENTS



## THE CLIENT AT A GLANCE

JustGreen is Hong Kong's largest chain of healthy lifestyle convenience stores. With nine retail locations in Hong Kong, it offers a carefully curated selection of more than 10,000 healthy, natural and organic foods, beverages, snacks, and supplements, creating a one-stop shop for health-oriented products. It is also a wholesaler to restaurants and other organizations.



## THE CHALLENGES



### Costly & Inconvenient International Payments

To provide a wide selection of high quality healthy lifestyle products, JustGreen sources and imports products from around the world. Therefore, it must make many foreign currency transactions to settle supplier payments every month. Making these payments with wire transfers created high currency exchange costs and handling fees, as well as a large volume of manual administrative work. Payments were made on an ad hoc basis, without the efficiencies of a systematic approach.



### Expansion Required More Cashflow

As Hong Kongers became more health conscious and appetite for organic food products grew, JustGreen needed cash flow to expand its business and meet the increased demand. Additional working capital was required to pay for store renovations, source more products and service new wholesale agreements. Obtaining a bank loan was difficult, costly and time-consuming, making it unsuitable for a growing company.

## SOLUTIONS

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### Direct Payments to Overseas Suppliers

In 2015, JustGreen adopted the American Express Corporate Card as their primary payment solution. The company now pays most of its overseas suppliers directly using the Card at competitive market rates, which minimized the involved costs in foreign currency conversions and streamlined the international payment process.



### Flexible Payment Terms

JustGreen also leveraged the flexible statement billing options offered by American Express for greater flexibility in payment processing. With a choice of 10 different billing cycles, the company could match the billing cut off dates with different supplier payment schedules to enjoy up to 51 credit free days for maximum cash flow.





## THE RESULTS



### More Efficient Payments

Using the American Express Corporate Card reduced JustGreen's foreign exchange costs. Transactions in other foreign currencies are now conducted more quickly and easily compared to a wire transfer. All payments can be tracked, with easily viewable data, creating a systematic payment process. Streamlining the company's payment processes produced cost and labor savings, which have been reinvested in JustGreen's growth.



### Purchasing Power

With the generous credit limit and the up to 51 credit-free payment terms that the American Express Corporate Card provided, Just Green was able to improve its purchasing power. Apart from satisfying its short term credit needs, the readily available purchasing credit also allowed the company to increase their range of product offerings and fill large orders from its new wholesale clients.



### Enabled Expansion

The availability of a steadily-increasing credit limit created the cash flow JustGreen needed for expansion. The company was able to open four new retail stores in the past two years, as well as increase its wholesale businesses. With a healthy working capital, JustGreen has a long term expansion plan to open more retail stores in different locations and bring in a wider selection of organic products in order to further spread its footprint in Hong Kong.



- Helen Sung,  
Founder of JustGreen Organic  
Convenience Store

“American Express has been very supportive of our business needs. With a generous credit limit and extended payment terms, **we have the flexibility we need to grow our business.**”

