

IT'S A PINK WORLD FOR MR KOO KIN

Taking on the Establishment is nice – but only if one is sure that one can be successful.

Otherwise, it could be said that one is mad to try such a stunt.

In business, if one takes on the Establishment, and loses, the rewards for such a failure are not very pleasant.

That appears to be the situation, today, for Mr Koo Kin, the paterfamilias of the jewellery company that he founded about 15 years ago: Merit Jewellery Manufactory Ltd.

Merit Jewellery has, since its inception in 1986, been in competition, directly, with Mr Tse Sui Luen's publicly listed company that bears his name: Tse Sui Luen Jewellery (International) Ltd (Code: 417, Main Board, The Stock Exchange of Hongkong Ltd).

The plum of both Tse Sui Luen and Merit Jewellery has, always, been the tourist, who visits the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC) at the rate of one million-plus, monthly.

Armed with some success in taking on the 'king' of jewellery companies in the HKSAR, about 5 years ago, Mr Koo Kin determined to try to take another slice out of the empire of Tse Sui Luen by opening Pink Box International Holding Company Ltd.

Pink Box, which operates 8 jewellery shops in the HKSAR, specialises in selling lower-grade diamonds to the younger set of the territory; it does not look to the tourist for business, at all.

Over its 5 years of operation, Pink Box found its little niche in the HKSAR, catering, to the young, trendy girls and boys, who could not afford the finest quality gemstones, but, nevertheless, liked to adorn themselves with little baubles of various colours.

With his daughter, Ms Stephenie Koo Yee Kwan, in toe, along with his son, Mr Koo Koon Man, it looked as though control of inventory and management at Pink Box/Merit Jewellery was assured.

And, when Pink Box acquired the rights in the HKSAR from Hallmark Cards Incorporation of the US to use the brand name, 'Forever Friends', on its gold pendants and rings and things, Mr Koo Kin may have thought that he was a real front-runner in the race to achieve supremacy in his field in the 7-million strong human population of the HKSAR and the ever-increasing number of tourists.

But things have not gone, exactly, according to Mr Koo Kin's plans – because there is... [CLICK TO ORDER FULL ARTICLE](#)

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