



SME Service Excellence Award Ceremony cum Sharing Talk on Enhancing Retailers' Competitiveness

「零售中小企優質服務獎」頒獎禮暨智勝分享會

Rewarding Quality
Service and Striving
for Excellence
嘉許優質 推動卓越

Riding on the success of the first "SME Service Excellence Award" in 2013, the Association organized the second one in 2014 to reward outstanding SME retailers that offered excellent services. There were as many as 100 retailers contesting for the year's award. The results were unveiled after a grueling six-month assessment through the Mystery Shoppers Programme. At the award presentation ceremony on 2 February, 2015, 17 companies with stellar performances received awards from Mr. Kenneth Mak Ching-yu, the Director-General of the Trade and Industry Department, and Mr. Henry Yip, Vice-Chairman of the Association.

繼2013年成功舉辦第一屆「零售中小企優質服務獎」，協會於2014年續展新猷，舉辦第二屆獎項，表揚服務出色的中小企零售商。今屆共有100間零售商參加，他們經歷連續6個月的「神秘顧客計劃」評審後，勝負已獲分曉。當中17間表現卓越的企業，亦於2015年2月2日舉辦的頒獎禮，獲工業貿易署署長麥靖宇先生及協會副主席葉焯德先生頒發殊榮。



Improving Services and Seizing Opportunities 強化服務 掌握機遇

Given that Hong Kong's retail industry has been facing challenges in one way or another, Mr. Yip said in his welcome speech that a steady development would only be made possible when the industry was responsive to market needs and strengthened its competitive edge with quality service. He encouraged SME retailers to seize business opportunities and outperform their rivals by further enhancing their services under the current economic environment. Mr. Yip indicated that the Association would assist SME retailers in improving their service quality and operational efficiency by organizing a wide range of activities.

香港零售業現時面對不少挑戰，葉焯德先生於致歡迎辭時表示，業界要懂得靈活應變，同時，亦要強化本港優質服務的競爭優勢，才可維持穩健發展。他勉勵中小企零售商，在現時的經濟環境下，更要做好服務，才可以把握機遇，脫穎而出。協會將會持續透過舉辦多元化的活動，協助中小企零售商提升服務質素，增加營運效率。

Category Award 組別大獎

專門店
A&A Audio and Video Center Limited
零售服務
Chun Hwa Travel Agency Ltd 俊華旅行社有限公司
時裝飾物店 及 運動服裝 / 戶外用品店
IBL Imports (H.K.) Limited (Brand: ISABELLA)
傢具及居室用品店
Idea & Design Furniture (H.K.) Ltd 愛迪傢俬 (香港) 有限公司
餐廳及快餐店 及 食品店
Lab Made Limited Lab Made 分子雪糕專門店
鐘錶及珠寶店
Man Fook Jewelry Holdings Ltd 萬福珠寶集團有限公司
化妝美容品店 及 健康 / 個人護理產品店
Yaca International Development Ltd (Brand: Beaute Station)



Outstanding Performance Award 卓越表現獎

Bonluxe (Asia) Ltd. 葆露絲 (亞洲) 有限公司
Christian Environmental Health Ltd. 基雋環境健康有限公司
ENOTECA Co. Ltd.
J1 Collection
Jadelink International Limited 翡翠緣國際有限公司
KINJI Company Ltd. 京子有限公司
Maxlong Development Limited (Brand: HMDiamond) 遠豐發展有限公司 (華美鑽)
Sun Hing Hong Travel Agency Co. Ltd. 新興行旅行社有限公司
Supreme Co 永高行
Wedding Abroad 旅行結婚專家



With funding from the Trade and Industry Department through its "SME Development Fund" since 2010, HKRMA has been assisting SME retailers in enhancing their competitiveness by organizing various activities. The Programme has so far benefitted about 17,000 retail practitioners and some 3,600 SMEs.

The Phase Four Programme held between January 2014 and March 2015 covered three major areas, namely "SME Service Excellence Award", seminars and workshops, as well as publicity through newspapers and videos about the awardees' keys to success, to improve SMEs' expertise and service quality from wider aspects.

自2010年開始，香港零售管理協會持續獲得工業貿易署「中小企業發展支援基金」撥款資助，舉辦多元化活動，協助中小企零售商提升其競爭力。多年來，已有接近17,000名零售同業及約3,600間中小企受惠。

2014年1月至2015年3月展開的第四期計劃，主要透過三大範疇，包括「零售中小企優質服務獎」，零售講座及工作坊，以及透過報章及短片介紹得獎公司成功要訣，以多角度提升中小企的專業知識和服務水平。

Sharing Talk on Enhancing Retailers' Competitiveness 提升競爭力 智勝分享會

Wisdom and experiences from predecessors are the most valuable assets; and passing on such knowledge is essential to a continued development of society and the industry. At our "SME Service Excellence Award" Ceremony, we specially invited Dr. Ricky Szeto Wing Fu, General Manager and Executive Director of Hung Fook Tong Group Holdings Limited, and Mr. Peter Hung, Director of Apple Storage, Tai Yau Storage Group Limited, to share with the participants how to enhance the competitiveness of companies using brand marketing strategies, astute leadership skills and excellent service.

前人的智慧和經驗是最珍貴資產，知識承傳是社會及業界持續推進的要素。協會在「零售中小企優質服務獎」頒獎禮，特別邀請了鴻福堂集團控股有限公司總經理兼執行董事司徒永富博士，以及大有倉集團有限公司 - 蘋果迷你倉董事洪家棋先生蒞臨，向大家分享他們如何以品牌營銷策略、精明領導，以及優質服務，去提升企業競爭力。



Leading Brand and Creative Promotion 領導品牌、創意推廣

Dr. Ricky Szeto viewed that a clear and innovative brand positioning was the key to success despite facing a number of rivals. He pointed out that creative marketing should be done in a down-to-earth manner, and should meet people's needs in their daily life, and that entrepreneurship and strong determination were the cornerstones of finding a proper positioning. He also shared his experience in rejuvenating the brand of a classic herbal tea among its target audience by revamping the stores, introducing creative packaging and diverse product lines, and opening stores at popular locations. Such approach, he said, offered people yet another choice to consume herbal tea other than home.

面對眾多的競爭對手，司徒永富博士認為清晰及有創意的品牌定位非常重要。他指出創意營銷要注重實用性，從滿足生活需要出發，亦應勇於嘗試，永不言敗，才可找到正確定位。他分享了如何將傳統的涼茶，透過革新店舖裝潢和產品包裝、引入多元化的產品，並將店舖分佈於方便市民的地點，以求讓品牌活在群眾中，使成為市民飲涼茶，除了在家以外的另一選擇。



Outstanding Team and Excellent Services 卓越團隊、優質服務

Mr. Peter Hung viewed that employees were valuable assets of a company, and that despite having an amiable environment, it would still be unlikely to gain appreciation and support from customers without an outstanding team and customer-oriented service. He put it straight that a company needed to accept that the performance of a staff member might sometimes underperform, but the most important point was that it should discuss this with the staff member to seek any solution when he/she encountered any difficulty in work. A company should also collect opinions among its staff members through different channels to make improvement. Only by doing so, he said, could a company boost loyalty and cohesion among its staff members.

洪家棋先生認為員工是公司寶貴的資產，即使有舒適的環境，若未能配合卓越的團隊和貼心的服務，也難以獲得顧客的讚賞和支持。他坦言公司要接受員工的表現有落差，但最重要的是當員工遇到工作難題時，應與員工共同討論去尋求破解之法，並以不同渠道收集員工的建議作出改善，才可增加員工的歸屬感和凝聚力。

Sharing Successful Stories 成功典範分享

The Association also invited the top three award-winning SMEs to the award presentation ceremony, and to share their experience in delivering excellent services, as well as their tips for success. Details of the sharing sessions will be published in the Association's upcoming quarterly newsletters. Stay tuned.

協會於頒獎禮當日亦邀請了項總成績最高分的三名獲獎中小企，即場和出席人士交流優質服務之道，以及獲獎心得。有關分享內容，將於下一期的協會季刊報導，請密切留意！