

## New initiatives to support SME – Third Phase of SME supporting programmes (June 2012 – March 2013)

### 第三期中小企支援計劃 – 新措施支持中小企發展 (2012年6月至2013年3月)



Following the success in past two years, the Association was once again granted the SME Development Fund by the Trade and Industry Department for launching the third phase of the SME supporting programmes. A new suite of initiatives will be in place from June 2012 to March 2013 to sustain our strive in uplifting competitiveness of SME retailers in Hong Kong. It includes a full range of free services and activities that promote business best practice and quality customer service. Hong Kong retailers with a company size of less than 50 staff members are welcome to participate.

#### The Kick-off – SME Retail Conference

To kick off the new phase of SME supporting programmes, a SME Retail Conference will be organized on 23 August 2012. Renowned retailers and professional consultants will share with SME retail practitioners their insights on capitalizing on market trends, turning challenges into business opportunities, as well as their successful experiences in applying latest digital technology to reaching out the untapped customers. Details of the SME Retail Service Excellence Award will also be announced.

協會於過去兩年獲得香港工業貿易署「中小企業發展支援基金」資助，展開多項中小企支援計劃，成績斐然。協會本年度再度獲得該署撥款，將於2012年6月至2013年3月推出第三期中小企支援計劃，透過一系列全新項目，致力提升香港中小企零售商的競爭能力。第三期計劃涵蓋一連串免費的服務與活動，銳意推廣最佳營商模式及優質顧客服務，歡迎公司總人數在50人或以下的香港零售商參加。

#### 揭幕活動 — 中小企零售研討會

「中小企零售研討會」將於2012年8月23日舉行，為第三期計劃掀起序幕。多位零售業精英和專家將會與中小企零售商，講述他們對掌握市場動向和轉危為機的見解，並分享他們以最新的數碼技術開拓新顧客群的成功經驗。此外，「零售中小企優質服務獎」的詳情亦會在研討會公布。

Date 日期	23 August 2012 (Thursday) 2012年8月23日 (星期四)
Time 時間	2:30 – 5:30 pm 下午2時30分至5時30分
Venue 地點	Exhibition Hall, 4/F, Hong Kong Productivity Building, 78 Tat Chee Avenue, Kowloon Tong 九龍塘達之路78號香港生產力促進大樓4樓展覽廳
Fee 費用	Free of charge 免費
Language 語言	Cantonese 廣東話

## Recognition for Service Excellence – SME Retail Service Excellence Award

A "SME Retail Service Excellence Award" will be launched to promote and recognize SMEs' efforts and achievements in delivering quality customer service in Hong Kong's service-oriented economy. The Award will be based on field assessment of service performance of participating companies at shopfront level by mystery shoppers. This service competition is open to all types of SME retailers in Hong Kong. Joining retailers are not required to submit proposal or attend interview, providing SMEs an ease of participation without causing burden to shop operations.

To promulgate their success, the winning companies will enjoy extensive publicity exposures, including coverage on newspaper supplement, and production of feature video that will be broadcast via the Association's website and Youtube. Other recognitions include trophy and certificate for display at shops, as well as opportunity to share with retail counterparts at the award presentation ceremony.

## Tapping into New Technology – Mobile App

To capture the tremendous growth in the use of smart phone and mobile applications (App) in business, SME retailers will be given opportunity to learn about these latest marketing tools. In particular, an App will be developed to help SME retailers experience the ease of using mobile marketing to achieve effective promotion impact and customer engagement. The App will allow retailers to actively engage their customers by offering e-coupon, conducting voting and collecting feedbacks from them. Briefing sessions will be arranged for retailers on the use of the App and how they can make the full use of it.

## Experiential Learning

### Retail Workshop

Eight half-day workshops, covering sales and marketing, customer service, store operation and human resources, will be organized to offer SME retailers essential and practical knowledge and skills that will help them meet with challenges in running a retail business in today's highly competitive business environment.

### Company Visit

Visits to two medium-to-large retailers will be arranged for SME retail practitioners. The visits aim to allow participants to acquire first-hand experience through direct observation as well as opportunity to exchange with counterparts on practical knowledge of retail operation.

## 表揚傑出服務 — 零售中小企優質服務獎

協會將舉辦「零售中小企優質服務獎」，推廣與表揚中小企竭誠提供優質顧客服務，為香港的服務型經濟作出貢獻。比賽歡迎香港各中小企零售商戶參加，大會將派出神秘顧客到訪參加商戶的店舖，實地考核前線員工的表現。為便利零售商參賽和減低對店舖運作的影響，參加商戶無須提交計劃書或出席面試。

為表揚得獎者的優秀表現，得獎商戶會得到廣泛的宣傳機會，包括獲報章特刊報道得獎消息；協會亦會為優勝者製作短片，上載協會網站及於Youtube播放。此外，協會會頒發獎座和證書予得獎商戶，供他們放在店舖展示；得獎者亦會獲邀出席服務獎頒獎典禮，與零售同業分享得獎的喜悅。

## 融入嶄新技術 — 流動電話應用程式

運用智能電話與流動電話應用程式(App)推廣業務，日益普及。為求讓中小企零售商掌握此趨勢，協會將研發全新的流動電話應用程式，讓他們親身體驗這件最新的推廣工具，並學習如何利用流動網絡營銷手法，有效地推廣其品牌和產品，以及凝聚顧客，跟他們建立關係。零售商可透過該應用程式向顧客提供電子優惠券、舉辦投票活動及蒐集顧客意見，主動與顧客互動交流。協會稍後將為零售商舉行簡介會，介紹有關應用程式的使用詳情，以及如何充分發揮程式的效能，促進業務發展。

## 體驗 · 學習

### 零售工作坊

我們將舉辦八場半天工作坊，內容涵蓋銷售及市場推廣、顧客服務、店舖營運及人力資源四個範疇，以提升中小企零售商各種不可或缺的知識和實務技能，有助他們在現今競爭激烈的環境下，駕馭各種業務挑戰。

### 公司考察

協會特別為中小企零售商安排兩次公司考察，到訪兩家中至大型的零售企業，讓參加者從親身觀察中獲得第一手資訊，並有機會和同業交流零售運作的實用知識。

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For programme details, please visit SME Retail Portal at  
歡迎瀏覽香港零售管理協會網站，了解有關計劃詳情

<http://sme.hkrma.org>