

SME Initiatives

中小企業發展支援活動

New Programme for SME Retailers - It's Free! 中小企支援計劃第二擊 - 費用全免!

The Association is very glad to receive the SME Development Fund by Trade & Industry Department again for launching the second phase of the programme. The core vision of the programme is to provide SME retailers with practical resources and assistance free of charge to enhance their competitiveness so as to promote the long-term development of Hong Kong's industry.

Part II of the Project will include more in-depth services. Retailers with a company size of less than 50 staff are welcome to join. Do grasp your chance to add value and gain more business opportunities. Details of the programme can be found in the following pages.

Mystery Shoppers Programme

The Mystery Shoppers Programme allows SME retailers to understand the strengths and weaknesses of their frontline staff, helps them improve their professional services and finally establish a quality service team. Apart from uplifting customer service, the Programme also helps strengthen corporate branding and competitiveness in the market.

Through the Programme, a number of onsite assessments will be conducted to find out the customer service standard of the retail outlets.

Those participating SME retailers will get a MSP Report and then be arranged to have Individual Counseling in which experienced retail consultants will analyze the report for the management. The consultants will identify their problems in relation to customer service and provide suggestions tailored for their individual operating environment. After the counseling, the consultants will base on the company's situation to sum up with a Consultation Report which will serve as a very useful reference for the retailers in putting good customer service into real practice.

The Mystery Shoppers Programme is open for application until 17 August, 2011. Enrollment is limited and on a first-come, first-served basis. Interested parties please visit <http://sme.hkrma.org> to download the application form or call Ms Fong at 2179 9400.

協會十分高興再次獲得工業貿易署中小企業發展支援基金資助，在今年再度推出免費的中小企零售商援計劃，為更多同業提供多方面的實用資訊與協助，以提升他們的競爭力，促進行業長遠發展。

新一年的計劃包含更多進深服務，歡迎公司總人數在50人或以下的零售商參加，各位請即把握機會，持續增值，迎接更多商機。計劃詳情請見下文。

「神秘顧客服務」

「神秘顧客服務」讓中小企零售商了解前線服務的強弱項，協助他們改善其專業服務，最終建立優質服務團隊。此項服務除了推動企業提升顧客服務質素，亦有助鞏固其品牌聲譽及市場競爭力。

此項服務會安排神秘顧客進行實地考核，以了解店鋪的顧客服務水平。

經過實地考核，參加服務的中小企將收到一份「神秘顧客評審報告」，並會獲安排作個別面談，由資深零售顧問為公司的管理層分析報告結果，解構問題所在，並因應個別經營環境，提供針對性建議。顧問於面談後，會就公司的個別情況，歸納出一份建議報告，供中小企作為參考，讓他們學習如何在日常營運中實踐優質顧客服務。

「神秘顧客服務」現已開始接受報名，截止日期為8月11日，名額有限，先到先得！有興趣請立即到<http://sme.hkrma.org>下載參加表格，或致電2179 9400與方小姐聯絡。

提高你的競爭力!
Uplifting your competitiveness!

- 1 參加計劃及獲得確認 Enroll and Receive Confirmation
- 2 神秘顧客探訪 MSP Visits
- 3 獲得神秘顧客評審報告 Recieve MSP Report
- 4 一對一零售顧問面談 Individual Counselling by Retail Consultant
- 5 收到顧問建議報告 Recieve Consultation Report
- 6 執行改善提升表現! Take Action for Improvement!

SME Retail Conference - From Challenges to Opportunities

This year's inauguration event, the SME Retail Conference – From Challenges to Opportunities, will be held on 21 July 2011 at Hong Kong Productivity Building. Guest speakers will be sharing with the audience how to capture business opportunities and master the rules of success in this challenging market. The conference is free of charge and SME retailers are welcome to participate to exchange insights with industry counterparts. Below are details of the conference:

Date 日期 : 21 July 2011 (Thursday) 2011年7月21日 (星期四)
Time 時間 : 2:30 - 5:00pm 下午2時30分至5時正
Venue 地點 : Exhibition Hall, 4/F, Hong Kong Productivity Building, 78 Tat Chee Avenue, Kowloon Tong
香港九龍塘達之路78號生產力大樓四樓展示廳
Fee 費用 : Free of charge 免費
Language 語言 : Cantonese 廣東話

中小企零售研討會「化挑戰為商機」

本年度計劃的揭幕活動為中小企零售研討會「化挑戰為商機」。研討會訂於2011年7月21日假九龍塘生產力大樓舉行，屆時各主講嘉賓將與參加者分享如何在充滿挑戰的市場環境，洞悉機遇，掌握致勝之道。研討會費用全免，歡迎中小企零售商參加，把握機會與同業交流，提升業務競爭力。研討會詳情如下：

Enquires 查詢/報名

Tel 電話 : 2179 9400 (方小姐)
Email 電郵 : sme@hkrma.org
Website 網頁 : <http://sme.hkrma.org>

Topics & Guest Speakers 主講環節及嘉賓

The Trend & Practice of Excellent Customer Service 優質顧客服務趨勢與實踐

Mr. Paul Ma, Chairman, Service & Courtesy Award / Mystery Shoppers Programme Organizing Committee, HKRMA

香港零售管理協會「傑出服務獎」及「神秘顧客計劃」籌備委員會主席 馬永基先生

Winning Customers with Creative Business, Web 2.0 Marketing and Successful Management Principles 創業意念及背景、市場營銷 (Web 2.0)、與不同的客戶溝通渠道及管理理念

Ms. Erica Yuen, Founder & Director, Mi Ming Mart and Kami Teapresso

袁彌明生活百貨及Kami Teapresso 創辦人及董事 袁彌明小姐

Business Opportunities of Creativity & Branding 「創意」、「品牌」展商機

Ms. Tong Mo Ching, Jane, Managing Director, Arredamenti Co. Ltd. (Giormani)

歐達家具有限公司 (茲曼尼) 執行董事 唐慕貞小姐

Briefing on SME Retailers Project (Part II)

中小企零售商計劃 (第二部份) 簡介

Ms. Hydde Chan, Senior Manager, HKRMA

香港零售管理協會 高級經理 陳麗群小姐

Retail Workshop

The Association will organize a series of Retail Workshops to cover different aspects of retail operation. Participating SMEs will obtain in-depth knowledge and practical skills to help enhance their competitiveness in the market. The schedule for workshops in July and August is as follows:

Customer Service and Sales 顧客服務與銷售	
Handling Customer Complaints 有效應付顧客投訴 (2011年8月15日, 9:30am至6pm)	Connecting with Customers 90秒內贏取顧客歡心 (2011年8月25日, 2:30pm至6pm)
Retail Management 零售管理	
Effective Supplier Relationship Management & Outsourcing Management 有效供應商管理與外判管理 (2011年8月9日, 9:30am至1pm)	High-impact Strategic Brand Management for SME Retail Chains 高效策略品牌管理 (2011年8月23日, 9:30am至6pm)
Labour Regulations 勞工法例	
Understanding the Employee Compensation Ordinance 認識《僱員補償條例》 (2011年8月3日, 2:30pm至6pm)	Understanding the Minimum Wage Ordinance 認識「法定最低工資」 (2011年8月4日, 2:30pm至6pm)

You are welcome to visit <http://sme.hkrma.org> to watch the workshop details and register online. For enquiries, please call Ms. Fong at 2179 9400.

「零售工作坊」

協會安排一連串「零售工作坊」，涵蓋不同營運範疇，讓中小企同業獲得更多有關營運管理的實用知識及技巧，以提高市場競爭力。今年7月至8月的工作坊時間表如下：

歡迎立即到<http://sme.hkrma.org>了解工作坊詳情及進行網上報名！如有查詢，請致電2179 9400與方小姐聯絡。

Briefing on SME Development Fund

The Association's "SME Retailers Project" launched in 2010 has been very well received by the industry. More than 1,000 SME retailers have participated in the Mystery Shoppers Programme and the Management Workshops. The Association was invited by the Secretariat of the SME Development Fund of the Trade and Industry Department to share experience and winning tips in project application with over a hundred of guests in the SDF Briefing held on 1 June.

「中小企業發展支援基金」簡介會

香港零售管理協會在2010年所推出的中小企零售商支援計劃大受業界歡迎，「神秘顧客服務」及「管理工作坊」有超過1,000名中小企零售商參加。協會更應工業貿易署中小企業發展支援基金秘書處邀請，於6月1日舉行的「中小企業發展支援基金」簡介會上，與百多名來賓分享協會成功申請計劃的經驗與心得。



Ms. Belinda Kwan, Assistant Director – General (Industries Support) of Trade and Industry Department (right) presented souvenir to Ms. Hydde Chan, Senior Manager of HKRMA.

工業貿易署助理署長關恩慈女士(右)頒發紀念品予香港零售管理協會高級經理陳麗群女士。



Participants were interested in the sharing and were eager to ask questions during the Q&A session.

出席人士都對分享内容深感興趣，並在發問時間踴躍提問。