



## 2019 Service Retailers of the Year 全年最佳服務零售商

The "Service Retailers of the Year" is an annual award scheme of "Quality Service Benchmarking Assessment" under "Quality Service Programme" of the Association (original name: Mystery Shopper Programme). It aims to recognize retailers who have shown excellent service performance by achieving the highest scores for the four assessment periods during the year (i.e. October - December of the year, January - March, April - June and July - September of the following year). The awards will be presented at the Annual Awards Presentation Ceremony in December, including:

「全年最佳服務零售商」是香港零售管理協會「優質服務計劃 - 優質服務衡量評估」的年度獎項 (計劃原名為神秘顧客計劃) · 旨在表揚於全年四個評審期內 ( 即該年 10 月至 12 月、翌年 1 月至 3 月、4 月至 6 月、及 7 月至 9 月 ) 整體服務水平成績最高得分的零售商。協會於每年 12 月頒獎典禮上頒發年度獎項 · 包括：

- **卓越成就獎**  
**Excellence Award**
- **Service Retailers of the Year - Gold, Silver and Bronze Award of Flagship Stores and Chain Stores**  
全年最佳服務零售商 - 旗艦店及連鎖店 金、銀、銅獎
- **Service Retailers of the Year - Category Award**  
全年最佳服務零售商 - 組別獎
- **Service Retailers of the Year - Gold, Silver and Bronze Award of Shopping Mall**  
全年最佳服務零售商 - 商場組別 金、銀、銅獎

### 卓越成就獎 Excellence Award

"Excellence Awards" are granted to the "Excellence Award Winners" or "Gold Award Winner of Service Retailer of the Year" in the previous year and has made the highest score among all participating brands in the current year.

「卓越成就獎」為上一年度的「卓越成就獎」或「全年最佳服務零售商金獎」得主 · 並於本年度繼續成為所有參與品牌的最高得分者。

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最佳服務零售商大獎 Service Retailers of the Year – Grand Award



旗艦店 (5 間或以下店舖) Flagship Stores (5 outlets or below)

GOLD AWARD 金獎

CHINESE  ARTS & CRAFTS  
SINCE 1959

SILVER AWARD 銀獎

**SONY**

BRONZE AWARD 銅獎

 完美  
PERFECT

連鎖店 (5 間以上店舖) Chain Stores (Above 5 outlets)

GOLD AWARD 金獎

PRINCE太子  
珠寶鐘錶 JEWELLERY & WATCH

SILVER AWARD 銀獎

**周大福**

CHOW TAI FOOK

BRONZE AWARD 銅獎

CSS  
粵港澳滙周生生

最佳服務零售商 - 組別獎 Service Retailers of the Year - Category Award

Automobile

汽車組別



Audi

Beauty Products / Cosmetics Category

化粧品店組別



Department Stores Category

百貨公司組別

sincere先施

Electronic & Electrical Appliances Category

電子及電器店組別

SONY

Fashion & Accessories - High Fashion Category

時裝飾物店 - 高級時裝組別



Fashion & Accessories - Sports & Outdoor Products

Category 時裝飾物店 - 運動及戶外用品組別



Fastfood / Restaurants Category

快餐店 / 餐廳及酒樓組別



Footwear Category

鞋類組別



Furniture & Home Accessories Category

傢俱及居室用品組別



Health Care Products Category

健康產品組別



Infant and Child Merchandise Category

嬰兒及兒童商品組別



Personal Care Products Category

個人護理產品組別



Premium Life - Style Category

高雅 · 時尚生活品味組別



Retail (Services) Category

零售 (服務) 組別



Quality Living

優質生活組別



Specialty Stores - Underwear & Nightwear Category

專門店 - 內衣及家居服組別

CALVIN KLEIN  
UNDERWEAR

Supermarkets

超級市場



Telecommunications Category

電訊組別

HKT 香港電訊

Watch & Jewellery Category

鐘錶及珠寶店組別

PRINCE太子  
珠寶鐘錶 JEWELLERY & WATCH

Well-Being Products Category

健康生活產品組別



Shopping Mall 商場組別

GOLD AWARD 金獎

PACIFIC PLACE

SILVER AWARD 銀獎

cityplaza

BRONZE AWARD 銅獎

領展  
LINK  
Fu Tung Plaza 富東廣場