



# 零售商

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# RETAILERS

Winter  
2017

H K R M A   N E W S L E T T E R

### 2017 Service Retailers of The Year

#### Gold Award

CSS 粵港澳周生生



#### Silver Award

La Colline

#### Bronze Award



### Category Award

La Colline

CHINESE ARTS & CRAFTS SINCE 1988

百老匯

CHEVIGNON



ASHWORTH



Jipi Japa

Ulterts 歐化傢俬

歐化傢俬

mannings Baby

mannings Plus



WAI WING WORT & SPORTS

CALVIN KLEIN UNDERWEAR

PIAGO

1010

CSS 粵港澳周生生



完美 PERFECT



## Highlights of 2017 Annual Dinner and Retail Awards Presentation



### 2017 Service & Courtesy Award Winners



giordano|ladies



HKT 香港電訊



Smart Living™

le saunda

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maxim's cakes 美心西餅

farmfresh330



PRINCE太子

GREENLADIES

拉斐特 Lafayette



MOKO 新世界廣場

新城市廣場三期 New Town Plaza III



香港賽馬會 The Hong Kong Jockey Club

club ONE 會所1号

TSL | 謝瑞麟



UA CINEMAS

Ulterts 歐化傢俬



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## About Hong Kong Retail Management Association 香港零售管理協會

The Hong Kong Retail Management Association (HKRMA) was founded in 1983 by a group of visionary retailers with a long-term mission to present a unified voice for Hong Kong's retail industry. For 35 years the Association has played a vital role in addressing the many issues affecting retailers and by promoting our retail industry through awards, education and training.

Today, the HKRMA is the major retail association in Hong Kong. Our members represent more than 8,000 retail outlets employing over half of the local retail workforce. Members organizations cover various types of retail businesses ranging from beauty products and cosmetics to catering and food, supermarkets, department stores, convenience stores, drug stores, watches and jewellery, fashion and accessories, furniture and home accessories, electronic and electrical appliances, telecommunications, retail (services), and specialty stores, as well as suppliers, wholesalers and industry related service organizations.

The HKRMA is one of the founding members of the Federation of Asia-Pacific Retailers Associations (FAPRA) established in 1989. Currently, members of FAPRA cover 17 countries/regions in the Asia Pacific with each being represented by the key retail association.

香港零售管理協會於1983年由一班高瞻遠矚的零售商共同創辦，他們肩負著任重道遠的使命，代表香港零售業發表一致意見。協會成立35年來，處理眾多對零售商有切身影響的事宜，亦透過獎項、教育及培訓推廣零售業。時至今日，協會已成為香港主要的零售商會，會員公司的零售店舖逾8,000間，會員公司的僱員數目佔本港總零售僱員逾半。

協會的會員公司網羅各種類型的零售業務，涵蓋美容及化粧品、餐飲、超級市場、百貨公司、便利店、藥房、鐘錶及珠寶、時裝飾物、家具及家居用品、電子及電器用品、電訊、零售（服務）、專門店，以及供應商、批發商，以及與業界相關的服務機構。

香港零售管理協會是亞太零售商協會聯盟（FAPRA）的創會會員之一。該聯盟於1989年成立，目前其會員遍及17個亞太區國家／地區，每個會員均由主要零售協會擔任代表。



## Message from the Chairman of HKRMA 香港零售管理協會主席之話

Mr. Thomson Cheng  
鄭偉雄先生

New year brings new opportunities and hopes. Welcome to 2018! On behalf of the Association, may I offer you my best wishes for a healthy and prosperous year ahead!

Our 2017 Annual Dinner and Retail Awards Presentation Ceremony was successfully held on 5 December, with an attendance of over 1,200 prominent guests and members. I would like to express my sincere gratitude to our Guest of Honour, Mr. Matthew Cheung, the Chief Secretary, for officiating the event.

Reviewing the previous year, we are glad to see that Hong Kong's retail market has bottomed out and regained its momentum. The retail sales value has increased by 1.8% for the first 11 months of 2017 over the same period in 2016. And, it is worth noting that the sales value in September and October in 2017 respectively has almost leveled that of figures in 2013 when the Hong Kong retail market was at its peak.

With a very low unemployment rate, visible growth in visitor arrivals and the wealth effect from buoyant property and stock markets, the Association anticipated a 3% - 4% rise in the retail sales of 2018 as a whole. The positive sentiment has also been reflected in the salary trends. According to our survey on retail salary trends conducted in November 2017, a majority of our member companies responded that they would have salary rise in the range of 2% - 5% in 2018; while either year-end bonus or double-pay or both, would be given to staff for their service in 2017.

On the public front, with the new HKSAR government has been in office for more than six months now, we are pleased to see that Mrs. Carrie Lam, the Chief Executive, has deliberated a set of priorities to fortify Hong Kong's position as the business hub in her first Policy Address. Amongst all, it is excited to learn about her determination to uplifting Hong Kong's innovation and technology, as she herself will head up a newly formed high-level, inter-departmental Steering Committee on the subject.

這是我於2018年的首份獻辭，我謹代表協會祝各位在新一年身體健康，萬事如意！

2017周年晚會暨頒獎典禮已於12月5日圓滿舉行，共有超過1,200名貴賓和會員撥冗光臨，謹此衷心感謝政務司司長張建宗先生蒞臨主禮。

回顧2017年，香港零售市場成功走出谷底，重拾增長動力，令人鼓舞。全年首11個月的零售銷售總額較2016年同期增長1.8%，其中9月和10月的銷售額更貼近2013年香港零售市場最暢旺時的水平。

展望2018年，協會對零售表現仍然樂觀。鑑於就業市場理想，加上訪港旅客數字顯著上揚，預料今年的整體零售銷售總額將增長約3%至4%，而零售業從業員的薪酬趨勢，正好反映企業的樂觀展望。根據協會於2017年11月進行的零售業薪酬趨勢調查，大部分會員皆表示將於2018年加薪，幅度介乎2%至5%，同時會派發年終花紅及／或雙糧。

公共事務方面，新一屆香港特區政府至今已就任逾半年，市民樂見行政長官林鄭月娥女士在首份《施政報告》中列舉多項重點政策，以鞏固作為商業樞紐的地位。她更會親自領導新成立的跨部門督導委員會，以展示推動香港創新及科技發展的決心。

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**Ms. Column Chu**

Manager, Research - HKRMA

### Contributors

**Mr. Thomson Cheng**

Chairman - HKRMA

**Hon. Peter Shiu**

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### 'RETAILERS' is

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HONG KONG  
RETAIL MANAGEMENT  
ASSOCIATION  
香港零售管理協會

7/F, First Commercial Building,  
33-35 Leighton Road, Causeway Bay,  
Hong Kong

Tel : (852) 2866-8311

Fax : (852) 2866-8380

Website: www.hkrma.org



The global development in new technologies and innovative retail formats has been evolving at an unprecedentedly fast manner, and Hong Kong can no longer stay stagnant in this worldwide revolution. In this regard, we echo with Mrs. Lam's policy priority in advancing technology adoption and innovation, and we urge earnestly the Government to come up with practical measures to assist the retail industry, especially the SMEs to sharpen their survival skills in the era of new retail.

As we celebrate the Association's 35th anniversary this year, it is an opportune time for us all to re-assess and sharpen our competitive edge, and get prepared for the future challenges. Taking the overarching theme of "Inspiring the New Era of Retail", the Association will organize a series of celebration initiatives throughout the year, aiming to inspire and equip retailers with new knowledge and skills so that they can advance in the new era of retail experience.

As an anchor event of our year-round celebrations, this year's annual retail conference has been renamed as Hong Kong Retail Summit. A stellar speaker lineup with about 20 C-level executives is now in place; and we are very honoured that Mrs. Carrie Lam, the Chief Executive, has accepted our invitation as the Guest of Honour and to deliver an opening speech. You may find more details of the Summit in this newsletter. I hope to see you all at the Summit on 15 May!

With a forward-looking view of our retail industry, the Association continues to offer a diverse and up-to-date programme of events, dedicating to keeping members' abreast of the latest market trends in 2018.

Taking this opportunity, may I remind our members to renew the membership. For fellow retailers who are not yet our members, please join the Association in 2018 to take full advantage of our exclusive members' benefits and networking opportunities.

世界各地的新技術和創新零售模式正以前所未見的急速步伐發展，面對這個全球趨勢，香港不能再停步不前。因此，我們贊同行政長官推動創新及科技應用的政策重點，並促請政府制定可行的措施，協助零售業及中小企裝備自己，迎接零售新紀元。

今年適逢協會成立35周年，是時候重新審視表現和提升競爭力，為迎接未來的考驗作好準備。今年協會將會以「匯聚新智慧 零售創未來」為主題，於年內舉辦連串慶祝活動，務求協助零售商掌握新知識和技能，以便在著重零售體驗的新時代中突圍而出。

協會的周年大會今年將更名為「2018香港零售高峰會」，成為周年慶祝活動的重點，希望各位能踴躍參與。協會已邀請約20位星級講者於峰會上分享真知灼見，更非常榮幸邀得行政長官林鄭月娥女士擔任主禮嘉賓及致歡迎辭。如欲了解峰會的詳情，請參閱本期季刊的相關章節。我熱切期待於5月15日的峰會上與各位見面！

協會將會繼續為零售業籌劃多元化的活動，致力讓會員緊貼2018年的最新市場趨勢。

我希望藉此機會呼籲大家踴躍更新會籍，並邀請尚未成為會員的零售同業加入，以專享各種獨家禮遇，同時廣拓人脈，發掘機遇。

最後，再次祝各位新年進步，龍馬精神！



## Message from Legislative Councillor (Functional Constituency Representative for Wholesale & Retail) 立法會議員之話 批發及零售界功能組別代表

Hon. Peter Shiu  
邵家輝先生

### Cheer for market rebounding with preparation for the unexpected

Just at the start of 2018, various economic data have brought us good news. Among them is that retail sales are holding their increases since last March and getting better with substantial rise in both value and volume, driven by the growth of tourists and internal demands. So many people are looking forward to the Lunar New Year as well as the annual market will continue to improve. Nevertheless, the favorable trend does not mean no hidden threats. Retail industry and government need to prepare for a rainy day in the face of coming challenges.

According to the latest statistics, there were 52.8 million tourists visiting Hong Kong from January to November last year. Compared to the same period of the previous year, it had an increase of 3.1%, with a 7% soar in November alone. Besides, the local private consumption expenditure in the third quarter last year also recorded a rise of 6.7%. Thanks to their contributions, the value and volume of total retail sales in November experienced a remarkable growth of 7.5% and 6.9% respectively. It is not just an increase for the ninth consecutive month, but also the greatest one since February of 2015. As Mr. Thomson Cheng, the HKRMA Chairman, said, retail industry is truly entering a recovery period.

I am glad to see retail market perform better than the past few years did. In particular, the property and stock markets are booming, number of tourists is steadily increasing and the opening of Hong Kong-Zhuhai-Macao Bridge and Express Rail Link will facilitate people from Zhujiang Delta coming to Hong Kong for travel and shopping. Given all these favorable factors, it would not be surprising even if the retail sales turn out to have a 8-10% growth this year.

However, with the improvement in business, the pressure of rent increase on shops will definitely rise. Furthermore, the latest unemployment rate has fallen to 2.9% that is the lowest in 20 years, coupling with the underemployment rate remaining at a low level of 1.1% for the sixth consecutive month. It reflects a shortage of local labor and various industries are competing for manpower resources. Since the government refuses to ease labor importation, the problem of labor shortage is bound to intensify. Our industry inevitably needs to think up every possible method to deal with it.

### 市道回暖誠可喜 未雨綢繆防隱憂

甫踏入2018年，多項經濟數據都帶來喜訊，其中在遊客和內需增長帶動下，零售業銷售不但維持自去年3月以來升勢，還有可觀的「價量齊升」，因此不少人都憧憬稍後農曆新年以至全年的市道將會持續向好。然而，勢頭良好，並不代表全無隱憂，業界以至政府實有需要未雨綢繆，對前面的挑戰有所準備。

據最新統計，去年1至11月訪港旅客共有5,288萬人次，較對上一年同期上升3.1%，單計11月更升了7%；另外去年第三季的本地私人消費開支，同樣錄得6.7%漲幅。受惠於兩者的增長，11月零售業總銷貨價值和數量，分別按年大升7.5%和6.9%，而這除了是連升9個月，更是2015年2月以來的最大升幅。由此可見，正如鄭偉雄主席所說，零售業確可謂「正式踏入復甦期」。

我亦樂見今年零售市道比前幾年好，尤其是現今樓市和股市興旺，遊客平穩增長，加上今年港珠澳大橋及高鐵將相繼開通，可便利更多珠三角居民來港旅遊購物，所以今年零售業銷售有8至10%升幅也不為奇。

不過，隨著生意好轉，商舖加租的壓力必定有增無減；加上失業率降至2.9%，創廿年來新低，就業不足率連續六個月維持在1.1%的低水平，進一步顯示本地勞工短缺，各行各業都在「搶人」。在政府堅拒放寬輸入外勞的情況下，人手不足問題勢必加劇，業界無可避免要想方設法去應對。



In addition to the above-mentioned concerns, some friends of retail industry have also pointed out to me that the Mainland lowered import tariffs on a certain number of consumer goods from December 1 last year, which cover as many as 187 kinds of commodities including foodstuffs, health products, medicines, cosmetics, clothes and shoes, household equipment, cultural and entertainment, and general merchandise. Consequently, the average tax rate has dropped from 17.3% to 7.7%. This may be good news for import and export trading companies, but as far as the retail industry is concerned, the reduction of tariffs means the selling prices of goods in Hong Kong and mainland will be closer. In addition to prevalent online shopping there, it may dampen tourists' desire to shop in Hong Kong.

We have to understand that tourists spending on shopping accounts for 35% or more of our total retail sales, while Mainland tourists make up more than 75% of the total tourists visiting Hong Kong. Once they reduce shopping in Hong Kong, the impact on our retail industry can be imagined. For this reason, I opine the government has to review whether the policy of One Visit Per Week should continue in the long term and further consider allowing more mainland cities covered by Individual Visit Scheme. We can take advantage of the Hong Kong-Zhuhai-Macao Bridge and Express Rail Link to attract more tourists to come, making up for the possible loss in tourist shopping.

Of course, as the saying goes, "an ironsmith must himself be strong for iron work", the government must firstly endeavor to enhance our capacity to receive tourists and well prepare for diversion of tourists before attracting more tourists. Otherwise, it may end up reigniting social conflicts and damaging Hong Kong's image and stability. Since the government has abundant financial strength, it is incumbent upon it to devote more resources to reducing inconvenience caused to the public by providing ancillary tourist facilities and services; such as building shopping malls near boundaries to ease the flow of visitors away from residential areas and adding more street-cleaning staff to keep the city tidy, which will bring benefits to our economy.

除了以上隱憂，有業界朋友也向我指出，內地自去年12月1日起下調若干消費品的進口關稅，範圍涵蓋食品、保健品、藥品、化妝品、衣著鞋帽、家用設備、文化娛樂、日雜百貨等共約187種商品，平均稅率由17.3%降至7.7%。對於進出口貿易公司，這可能是一個好消息，但就本港零售業而言，則是另一回事，因為內地調低關稅，意味中港兩地貨品售價將拉近，加上內地網購日益盛行，今後或會減低內地居民在港購物的意欲。

要知道，旅客在港購物消費額現佔零售業總銷貨值達三成半以上，而內地旅客更佔了訪港旅客總數逾七成半，一旦他們減少來港購物，對本港零售業的影響可想而知。所以長遠而言，我認為政府當局需要檢討「一週一行」措施是否繼續施行，並進一步考慮增加適用自由行的內地城市，藉港珠澳大橋和高鐵的便利，引入更多客源，彌補上述可能出現的購物減少情況。

當然，「打鐵還需自身硬」，在吸引更多旅客之前，當局務必先做好提升香港社會接待能力和分流旅客的工作；否則，旅客再多，社會也受不了，恐怕最終又深化社會矛盾，損害香港的形象和穩定。政府坐擁雄厚財政實力，著實應該投入更多資源，增設旅遊配套設施與服務，例如興建購物城疏導旅客遠離民居、加派街道清潔人手保持市容整潔等，以減低市民不便的同時，亦為經濟帶來收益。



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### Highlights of 2017 Annual Dinner and Retail Awards Presentation Ceremony 香港零售管理協會周年晚會暨頒獎典禮 2017

The Hong Kong Retail Management Association held its Annual Dinner and Retail Awards Presentation Ceremony on 5 December, 2017 to celebrate the past year with over 1,200 guests including government officials, legislators, industry leaders, executives of trade associations and professional bodies, and retail frontline staff.

In his welcoming remarks, Mr. Thomson Cheng, the Association's Chairman, encouraged the industry to uphold its spirit of hospitality. In addition, he called on the Government to actively support the development of retail industry, and to promote the industry's professional image and training of retail talent through resource allocation, so as to help the industry continue to sharpen its competitive edge.

This year, the Association is deeply honoured that Mr. Matthew Cheung, Chief Secretary for Administration, attended the Dinner as officiating guest. While affirmed the importance of retail industry, Mr. Cheung said the Government is keenly putting in place innovative measures to promote Hong Kong and its tourism, which would help the retail industry grow on a positive and upbeat note.

Winners of the flagship award programmes including "Mystery Shopper Programme – Service Retailers of the Year", "Service & Courtesy Award" and the newly launched "Top 10 Quality E-Shop Awards" were invited to receive their honour on stage at the Annual Dinner. Their hard work was applauded and appreciated by the guests.

香港零售管理協會周年晚會暨頒獎典禮已於2017年12月5日舉行。晚會獲超過1,200位嘉賓，包括政府官員、立法會議員、業界翹楚、商會及專業團體領袖、以及零售業前線員工蒞臨，令晚會生色不少。

協會主席鄭偉雄先生致歡迎辭時，勉勵業界繼續發揮零售業好客精神，並促請政府積極支持零售業發展，投放資源推廣業界專業形象、支援零售人才培訓，幫助業界保持競爭優勢。

今年協會十分榮幸邀請到政務司司長張建宗先生擔任晚會的主禮嘉賓。張司長肯定了零售業的重要性，並表示政府正積極推出多項創新的措施加強推廣香港及旅遊業，對零售業未來發展有正面樂觀的推動作用。

協會藉著晚會頒發「神秘顧客計劃 - 最佳服務零售商」、「傑出服務獎」以及新增的「十大優質網店大獎」。各得獎機構及得獎者在業界同儕的一片掌聲和歡呼聲中接受嘉許。







**The Association thanks the following companies for their sponsorships:**

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Bronze Sponsor: Computer and Technologies Holding Ltd.

**協會特別鳴謝以下贊助公司：**

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銅贊助：科聯系統集團有限公司





## 2017 Service & Courtesy Award - Award Presentation 2017 傑出服務獎 - 頒獎典禮

The Service & Courtesy Award has been highly respected as the Oscars of the retail trade in Hong Kong. Since its inception in 1986, the Award has been dedicated in promoting quality service, recognizing the outstanding performance of frontline retail professionals and enhancing Hong Kong's overall customer service standard. In 2017, the Award attracted 487 retail staff from 98 brands across 20 categories. To encourage entrants, the Association introduced the "New Participating Brands Category" and the "Most Popular Outlet Award". All winners were awarded at the Association's Annual Dinner on 5 December, 2017.

「傑出服務獎」自1986年創辦至今，被業界譽為「零售奧斯卡」，透過嘉許表現超卓的零售業前線專才，成功為優質服務豎立典範，持續推動優質顧客服務。「2017傑出服務獎」獲來自98個品牌共487名前線零售員工參加，分佈於20個零售組別。為鼓勵更多零售從業員參加，協會於2017年新增「S&C新秀組別」個人獎項，並透過網上投票選出「最受歡迎店舖獎」。所有得獎者已於12月5日協會舉辦的周年晚會上獲頒發殊榮。

### Earn & Learn Student Category / Earn & Learn 學生組別得獎者

**Award Presenter 頒獎嘉賓:** Dr. Guy Look, Chairman of HKRMA E-Commerce Sub-Committee 香港零售管理協會 電子商貿委員會主席 陸楷博士



**Mr. Chau Ho Leung 周灝棟**  
CSL Mobile Limited - CSL  
香港移動通訊有限公司 - CSL



**Mr. Ma Po Yin 馬寶賢**  
Circle K Convenience Stores (HK) Ltd  
OK 便利店有限公司

### Junior Frontline / 基層級別

**Award Presenters 頒獎嘉賓:**

- 1-5: Mr. Henry Yip, Vice Chairman of HKRMA  
香港零售管理協會 副主席 葉焯德先生
- 6-10: Mr. Rodney Miles, Board member of HKRMA  
香港零售管理協會 董事會成員 文禮士先生
- 11-14: Mr. Bankee Kwan, JP, Board member of HKRMA  
香港零售管理協會 董事會成員 關百豪先生, JP
- 15-18: Mr. Philip Ma, Board member of HKRMA  
香港零售管理協會 董事會成員 馬景煊先生



**Ms. Chan Fung Ting 陳鳳婷**  
Giordano Limited - Giordano Ladies  
佐丹奴有限公司 - Giordano Ladies



**Mr. Fu Lai Yin, Tony 傅禮賢**  
Ulferts of Sweden (Far East) Ltd. - Ulferts  
瑞典歐化(遠東)有限公司 - 歐化傢俬



**Ms. Pao Pei Chia, Daisy 包佩加**  
le saunda holdings ltd - le saunda  
萊爾斯丹控股有限公司 - le saunda



**Ms. Ho Lok Sum, Tracy 何樂心**  
Café de Coral Holdings Limited - Café de Coral  
大家樂集團有限公司 - 大家樂



**Mr. Cheng Chi Wai 鄭志偉**  
LOG-ON



**Mr. Cheng Chi Wai 鄭志偉**  
Wai Yuen Tong (Retail) Ltd - Wai Yuen Tong  
位元堂(零售)有限公司 - 位元堂



**Ms. Chung Man Shan 鍾汶珊**  
The Hong Kong Jockey Club  
香港賽馬會



**Ms. Lam Hin Yu, Venus 林蕙婷**  
Discovery Park Commercial Services Ltd.  
愉景新城



**Ms. Lau Luk Ching, Lusy 劉錄澄**  
Sa Sa Cosmetic Company Limited - Sa Sa  
莎莎化粧品有限公司 - 莎莎



**Ms. So Tsz Wing, Wing 蘇芷泳**  
HKT Limited - Customer Service Center  
香港電訊 - 客戶服務中心



**Ms. Li Xin 李鑫**  
Tai Hing Catering Group - Tai Hing Restaurant  
太興飲食集團 - 太興餐廳



**Ms. Lam Mei Ki 林美其**  
Pizza Hut Hong Kong Management Limited -  
Pizza Hut  
香港必勝客管理有限公司 - 必勝客



**Mr. Kung Wai Hang Aon 龔偉恒**  
CSL Mobile Limited - CSL  
香港移動通訊有限公司 - CSL



**Ms. Wong Tak Kwan 黃德君**  
Hong Kong Disneyland Resort - CSL  
Hong Kong Disneyland Resort Merchandise  
香港迪士尼樂園 - 香港迪士尼樂園商品部



**Mr. Wong Kin On, Kenneth 黃健安**  
Chow Tai Fook Jewellery Co., Ltd. - Chow Tai Fook  
周大福珠寶集團有限公司 - 周大福



**Ms. Leung Hiu Wai, Ruby 梁曉慧**  
The Lifestyle Group - ClubONE  
時代生活集團 - 會所 1 号



## Supervisory / 主管級別

### Award Presenters 頒獎嘉賓:

- 19-22: Mr. Henry Yip, Vice Chairman of HKRMA  
香港零售管理協會 副主席 葉焯德先生
- 23-26: Mr. Rodney Miles, Board member of HKRMA  
香港零售管理協會 董事會成員 文禮士先生
- 27-30: Mr. Bankee Kwan, JP, Board member of HKRMA  
香港零售管理協會 董事會成員 關百豪先生, JP
- 31-34: Mr. Philip Ma, Board member of HKRMA  
香港零售管理協會 董事會成員 馬景煊先生

### Fashion & Accessories 時裝飾物店組別



21 **Ms. Woo Wing Chee 胡詠慈**  
Giordano Limited - Giordano  
佐丹奴有限公司 - 佐丹奴

### Furniture & Home Accessories 傢俱及居室用品組別



22 **Mr. Chong Man Fai, Man 莊文輝**  
Ulferts of Sweden (Far East) Ltd. - Ulferts  
瑞典歐化(遠東)有限公司 - 歐化傢俬

### Fastfood 快餐店組別



23 **Mr. Kwok Chung Wing 郭仲榮**  
Pizza Hut Hong Kong Management Limited - PHD  
香港必勝客管理有限公司 - 薄餅博士

### Gift and Premium Stores 禮品及精品店組別



24 **Ms. Chan Kwok Ting, Rachel 陳國婷**  
Hong Kong Disneyland Resort -  
Hong Kong Disneyland Resort Merchandise  
香港迪士尼樂園 - 香港迪士尼樂園商品部

### Health Care Products 健康產品組別



25 **Mr. Ho Chi Wai 何志威**  
Wai Yuen Tong (Retail) Ltd - Wai Yuen Tong  
位元堂(零售)有限公司 - 位元堂

### Leisure & Entertainment 休閒及娛樂組別



26 **Mr. Li Cheuk Hin 李卓軒**  
The Hong Kong Jockey Club  
香港賽馬會

### Food Shops 食品店組別



27 **Ms. Leung Po Shan 梁嫻珊**  
Coffee Concepts (Hong Kong) Ltd. - Starbucks HK  
Coffee Concepts (Hong Kong) Ltd. - 香港星巴克

### Lifestyle Stores 潮流生活店組別



28 **Ms. Lau Yuen Yu, Ally 劉苑如**  
Sa Sa Cosmetic Company Limited - Sa Sa  
莎莎化粧品有限公司 - 莎莎

### Restaurants - Chinese Cuisine 餐廳 - 中式菜系組別



29 **Ms. Liu Tsz Ying 廖子瑩**  
Tao Heung Group Limited - Chung's Cuisine  
稻香集團 - 鐘菜

### Restaurants - Western Cuisine & Specialities 餐廳 - 西式及特色菜系組別



30 **Mr. Hung Sze Lung 洪斯龍**  
Pizza Hut Hong Kong Management Limited -  
Pizza Hut  
香港必勝客管理有限公司 - 必勝客

### Retail (Services) 零售(服務)組別



31 **Ms. Li Shuk Man, Angela 李淑文**  
HKT Limited - Customer Service Center  
香港電訊 - 客戶服務中心

### Telecommunications 電訊組別



32 **Mr. Mak Lok Man 麥洛民**  
CSL Mobile Limited - CSL  
香港移動通訊有限公司 - CSL

### Watch & Jewellery 鐘錶及珠寶店組別



33 **Ms. Hui Man Wai, Vivian 許文慧**  
Chow Tai Fook Jewellery Co., Ltd. - Chow Tai Fook  
周大福珠寶集團有限公司 - 周大福

### Wedding Merchants 婚禮商戶組別



34 **Ms. Yuen Wing Hei, Vanessa 阮穎希**  
Stan Group (Holdings) Limited - Lafayette Wedding  
陸域(控股)有限公司 - 拉斐特婚禮統籌有限公司

### Bakery Shops 麵包西餅店組別



19 **Ms. Wong Yuen Yi 王婉宜**  
Maxim's Caterers Limited - Maxim's Cakes  
美心食品有限公司 - 美心西餅

### Convenience Stores / Supermarkets 便利店 / 超級市場組別



20 **Mr. Man Kin Wa 文健權**  
Circle K Convenience Stores (HK) Ltd  
OK 便利店有限公司

## Social Enterprises Category / 社企組別得獎者

Award Presenter 頒獎嘉賓: Dr. Guy Look, Chairman of HKRMA E-Commerce Sub-Committee 香港零售管理協會 電子商貿委員會主席 陸楷博士



**Gold Award 金獎**  
**Ms. Hui Wai Man 許慧雯**  
Tung Wah Group of Hospitals - Rinato Eco Floral Shop  
東華三院 - 兩生花花店



**Silver Award 銀獎**  
**Mr. Wong Chi Fai 黃志輝**  
New Life Psychiatric Rehabilitation Association - farmfresh330  
新生精神康復會 - 農社 330



**Bronze Award 銅獎**  
**Ms. Yip Yim Yuk 葉滙玉**  
St. James' Settlement - Green Ladies  
聖雅各福群會 - Green Ladies

## New Participating Brands Category / S&C 新秀組別得獎者 (基層級別)

Award Presenter 頒獎嘉賓: Dr. Guy Look, Chairman of HKRMA E-Commerce Sub-Committee 香港零售管理協會 電子商貿委員會主席 陸楷博士



**Gold Award 金獎**  
**Mr. Ku Chun Sing, Anson 顧俊昇**  
HKT Limited - Smart Living



**Silver Award 銀獎**  
**Ms. Chan Siu Kuen 陳笑娟**  
Perfect Resources (HK) Limited  
完美資源(香港)有限公司



**Bronze Award 銅獎**  
**Ms. Choi Yan Kit, Kit 蔡欣潔**  
HKT Limited - Smart Living

## New Participating Brands Category / S&C 新秀組別得獎者 (主管級別)

Award Presenter 頒獎嘉賓: Dr. Guy Look, Chairman of HKRMA E-Commerce Sub-Committee 香港零售管理協會 電子商貿委員會主席 陸楷博士



**Gold Award 金獎**  
**Mr. Lam Wing Ho, Noah 林泳浩**  
HKT Limited - Smart Living



**Silver Award 銀獎**  
**Ms. Cheung Fung Ming 張鳳鳴**  
Golden Legend Enterprises Limited - Director's Club  
金俊企業有限公司 - 董事會



**Bronze Award 銅獎**  
**Ms. Yu Pik Wan 余碧雲**  
Day Glow International Group Ltd. - American Bedding  
大通國際集團有限公司 - 美國抗敏感用品專家

## Company Award - The Potential Brand Award / 公司獎項 - 最具潛質品牌獎

Award Presenter 頒獎嘉賓: Mr. Thomson Cheng, Chairman of HKRMA 香港零售管理協會 主席 鄭偉雄先生



**Gold Award 金獎**  
**HKT Limited - Smart Living**  
● Mr. Fok Chin Ho, Allen 霍展豪  
● Mr. Ku Chun Sing, Anson 顧俊昇  
● Mr. Lam Wing Ho, Noah 林泳浩  
● Ms. Choi Yan Kit, Kit 蔡欣潔



**Silver Award 銀獎**  
**Golden Legend Enterprises Limited - Director's Club**  
**金俊企業有限公司 - 董事會**  
● Ms. Cheung Fung Ming 張鳳鳴  
● Ms. Cheng Suk Yin 鄭淑賢  
● Ms. Chan Sze Man 陳詩敏  
● Mr. Fung Siu Tung 馮兆東



**Bronze Award 銅獎**  
**Tai Fu Loy Investment Company Limited - TFL**  
**大富來投資有限公司 - TFL**  
● Mr. Tsui Kai Yan 徐啟昕  
● Ms. Fong Ho Ying 方可盈  
● Ms. Lau Ka Yin 劉嘉燕  
● Mr. Mok Wing Hang 莫永恆



## Company Award - The Best Team Performance Award 公司獎項 - 最佳參賽隊伍獎

Award Presenter 頒獎嘉賓: Mr. Thomson Cheng, Chairman of HKRMA 香港零售管理協會 主席 鄭偉雄先生



### Gold Award 金獎

**Sa Sa Cosmetic Company Limited - Sa Sa 莎莎化粧品有限公司 - 莎莎**

- Ms. Lau Yuen Yu, Ally 劉苑如
- Ms. Yu Yuet Sze, Ceci 余悅思
- Ms. Wan Ka Man, Carman 溫嘉雯
- Ms. Lau Luk Ching, Lusy 劉錄澄



### Silver Award 銀獎

**Ulferts of Sweden (Far East) Ltd. - Ulferts 瑞典歐化(遠東)有限公司 - 歐化傢俬**

- Mr. Chong Man Fai, Man 莊文輝
- Mr. Fu Lai Yin, Tony 傅禮賢
- Mr. Li Hung Tan, Zill 李鴻丹
- Ms. Chan Tsz Ting, Sonia 陳梓婷



### Bronze Award 銅獎

**Maxim's Caterers Limited - Maxim's Cakes 美心食品有限公司 - 美心西餅**

- Ms. Tao Wei Ying, 陶偉英
- Ms. Li Mengsi, 李夢思
- Ms. Wong Yuen Yi, 王婉宜
- Ms. Hui Hoi Yin, 許凱燕

## Company Award - Best Service Outlets 公司獎項 - 傑出服務店舖

Award Presenters 頒獎嘉賓: Ms. Caroline Mak, JP, Board member of HKRMA 香港零售管理協會 董事會成員 麥瑞琮女士, JP



### Gold Award 金獎

**TSL Jewellery - China Hong Kong City Branch 謝瑞麟 - 尖沙咀中港城店**



### Silver Award 銀獎

**HKT - Tuen Mun Town Plaza HKT Shop 香港電訊 - 屯門市廣場HKT 專門店**



### Bronze Award 銅獎

**UA Cinemas - UA Cine Times 娛藝(UA) 院線 - UA Cine Times**

### Certificates of Merit 嘉許證書



**Chow Tai Fook - 2nd Jordan Branch 周大福 - 佐敦第二分店**



**HKT Limited - Sheung Wan Customer Service Center 香港電訊 - 上環客戶服務中心**



**HKT Limited - Smart Living Store**



**HomeSquare**



**New Town Plaza III 新城市廣場三期**



**Tai Hing Restaurant - Pacifica Mall Branch 太興餐廳 - 宇晴軒店**



**Chung's Cuisine - Tao Heung Training Restaurant 鐘菜 - 稻香訓練酒樓**

## Excellent Service Star 優質服務之星

HKT Limited - HKT 香港電訊有限公司 - 香港電訊	Mr. Chan Heung Wah 陳向華
Maxim's Caterers Limited - Maxim's Cakes 美心食品有限公司 - 美心西餅	Ms. Kwan Yin Ping 關燕平
G2000 (Apparel) Limited - G2000 縱橫二千集團 - G2000	Ms. Siu Li Li, Lily 肖莉莉
The Hong Kong Jockey Club 香港賽馬會	Ms. Sin Chung Wai, Vivian 冼仲慧
The Hong Kong Jockey Club 香港賽馬會	Ms. Chung Man Shan 鍾汶珊

Golden Legend Enterprises Limited - Director's Club 金俊企業有限公司 - 董事會	Ms. Chan Sze Man 陳詩敏
Pizza Hut Hong Kong Management Limited - Pizza Hut 香港必勝客管理有限公司 - 必勝客	Ms. Lam Mei Ki 林美其
TSL Jewellery (HK) Co. Limited - TSL Jewellery 謝瑞麟珠寶(香港)有限公司 - TSL 謝瑞麟	Mr. So Chun Chiu 蘇振超
Prince Jewellery & Watch Company Limited - Prince 太子珠寶鐘錶有限公司 - 太子	Ms. Lo Wai Chi, Rachel 盧慧芝
Prince Jewellery & Watch Company Limited - Prince 太子珠寶鐘錶有限公司 - 太子	Mr. Kwok Wai Kin, Zita 郭煒鍵

## Outstanding Performance Award 優越表現獎

Maxim's Caterers Limited - Maxim's Cakes 美心食品有限公司 - 美心西餅	Ms. Li Mengsi 李夢思
Ulferts of Sweden (Far East) Ltd. - Ulferts 瑞典歐化(遠東)有限公司 - 歐化傢俬	Mr. Li Hung Tan, Zill 李鴻丹
The Hong Kong Jockey Club 香港賽馬會	Ms. Leung Hoi Ching 梁海晴
Sa Sa Cosmetic Company Limited - Sa Sa 莎莎化粧品有限公司 - 莎莎	Ms. Wan Ka Man, Carman 溫嘉雯
Sa Sa Cosmetic Company Limited - Sa Sa 莎莎化粧品有限公司 - 莎莎	Ms. Yu Yuet Sze, Ceci 余悅思
Sun Hung Kai Real Estate Agency Limited - MOKO 新鴻基地產代理有限公司 - MOKO 新世紀廣場	Ms. Lee Yuet Kei, Acacia 李玥琦

Tai Hing Catering Group - Tai Hing Restaurant 太興飲食集團 - 太興餐廳	Ms. Yeung Tsan 楊燦
CSL Mobile Limited - CSL 香港移動通訊有限公司 - CSL	Mr. Lau Yu Wai, Ray 劉漁韋
HKT Limited - HKT 香港電訊有限公司 - 香港電訊	Mr. Wu Wai Pun, Edward 胡渭斌
Chow Tai Fook Jewellery Co., Ltd. - Chow Tai Fook 周大福珠寶集團有限公司 - 周大福	Ms. Cheung Sin Man, Jessica 張倩敏
Chow Tai Fook Jewellery Co., Ltd. - Chow Tai Fook 周大福珠寶集團有限公司 - 周大福	Mr. Chung Ho Yin 鍾浩賢







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# 香港零售管理協會周年晚會暨頒獎典禮 2017 Hong Kong Retail Management Association Annual Dinner and Retail Awards Presentation Ceremony



## Mystery Shopper Programme – 2017 Service Retailers of the Year 神秘顧客計劃 - 2017 年最佳服務零售商

Since its launch in 1996, the HKRMA Mystery Shopper Programme has successfully carried out some 130,000 assessment visits. In 2017, a total of 152 retailers covering 3,873 retail outlets participated in the Programme. About 9,300 mystery shopper assessment visits were conducted to outlets across 21 retail categories including product and service.

Through a comprehensive assessment, retailers with highest scores are awarded "Service Retailers of the Year" that represent the highest industry recognition in excellent service performance. All winning companies proudly received their trophies presented by Mr. Peter Shiu, Legislative Councillor (Wholesale and Retail), at the Association's Annual Dinner on 5 December, 2017.

Congratulations to the following companies for their outstanding achievements!

香港零售管理協會的「神秘顧客計劃」自1996年推出至今，已進行了130,000次神秘探訪。2017年的計劃獲152個零售品牌共3,873間店舖參加，合共進行了9,300次神秘顧客探訪，覆蓋21個零售及服務組別。

透過全面的探訪評審，全年得分最高的零售商，將獲頒發業界最高殊榮的「最佳服務零售商」。所有得獎公司在2017年12月5日舉辦的周年晚會暨頒獎典禮上，獲立法會議員(批發及零售界)邵家輝先生頒發獎座。

協會特此恭賀以下服務出眾的零售機構！

### Service Retailers of the Year 最佳服務零售商大獎

Gold Award  
金獎

C. S. S. Jewellery Co. Limited  
粵港澳周生生珠寶金行  
有限公司 - 粵港澳周生生



Gold Award  
金獎

King Fook Jewellery  
Group Limited  
景福珠寶集團 - 景福珠寶/  
Masterpiece by King Fook



Silver Award  
銀獎

Sa Sa International Holdings  
Limited - La Colline  
莎莎國際控股有限公司 -  
La Colline專門店



Bronze Award  
銅獎

The Hongkong Electric Co.,  
Ltd. - Customer Centre  
香港電燈有限公司 -  
客戶中心





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

### Beauty Products / Cosmetics Category 化粧品店組別

Sa Sa International Holdings  
Limited - La Colline  
莎莎國際控股有限公司 -  
La Colline專門店



### Footwear Category 鞋類組別

Belle Worldwide Limited -  
Jipi Japa  
百麗環球有限公司 - Jipi Japa



### Department Stores Category 百貨公司組別

Chinese Arts & Crafts (HK) Ltd  
中藝(香港)有限公司



### Furniture & Home Accessories Category 傢俱及居室用品組別

Ulferts of Sweden (Far East) Ltd  
瑞典歐化(遠東)有限公司



### Electronic & Electrical Appliances Category 電子及電器店組別

Broadway  
百老匯



### Health Care Products Category 健康產品組別

Eu Yan Sang (Hong Kong)  
Limited  
余仁生(香港)有限公司



### Fashion & Accessories - Sports & Outdoor Products Category 時裝飾物店 - 運動及 戶外用品組別

YGM Trading Limited -  
ASHWORTH  
YGM貿易有限公司 -  
ASHWORTH



### Infant and Child Merchandise Category 嬰兒及兒童商品組別

The Dairy Farm Company,  
Limited - Mannings Baby  
牛奶有限公司 - Mannings Baby



### Fashion & Accessories Category 時裝飾物店組別

Swire Resources Limited -  
CHEVIGNON  
太古資源有限公司 -  
CHEVIGNON



### Personal Care Products Category 個人護理產品組別

The Dairy Farm Company,  
Limited - Mannings Plus  
牛奶有限公司 - Mannings Plus



### Fastfood / Restaurants Category 快餐店 / 餐廳及酒樓組別

The Spaghetti House  
Restaurants Limited  
意粉屋有限公司



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

### Premium Life-Style Category 高雅 · 時尚生活品味 組別

Chinese Arts & Crafts (HK) Ltd  
中藝(香港)有限公司



### Telecommunications Category 電訊組別

CSL Mobile Limited - 1010  
香港移動通訊有限公司 -  
1010



### Retail (Services) Category 零售(服務)組別

The Hongkong Electric Co., Ltd.  
- Customer Centre  
香港電燈有限公司 - 客戶中心



### Watch & Jewellery Category 鐘錶及珠寶店組別

C. S. S. Jewellery Co. Limited  
粵港澳周生生珠寶金行  
有限公司 - 粵港澳周生生



### Shopping Mall Category 商場組別

Link Asset Management Limited  
- H.A.N.D.S.  
領展資產管理有限公司 -  
H.A.N.D.S.



King Fook Jewellery Group  
Limited  
景福珠寶集團 - 景福珠寶/  
Masterpiece by King Fook



### Specialty Stores - Underwear & Nightwear Category 專門店 - 內衣及家居服 組別

PVH Asia Limited -  
Calvin Klein Underwear



### Well-Being Products Category 健康生活產品組別

Perfect Resources (HK) Limited  
完美資源(香港)有限公司



The following winning companies were unable to attend the Award Presentation Ceremony:

未能出席頒獎禮的得獎公司：

1. Fashion & Accessories - High Fashion Category: ImagineX Group - Alice & Olivia  
時裝飾物店 - 高級時裝組別：俊思集團 - Alice & Olivia
2. Specialty Stores Category: Wai Shing Wine & Spirits  
專門店組別：偉成洋酒
3. Supermarkets Category: UNY (HK) Co Ltd - PIAGO  
超級市場組別：生活創庫有限公司 - PIAGO



# 香港零售管理協會周年晚會暨頒獎典禮 2017

## Hong Kong Retail Management Association Annual Dinner and Retail Awards Presentation Ceremony



## 2017 Top 10 Quality E-Shop Award Winners

Covering Prominent to Small-Medium E-Shops

## 2017 十大優質網店

涵蓋大、中小零售企業



Riding on the Quality E-Shop Recognition Scheme launched by the Association in 2017, the Top 10 Quality E-Shop Award was introduced to recognize the best of the best e-shops. The awarded e-shops ranged from chain retailers to SMEs across 7 retail and service categories including personal care products, supermarkets, infant and child merchandises, electronic and electrical appliances, travel services, furniture and home accessories, and telecommunication products and services.

All winning companies proudly received their recognitions presented by Mr. Thomson Cheng, Chairman of the Association at the Annual Dinner on 5 December, 2017.

協會承接2017年推出的「優質網店認證計劃」，特設「2017十大優質網店」專屬獎項，以表揚優質網店。「十大優質網店」得獎公司涵蓋大型連鎖零售商至中小企營運的網店，覆蓋七大零售及服務組別，包括健康護理產品、超級市場、嬰兒及兒童商品、電子及電器產品、旅遊服務、家居及居室用品和電訊產品及服務，範疇之廣可照顧消費者衣、食、住、行的生活需要。

所有得獎公司已於2017年12月5日協會舉辦的周年晚會上，獲協會主席鄭偉雄先生頒發殊榮。

<b>Gold Award</b> <b>金獎</b>  A.S. Watson Group - Watsons 屈臣氏集團 - 屈臣氏 <a href="http://www.watsons.com.hk">www.watsons.com.hk</a>	<b>Silver Award</b> <b>銀獎</b>  Baby-kingdom.com Limited (KMall) 親子王國有限公司 (KMall) <a href="https://kmall.baby-kingdom.com">https://kmall.baby-kingdom.com</a>	<b>Silver Award</b> <b>銀獎</b>  A.S. Watson Group - PARKnSHOP 屈臣氏集團 - 百佳超級市場 <a href="http://www.parknshop.com">www.parknshop.com</a>	<b>Bronze Award</b> <b>銅獎</b>  The Dairy Farm Company Limited - Wellcome 牛奶有限公司 - 惠康 <a href="http://www.wellcome.com.hk">www.wellcome.com.hk</a>	<b>Bronze Award</b> <b>銅獎</b>  A.S. Watson Group - FORTRESS 屈臣氏集團 - 豐澤 <a href="http://www.fortress.com.hk">www.fortress.com.hk</a>
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### Other Top 10 E-Shops

其他十大優網店 (排名不分先後)

 China Mobile Hong Kong 中國移動香港 <a href="http://www.hk.chinamobile.com">www.hk.chinamobile.com</a>	 Pricerite Home Ltd. 實惠家居有限公司 <a href="http://www.pricerite.com.hk">www.pricerite.com.hk</a>	 The Dairy Farm Company Ltd. - Market Place by Jasons 牛奶有限公司 - Market Place by Jasons <a href="http://www.marketplacedelivers.com">www.marketplacedelivers.com</a>	 Toys "R" Us (Hong Kong) Ltd. <a href="http://www.toysrus.com.hk">www.toysrus.com.hk</a>	 travelwebsite.com <a href="http://www.travelwebsite.com">www.travelwebsite.com</a>
 UDS Global Ltd. 優迪斯國際有限公司 <a href="http://www.suchprice.hk">www.suchprice.hk</a>	 Ztore HK Ltd. 士多香港有限公司 <a href="http://www.ztore.com">www.ztore.com</a>	詳情請參閱 <a href="http://hkma.org/b5/awards/qeshop/top10_qeshopawards.html#top10award">http://hkma.org/b5/awards/qeshop/top10_qeshopawards.html#top10award</a>		



## 2018 Upgraded E-Shop Recognition!

### 2018 優網店升級版認證



Plan Type 認證計劃	Assessment Requirements 評審範圍	Recognition Logo 可獲認證標誌	Fee 費用
Plan 1: Standard Plan 計劃 1: 基本評審	Based on the standard assessment of 23 e-shop prerequisites 評審成為「優網店」的 23 項基礎條件		Member 會員: HK\$2,000 Non-Member 非會員: HK\$2,400
Plan 2: All-round Plan 計劃 2: 全面評審	Based on the all-round assessment of over 60 e-shop assessment criteria with detail report. 整體評審成為「優網店」超過 60 項條件，並獲發詳盡評審報告 <ul style="list-style-type: none"> <li>E-shop with total score at 90% above would be recognised as "Premium Quality E-shop". 成功獲取 90% 分數以上的網店可獲發 Premium E-Shop 商標</li> <li>Entitled for the selection of "2018 Top 10 Quality E-Shop Award". 角逐「2018 十大優網店」殊榮</li> </ul>	 	Member 會員: HK\$3,000 Non-Member 非會員: HK\$3,800

查詢: 2892 2561 電郵: qeshop@hkma.org



## 2017 Hong Kong Awards for Industries: Customer Service - Award Presentation 香港工商業獎：顧客服務 - 頒獎禮

The 2017 Awards Presentation Ceremony of the HKAI was held on 18 December 2017 at the Hong Kong Convention and Exhibition Centre. Winning companies were given the "Customer Service" awards at the ceremony officiated by Mrs. Carrie Lam, Chief Executive of the HKSAR.

The Hong Kong Awards for Industries is championed by the HKSAR Government since 1989. The Association is proud to be the organizer for the award category on "Customer Service". Over the years, our category has received keen participation from companies of a diverse portfolio of business sectors. The Association thanks all participating companies for their support, and extends heartfelt congratulations to all winners in the "Customer Service" category.

2017年「香港工商業獎」頒獎禮已於2017年12月18日假香港會議展覽中心舉行。當日由香港特區政府行政長官林鄭月娥女士蒞臨主禮，向得獎公司頒發獎項。

香港工商業獎於1989年設立，是獲香港特區政府支持的獎勵計劃。協會非常榮幸能成為「顧客服務」組別的主辦機構。此獎項一直深獲來自多個不同服務行業的公司參加角逐。協會感謝各參與公司的支持，並對「顧客服務」組別各得獎機構致以衷心祝賀。



### Customer Service Grand Award 顧客服務大獎

Award Presenter 頒獎嘉賓：  
Mrs. Carrie Lam, Chief Executive of the HKSAR 香港特區政府 行政長官 林鄭月娥女士

DBS Bank (Hong Kong) Limited  
星展銀行(香港)有限公司



DBS Bank (Hong Kong) Limited is at the forefront of leveraging digital technology to shape the future of banking. This is reflected in a simple truth at DBS – that you bank to live, not live to bank – and we believe you want to live life to the fullest and you want simple, smart and innovative banking services and products that enable that. DBS' commitment to customer service excellence is framed in "RED" (Respectful, Easy to deal with, and Dependable), which is the foundation of its corporate culture and the cornerstone of its service principle.

DBS' commitment to enabling customers to live life to the fullest through simple, smart and innovative banking services and products is realized with a "4D Framework" (Discover, Define, Develop and Deliver). DBS systematically introduces the "customer-centric" concept throughout the product and service design process, so that can create a seamless customer experience. With a focus on "Agile Methodology" and "Journey Design Thinking", DBS effectively respond to changes in customer needs and improve its time to market, making banking simple for customers.

星展銀行(香港)有限公司帶領業界以數碼科技重塑銀行業未來，產品不斷創新，將服務力求精簡，務求讓客戶擁有充裕的時間及空間，活出精彩人生。星展銀行致力為客戶提供卓越的銀行服務，並以亞洲服務準則RED，即「以客為尊、往來便捷、信賴可靠」作為企業文化的基礎及服務宗旨。

為了讓顧客「Live More」，星展銀行透過「4D Framework」，有系統地將「以客為本」概念貫穿整個客戶服務設計的流程，成功以「客戶導向」為顧客帶來快捷和順暢的銀行體驗。此外，通過「Agile Methodology」及「Journey Design Thinking」雙管齊下，星展銀行能夠更有效地滿足市場內不同客戶的需要，讓產品更快推出市場，為顧客帶來更快捷方便的銀行體驗。





## Customer Service Award

### 顧客服務獎

Award Presenter 頒獎嘉賓:

Mr. Henry Yip, Vice Chairman of HKRMA 香港零售管理協會 副主席 葉焯德先生

#### CHKC Building Management Limited 中港城物業管理有限公司

The China Ferry Terminal developed by Sino Group in 1988 is comprised of Grade A office towers that providing harbour views, shopping mall and a convenient and comfortable environment for shoppers, tenants and visitors. It also houses the Royal Pacific Hotel & Towers that is preferred by discerning travelers.

The company holds the belief that 'Happy Staff Makes Happy Customer'. It strives to cultivate a happy working environment through various reward schemes and a wide range of leisure activities which help enhance the staff's sense of belonging and loyalty, and most importantly, work-life balance for all staff. The company values every suggestion from staff who understands customers' needs. All these initiatives motivate and encourage staff to provide service excel customers' expectation.

信和集團旗下中港城於1988年建成，集甲級海景寫字樓、商場及中國客運碼頭於一身。中港城地理位置優越，為顧客、租戶及各國遊客提供方便舒適的購物環境，項目內的皇家太平洋酒店亦深受旅客愛戴。

公司深信「快樂員工能帶來快樂顧客」。公司致力為員工營造開心工作間，推出多元化獎勵計劃及工餘活動，使員工的工作與生活取得平衡，從而增加員工的歸屬感和忠誠度。公司亦十分重視每位員工的建議，因為前線員工往往更能了解顧客的真正需要。快樂而投入的員工能由心出發為顧客提供卓越服務。

#### HK Romance Dating Limited 香港婚活有限公司

Fate of love starts with a romantic dating. HK Romance Dating (HKRD) navigates the love road for over 10,000 members via professional one on-one dating and speed dating events, leading the members to find their life partners.

During the matching process of one-on-one dating, each customer enjoys a free consultation service. All speed dating events are held by professional hosts. HKRD offers a wide range of events. Having great contents of the events, the company gets a lot of support from customers and the events are always full. To enhance the successful matching rate, HKRD holds classes on psychology, dating skills and image grooming every week. Members can fully upgrade themselves and seize their true love more easily.

緣份由浪漫約會開始，香港婚活有限公司透過專業、貼心的單對單約會及Speed Dating 活動，為過萬會員在愛情路上導航，引領他們找到人生伴侶，是本港領先的交友配對機構。

公司透過心理測驗及詳細面談，了解客人的性格、背景及擇偶要求，並介紹與其要求互相匹配的對象。Speed Dating 活動由專業司儀主持。活動類型多元化，而且設計用心，得到大量客人的支持。為提高配對成功率，公司每星期都舉辦心理班、約會技巧班及形象提升班，讓會員內外提升，真正掌握幸福。



#### HomeSquare 啟勝管理服務有限公司 - HomeSquare

As the largest one-stop shopping mall for home furnishing in Hone Kong, HomeSquare works deiligently on their motto "Serves Customers with Heart" to make them feel like home. HomeSquare provides unique and exclusive one-stop creative home furnishing services to their customers. Its home ambassadors analyze customers' purchase needs, give professional recommendation on home products, and accompany them to experience products in different shops according to the planned shopping route. They also provide packing services and arrange professional logistic services. Furthermore, customers can use the handy functions of "iRuler" and "Wish List" with HomeSquare Mobile App to experience the convenient and speedy Home Planner Service.

HomeSquare為全港最大一站式家居主題商場，致力「以心服務」為顧客營造家的感覺。HomeSquare獨有的一站式創意家居服務，讓顧客體驗前所未有的購物樂趣。「家居服務大使」會協助顧客分析選購所需、推介專業家品、規劃購物路線陪同顧客體驗家品、提供包裝及安排專業運送服務。顧客更可透過商場的手機應用程式中「iRuler」、「心儀購物清單」等功能，體驗方便快捷的家居統籌服務。



#### Sino Estates Management Limited - Exchange Tower 信和物業管理有限公司 - 國際交易中心

Exchange Tower is a grade A office building of Sino Group located in Kowloon Bay and managed by Sino Property Services. Upholding the core values of 'Customer First', 'Quality Excellence' and 'Continuous Improvement' of the Group, Exchange Tower is committed to providing quality one-stop property and facility management services for customers by thoroughly understanding their needs and consistently surpassing their expectations. The management team of Exchange Tower continuously introduces environmental management initiatives and strives to deliver a green working environment for customers.

信和集團旗下甲級商廈國際交易中心位於九龍灣，並由信和管業優勢管理。秉承集團「顧客至上」、「卓越品質」及「不斷求進」的核心價值，國際交易中心致力為顧客提供一站式專業優質物業及設施管理服務，同時履行「瞭解顧客的需要，時刻超越顧客的期望」的使命。國際交易中心管理團隊持續引入環保管理新概念，為客戶締建綠色工作環境。





## Customer Service Certificate of Merit

### 顧客服務優異證書

Award Presenter 頒獎嘉賓:

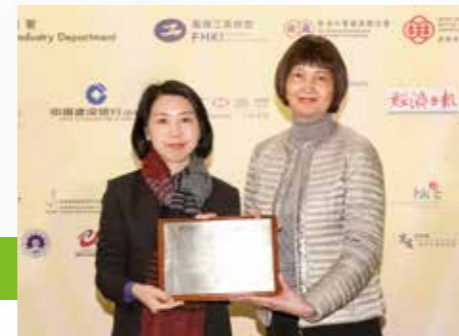
Ms. Ruth Yu, Executive Director of HKRMA 香港零售管理協會 執行總監 余麗姚女士



#### PCCW - HKT Limited - Smart Warranty

As the telecom market leader in Hong Kong, HKT is dedicated to provide unmatched professional products and services. With an aim to deliver an one-stop customer experience, the company strives to enrich service offerings to cope with the market demands. The HKT Smart Warranty service, launched in 2015, offers customer a comprehensive post-sales product care services by providing prolonged warranty period identical to what original manufacturers provide. Not only being managed by a team of highly experienced and engaged veterans, the service also offers an unique door-to-door pick-up & return arrangement, which further strengthens the company's belief "Here To Serve".

香港電訊作為行業領導者，致力為客戶提供專業及貼心的服務，並積極拓展不同業務，為客戶打造一站式產品與服務以及嶄新之服務體驗。於2015年推出「HKT延長保養服務」，提供全方位電子消費品售後加顧服務，由專業客戶服務團隊全程跟進，並設有上門收送服務，使客人足不出戶便能享有完善的產品維修保養服務，貫徹「摯誠為你」的服務宗旨。



#### Supreme Management Services Limited - The Leighton Hill

The Leighton Hill is a 15-year old residential property comprising 544 units in 8 blocks and a plush clubhouse with sports and high-quality food & beverage services. The Leighton Hill has always made it the primary target to keep the estate at the forefront of luxurious residential properties in Hong Kong with safety, security, pampered comfort and convenience for residents.

The extensive concierge services embedded with two basic concepts including "Never Say No; Provide Alternatives" and "Nothing is Impossible". A full range of six-star hotel-grade, round-the-clock concierge services (over 122 service items) are provided for residents. The company also offers a large variety of extraordinary services, exceeding their residents' expectation.

禮頓山落成15年，提供高質素物業管理、會所管理及餐飲服務予544個單位之住戶及賓客。服務處致力於行內保持其服務質素，並以提供一個理想、安全及舒適的居住環境為首要目標。

服務處秉承兩個禮賓服務宗旨 - 「永不說不，提供其他方法」及「凡事沒有不可能」，提供超過122項六星級酒店式、全天候貼心禮賓服務。我們樂於想多一步，為住戶所想，構思不同凡響的服務，超出他們的期望。

## Introduction of the Award

### 獎項簡介

The Hong Kong Awards for Industries cover seven categories including consumer product design, customer service, equipment and machinery design, innovation and creativity, productivity and quality, technological achievement, and upgrading and transformation. The Association has been the leading organizer for the award category on "Customer Service" since its inception. Over the years, our category has received keen participation from companies of a diverse portfolio of business sectors, including retailing, banking and finance, catering, property management, telecommunication, travel agencies and various service providers.

香港工商業獎設有七個組別獎項，包括消費產品設計、顧客服務、設備及機器設計、創意、生產力及品質、科技成就及升級轉型，分別由七個相關行業的機構舉辦。香港零售管理協會是「顧客服務」組別的主辦機構。過去數年，此獎項獲來自多個不同服務行業的公司參加角逐，包括零售、金融及銀行、餐飲、物業管理、電訊服務、旅行社及不同的專業服務等。

### Eligibility

- Companies and organizations operating in Hong Kong (except departments/agencies of the HKSAR Government) are eligible to enter. The Awards are also open to individual division of a company provided that the principal activity of the division is providing service to consumers.
- Participating companies should be engaged in service oriented businesses. The "service" in question should be mainly provided in Hong Kong.
- To enable on-site mystery shoppers assessment by the organizer to form part of the judging, participating companies should either have a retail or service outlet, or an external customer service channel where the organizer could perform such mystery assessment.

### 參賽資格

- 除政府部門/機構外，在香港經營業務的企業均符合參賽資格。企業內以服務消費者為主的部門亦可參賽。
- 參賽機構主要於香港提供服務。
- 參賽機構必須從事服務行業及在香港擁有零售店舖、顧客服務中心或對外的客戶服務渠道，以便主辦機構以神秘顧客探訪的形式進行評審。

### Enrollment

Participating companies are invited to submit a written Customer Service Proposal which should highlight the company's customer service related programme(s) and management philosophies in achieving and providing quality service to their customers. For details, please visit the event website: [www.hkrma.org/hkai](http://www.hkrma.org/hkai) or contact the Association at 2866 8311.

### 參加辦法

參賽機構必須呈交一份有關顧客服務的計劃書，其中須重點列明公司對優質顧客服務的見解，以及如何提升顧客服務的詳情。詳情可瀏覽 [www.hkrma.org/hkai](http://www.hkrma.org/hkai) 或致電2866 8311。





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- 提供最新好工推介



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# Hong Kong Retail Summit 2018

## 香港零售高峰會



Inspiring  
the  
New Era of Retail

匯聚新智慧  
零售創未來

Date 日期	15 May 2018 (Tuesday) 5月15日 (星期二)
Time 時間	09:00 – 17:45
Venue 地點	Room N101, HKCEC, HK 香港會議展覽中心新翼 1樓會議室 N101
Guest of Honour 主禮嘉賓	Mrs. Carrie Lam, Chief Executive of the HKSAR 香港特別行政區行政長官林鄭月娥女士

Hong Kong Retail Management Association is proudly entering its 35th year in 2018. Riding on the occasion, our annual conference will be renamed as Hong Kong Retail Summit and anchored as a key celebrating initiative.

With a stellar line up of over 20 speakers, the Summit will provide a platform for entrepreneurs, corporate leaders and senior management from retail-related key players to exchange innovative insights and management wisdom with reference to the ever-evolving customer behaviours, technology advancements and revolutionary changes in retail business models.

為慶祝香港零售管理協會於2018年踏進35周年，協會拓展第10屆零售研討會規模，並定名為「2018香港零售高峰會」，作為創會35周年誌慶的重點活動。

「2018香港零售高峰會」將薈萃二十多位星級講者，以新面貌和新形式，為企業家、高級管理人員及領導者提供溝通平台，就零售科技趨勢、瞬息萬變的零售環境和顧客消費行為交流真知灼見，以啟發新思維和大智慧。

### 第一節：全球零售新視角 Session 1: Global Views of Retailing

What's happening with retail industries around the Globe? Influential corporate leaders and retailers from worldwide will share their current retail business models and key success factors in coping with the ever-changing consumer needs in their operating regions.

This inspirational sharing will spark off new concepts and energies to rejuvenate the retail industry of Hong Kong.

面對當前零售業的環境瞬息萬變，全球各地具影響力的商界巨頭及零售業界領袖將會共聚一堂，為大家分享他們的零售模式和致勝關鍵，探討他們如何滿足消費者急速的需求，從而在市場中脫穎而出。

這場具啟發性的分享，將激發大家的原動力，開拓新思維，為香港零售業界注入新動力。

#### Keynote Speaker 主講嘉賓



Ms. Leonie Valentine, Managing Director, Sales & Operations, Google Hong Kong  
Google 香港 銷售和營運董事總經理 尉俐妮女士

### 第二節：「智能」數碼零售新時代 Session 2: "Smart" Digital Retailing

How do renowned digital retailers use big data analytics and other technologies to create business environments in support of the global Smart City? Representative retail / business leaders strong in big data analytics, social media, e-commerce or digital retail experience will share their insights and journey to success.

舉世知名的電子零售商如何憑著大數據分析及其他技術，創造理想的營商環境，構建環球智慧城市？多位擅長大數據分析、社交媒體、電子商貿及擁有豐富數碼零售經驗的零售業界代表及商界領袖將分享他們的真知灼見及成功的歷程。

#### Panel Discussion 討論環節

##### Facilitator 主持



Mr. Michael Lee  
Managing Director,  
Nielsen HK & Macau  
尼爾森 香港及澳門區  
董事總經理 李國基先生

##### Keynote & Panel Speaker 主講及討論環節講者



Mr. Stephen Wong  
CEO, Asia Miles Ltd.  
亞洲萬里通有限公司  
行政總裁 黃思遠先生

##### Panel Speakers 嘉賓講者



Ms. Jan Wong  
Managing Director,  
Openrice Limited  
Openrice 常務董事  
黃鳳鳴女士



Mr. Raymond Tong  
Chief Operating Officer  
Headquarters (HK &  
China), Maxim's Group  
美心集團 首席營運官  
集團總部 (香港及中國)  
湯國江先生

### The Next Phase of Social Media Development 社交媒體發展新趨勢

Speaker will share her vision on the next phase of social media development, and how it will bring social media and their associated partners to new heights.

主講嘉賓將會分享她對社交媒體新發展的見解，探究企業如何帶領社交媒體及合作夥伴邁向另一發展高峰。

#### Keynote Speaker 主講嘉賓



Ms. Kitty Lun, Head of Creative Shop, Greater China, Facebook  
Facebook 大中華區主管 Head of Creative Shop 總經理 倫潔瑩女士

Morning  
Session  
上午環節  
09:00 - 12:30

Keynote  
Luncheon  
午餐交流會  
12:40 - 14:20



### 第三節：後起之秀 vs 商業巨頭對談 Session3: Disruptors vs. Survivors

This plenary session will invite "disruptors", who are young entrepreneurs and innovators, and "survivors", the established business leaders, to pair up and "challenge" each other by exchanging ideas on management styles and latest retail market trends.

本環節將邀請商界後起之秀與發展成熟的商業巨頭對談，分享他們對管理風格及零售市場發展新趨勢的觀點，透過互相切磋「挑戰」，磨礪出新的構思。

Keynote Speaker &  
Panel Discussion Facilitator  
主講嘉賓及討論環節主持



Mr. Ricky Wong  
Chairman, Hong Kong  
Television Network Limited  
香港電視網絡有限公司  
主席 王維基先生



Mr. Brian Lo  
General Manager  
Deliveroo Hong Kong  
Deliveroo 香港  
總經理 羅家聰先生  
(Disruptor 後起之秀)



Mr. Tommy Chan  
Deputy General Manager  
Tai Hing Worldwide Development Ltd.  
太興環球發展有限公司  
副總經理 陳家強先生  
(Survivor 商業巨頭)

#### Panel Discussion 討論環節

VS

Afternoon  
Session  
下午環節  
14:30 - 17:45

### 第四節：新世代的顧客體驗 Session 4: Customer Engagement in New Generations

This session will explore changes in consumer behaviours, such as the rising spending power of millennials who attach great importance to individuality, connectivity, technology and environmental sustainability. Speakers will also discuss how retailers can provide a complete customer journey with fully integrated omni-channels and social media marketing for new generations.

主講嘉賓將會深入討論，零售商如何透過社交媒體進行市場推廣，以及運用全渠道，讓新世代享受到全面且別開生面的顧客體驗。我們將會環顧消費者行為模式的轉變，包括消費力日益龐大的千禧世代如何重視個性、網絡、科技及可持續發展的環境。

Keynote Speaker  
主講嘉賓

Mr. Paul Pi  
Managing Director  
Adidas Hong Kong &  
Taiwan

Facilitator  
主持

Professor Lui Tai Lok  
Vice President  
(Research and Development)  
and Chair Professor of  
Hong Kong Studies  
The Education University of Hong Kong  
香港教育大學副校長  
(研究與發展)  
香港社會研究講座教授  
呂大樂教授

Panel Speakers  
嘉賓講者

Mr. Roy Lam  
Founder, 100 Most & TV Most  
100 毛 創辦人 林日曦先生

Mr. Brian Sze  
General Manager, Carousell  
Carousell 總經理 施佰雄先生

Ms. Amy Fok  
Senior Manager, Brand Marketing  
Adidas Hong Kong & Taiwan

#### Panel Discussion 討論環節

More speakers to be announced 稍後將公佈更多星級講者

### Participation Fee 參與費用

Early Bird Deadline 提早購票優惠截止日期：4月6日

		HKRMA Member 會員	Non-member 非會員
Morning / Afternoon Session 上午環節 / 下午環節	1-4 Tickets 張 Early Bird Discount 提早購票優惠	HK\$560/Ticket 張 HK\$500/Ticket 張	HK\$640/Ticket 張 HK\$580/Ticket 張
	5 Tickets or above 5 張或以上 Early Bird Discount 提早購票優惠	HK\$500/Ticket 張 HK\$450/Ticket 張	HK\$580/Ticket 張 HK\$520/Ticket 張
Full Day Pass (Excluding Luncheon) 全日通行証 (不包午餐會)	每位 Early Bird Discount 提早購票優惠	HK\$980/Pass 証 HK\$880/Pass 証	HK\$1,080/Pass 証 HK\$980/Pass 証
Keynote Luncheon 午餐交流會	每位 Early Bird Discount 提早購票優惠	HK\$980/Person 位 HK\$930/ Person 位	HK\$1,080/Person 位 HK\$1,030/ Person 位
Full Assess (Including Luncheon) 全日通行証 + 午餐會	每位 Early Bird Discount 提早購票優惠	HK\$1,860/Pass 証 HK\$1,710/Pass 証	HK\$2,060/Pass 証 HK\$1,910/Pass 証

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星級講者



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品牌曝光	透過我們一系列的線上線下宣傳，可成功向零售商的管理層展示你的品牌。


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As a quarterly newsletter of Hong Kong Retail Management Association, "RETAILERS" serves to update HKRMA member companies and fellow retailers about news related to the retail industry, and provide a platform for members to exchange ideas on matters of common concern.

《零售商》是香港零售管理協會出版的季刊，每期報導協會和零售業內的最新活動和發展，內容極具參考性，接觸的層面亦非常廣泛。

### Circulation and Readership 發行人及讀者

"RETAILERS" publishes 2,000 copies per issue. Complimentary copies are distributed to all HKRMA members, fellow retailers, members of the Federation of Asia-Pacific Retailers Association, key government officials and departments, related organizations, consulates as well as local and overseas business contacts.

《零售商》每期發行2,000本，讀者包括協會會員公司及零售商的管理層、泛亞太區零售商協會聯盟成員、各政府部門及重要官員、相關機構、領事館、本地及海外工商團體。

To: **HONG KONG RETAIL MANAGEMENT ASSOCIATION 香港零售管理協會**  
7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong 香港銅鑼灣禮頓道33-35號7樓  
Tel 電話: 2866 8311 Fax 傳真: 2866 8380 Website 網址: www.hkrma.org

We confirm our order to place advertisement in the following issue(s) of "RETAILERS".

本公司欲在香港零售管理協會之「零售商」季刊中預訂以下廣告版位：

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				全版 Full Page	HK\$ 5,500	HK\$ 7,150
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				半版1/2(橫) Page (Horizontal)	HK\$ 3,850	HK\$ 5,000
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## 「2017/18 中小企支援計劃」 - 捕捉網上新機遇 迎接零售新常態

香港零售管理協會自2010年起，向工業貿易署申請「中小企業發展支援基金」，至今連續推行了5期計劃支援中小企，累積超過4,000間中小企零售商，以及超過18,000名從業員受惠。

隨著電子科技的發展及消費者對網上購物的需求增加，電子商務絕對是零售商的重要一環。有見及此，香港零售管理協會舉行第六期零售中小企支援計劃 - 「捕捉網上新機遇 迎接零售新常態」，透過一系列的峰會、工作坊、講座及免費網店評估等，協助中小企零售商面對零售新常態。

### 活動詳情

活動名稱	日期
零售峰會 2017	2017年11月23日
網店教學工作坊 (8場)	2018年1月至4月
講座 (2場) · 贏在跨境電子商貿 · O2O 全渠道營銷整合管理	2018年4月及5月
80間免費網店評估	名額有限，先到先得
零售攻略 4	2018年12月，刊登於香港零售管理協會網站

活動內容及報名詳細，請密切留意協會中小企支援網站：<http://sme.hkrma.org>

查詢：2891 3927

電郵：[sme@hkrma.org](mailto:sme@hkrma.org)



## 中小企發展電子商務的挑戰與機遇 《零售峰會 2017》回顧

電子商務的發展蓬勃，網上商店競爭激烈，中小企要突圍而出需要額外的支援。因此，香港零售管理協會於2017年11月23日，舉辦第六期零售中小企支援計劃啟動禮——《零售峰會2017 - 中小企發展電子商務的挑戰與機遇》。是次峰會吸引了135間公司，約180人參加。



香港零售科技商會會長朱偉傑先生簡介近年不同零售商透過新科技，改變舊有的消費模式。他以阿里巴巴無人超市為例，利用大數據及手機應用程式，讓消費者可以手機查詢貨品資料及購物，體現完善的線上線下經營模式。



京東全球購 (JD Worldwide) 高級招商經理-香港祝紹斌先生分享內地電子商務概況，指內地有7億人口使用互聯網，有9成用家使用手機上網，可見手機購物是跨境商務發展的重要平台。他亦重點提及跨境電商必須有完善的物流配合，方可吸納內地龐大的市場。



親子王國營運總監暨創辦人薛嘉龍先生分享其網站分析數據，指每日有超過160萬人次瀏覽其手機網店，電子商務為其公司帶來約11-20% 收入增長。

他更引用KPMG市場報告，指出約6成以上的消費者於線上渠道（當中3成是網上商店）得悉商品資訊而購物，線上宣傳是必不可少的一環。



Fimmick聯合創辦人及業務總監賴志偉先生指現時台灣流行的Chat BOT交談機械人將會成為未來零售的趨勢。並建議中小企零售商多使用第三方購物平台、網絡營銷公司及政府的中小企支助計劃，以獲得更多的市場資訊及資源，提升業務的水平。

在互動討論環節，四位嘉賓建議零售商如有意發展電子商務，應盡快行動。電子商務不單是開設網店，而是整個業務，包括物流、營運管理及宣傳電子化，並同時配合線上線下(O2O)的宣傳，吸引更多消費者到實體店購物。

同場亦設有六個零售科技攤位展覽，參加者十分踴躍發問，活動非常成功。







## 網店教學工作坊 (8 場)

香港零售管理協會邀請專業導師，以互動教學方式，包括小組討論和案例研究，解構電子商務的奧秘，適合各個行業的零售商參與。工作坊課題涵蓋多個範疇，讓零售商掌握營運網上營銷的致勝秘訣，建立更完善的網上商店及系統，為現有客戶帶來最佳購物體驗，同時吸納更多新客戶。

### 導師簡介

黃嘉輝先生 (Patrick Wong)

- 擁有20年營銷及管理經驗、9年培訓專業資歷
- 曾為不同商會提供培訓課程、獲邀到多個國際性企業及各大專院校作分享講座
- 成功為多個界別的企業 (如 著名健身及美容品牌、零售、電訊、科技、廣告等) 提供培訓

### 每日2場工作坊，4日內認識8個課題

對象：香港中小企零售商

地點：香港銅鑼灣禮頓道33-35號第一商業大廈10樓

時間：10:30-13:00 (早上場)

14:30-17:00 (下午場)

1月26日 (星期五)	早上場	電子商務網站內容規劃與維護	現已接受報名： 
	下午場	採購及物流管理	
2月28日 (星期三)	早上場	流動營銷大趨勢	
	下午場	營銷策劃、市場分析及公關危機管理	
3月23日 (星期五)	早上場	用戶關係管理	2018年2月接受報名， 請密切留意協會中小企支援網站 <a href="http://sme.hkrma.org">http://sme.hkrma.org</a>
	下午場	多元化網上營銷渠道	
4月27日 (星期五)	早上場	優化網頁表現	
	下午場	網站安全	

每場名額：40 (每人報名場次數目不限)

## 課程簡介

### 主題：電子商務策劃及管理 (3場)

- 電子商務網站內容規劃與維護**
  - 網頁佈局、排版屬性和適當用法
  - 評論、共用資訊管理
  - 搜索引擎優化
  - 用戶資訊的安全維護
- 採購及物流管理**
  - 電子商貿的種類及程序
  - 付款及退貨的處理機制
- 流動營銷大趨勢**
  - 流動營銷市場的概況
  - 響應式網站的必備要素
  - 開發及設計流動支付的解決方案
  - 授信服務管理平台的挑選



### 主題：市場營銷 (4場)

- 營銷策劃、市場分析及(網絡)公關危機管理**
  - 網絡營銷方案的定立
  - 透過網上分析工具找出潛在市場和客戶
  - 廣告規劃對品牌形象和口碑的影響
  - 預防及處理公關危機的方法
- 用戶關係管理**
- 多元化網上營銷渠道**
- 優化網頁表現**



### 主題：課程三：網絡管理 (1場)

#### 一. 網站安全



活動時間及詳情，請密切留意協會中小企支援網站

查詢：2891 3927 電郵：sme@hkrma.org 網站：<http://sme.hkrma.org>



# New Members

## 新會員

The Association welcomes the following new members.  
協會歡迎以下公司加入為會員。

# Join NOW

ENQUIRIES

Tel: (852) 2866 8311

Email: membership@hkrma.org

### FULL MEMBERS 公司會員

- 8 Day Watch & Jewelry  
八天鐘錶・珠寶
- AbuCare Limited  
阿部藥粧有限公司
- Becos Trading Company Ltd  
名匯鐘錶貿易有限公司
- D&D Watch
- Dudes Company Limited
- East Ocean Gourmet Group Limited - East Ocean・Lafayette  
東海飲食集團有限公司 - 東海薈・拉斐特
- East Ocean Gourmet Group Limited - The Story  
東海飲食集團有限公司 - The Story
- Easy Well (China) Limited  
順興(中國)有限公司
- Eshop Mobi Limited  
朝陽無比有限公司
- Fu Yan Tong Chinese Medical & Healthcare Centre  
富仁堂中醫醫療保健中心
- Fullhouse World International Limited  
滿屋世界國際有限公司
- GloBuying Trading Co Ltd  
全購物誌貿易有限公司
- Golden Dragon Toprich Ltd  
金龍永富有限公司
- H. Imperial Luxe Co. Limited  
帝皇奢侈品有限公司
- Han Tai Investments Limited  
恆泰創富有限公司
- Hoho Medical  
好好醫療用品
- Hong Kong Star Fashion Company Ltd  
香港臻品時尚有限公司
- Ken Hong & Company Ltd
- LaYan Group Ltd
- Mei Yang Mama Baby Care Int'l Holding Ltd  
美洋母嬰商品國際控股有限公司

21. Mekim Limited  
美儉有限公司

22. Memoire Flash

23. Muse Fashion International Co Ltd  
妙思時裝國際有限公司

24. Secret Base  
秘密基地

25. STAGE

26. Very Happiness Shop  
十分幸福店

### ASSOCIATE MEMBERS 公司聯席會員

- Axon Technology Limited  
恒信專業科技有限公司
- Brand Loyalty Limited
- Cashmaster Asia Limited
- Cleargo e-Business Consultancy Limited
- Computer And Technologies Software (Hong Kong) Limited  
科聯系統軟件(香港)有限公司
- Design 2 Outsourcing (D2O) Co Limited  
企業升級發展外判服務有限公司
- iDCmini Limited
- Pacific Satellite International Limited  
栢衛通訊器材有限公司
- Pattern Production Limited  
百童製作有限公司
- Price.com.hk Limited  
香港格價網
- Spectra Merchant Services Limited  
瑞柏商戶服務有限公司
- Standard Chartered Bank (Hong Kong) Limited  
渣打銀行(香港)有限公司
- The Storefront Hong Kong Limited
- Toppan Forms (Hong Kong) Limited  
凸版資訊(香港)有限公司

## NEW MEMBER INCENTIVES 新會員入會優惠

CASH  
現金

Event Cash Coupon up to HK\$3,000  
活動現金券高達 HK\$3,000

Full Member 公司會員	Membership Fee 會費	Amount 金額
	< HK\$5,900	HK\$200
	HK\$5,900-HK\$9,999	HK\$600
	HK\$10,000-HK\$19,999	HK\$1,000
	HK\$20,000-HK\$29,999	HK\$2,000
	HK\$30,000-HK\$40,000	HK\$3,000
Associate Member 公司聯席會員	HK\$200	
Individual Associate Member 個人聯席會員	HK\$200	

FREE  
免費

Free Promotional Opportunity  
免費宣傳機會

One guaranteed free promotional opportunity as guest speaker or exhibitor in a Business Matching Activity will be offered to New Associate Members.  
新公司聯席會員可免費獲得一次於商貿配對活動作演講嘉賓或參展商的宣傳機會。

10%  
Discount 折扣

Up to 10% Discount on Membership Fee  
會費高達九折優惠

5% Discount on One-off Membership Payment for 2 Years (2018-2019)  
一次過繳付2年會費(2018-2019)可獲得95折優惠

10% Discount on One-off Membership Payment for 3 Years (2018-2020)  
一次過繳付3年會費(2018-2020)可獲得9折優惠

20%  
Discount 折扣

Extra 20% Discount on Booking HKRMA Venue  
租用協會場地額外八折優惠

#### Remark 備註

- Members approved in July to December 2018 will be entitled for half amount of the event cash coupon.  
於2018年7至12月期間成功入會之會員，活動現金券將為以上金額之半。
- The above incentives are only applicable to new members in 2018.  
以上入會優惠只適用於2018年之新會員。
- Please contact HKRMA for details of the special offers, which are subject to the Terms & Conditions.  
HKRMA reserves all rights to make the final decision in case of any disputes.  
所有優惠受條款及細則所限，詳情請與協會聯絡。如有異議，香港零售管理協會保留一切最終決定權。



● 入會申請表可於協會網頁 [www.hkrma.org](http://www.hkrma.org) 下載





# ChainStore plus

## Connect Your Retail Business to Global Markets

With ChainStorePlus, retail management is not limited to the essential POS terminal, but also empowered by mobile-centric features, more efficiently taking your brands to multiple retail markets in both Europe and Asia.

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- Mobile Payment: pay, Alipay, WeChat Pay
- Instant Synced Member Registration: Membership form
- Global Bonus Point: World map icon
- Queue Busting: Shopping basket icon

Enterprise Retail Management Software by Computer And Technologies Holdings Limited

## Policy & Legislation 政策及法例

This column is to inform members and readers about the various legislative and industry issues that the Association has reflected its views to the Government or relevant entities.

### Association's Views

Please find below a list of issues which the Association has contributed position papers and comments in the last quarter. Details can be found in the HKRMA website: www.hkrma.org.

- Mandatory Provident Fund (MPF) Offsetting Mechanism
- Proposal on Standard Working Hours
- Review on Statutory Minimum Wage
- 2017 Policy Address and 2017-2018 Budget
- Public Consultation on Promotion of Sustainable Consumption of Biological Resources

本欄目是為會員及讀者報道協會就最近與零售業息息相關的議題，向政府或有關團體所發表過的意見。

### 協會意見

本協會於上季就下列議題提供意見或建議書，詳細內容可參閱本協會網站：www.hkrma.org。

- 強制性公積金(強積金)對沖安排
- 標準工時立法建議
- 法定最低工資水平檢討
- 2017年施政報告及2017-18年度財政預算案
- 推廣可持續使用生物資源公眾諮詢

## HKRMA Functions 活動一覽表

Date 日期	Functions 活動項目
8/4/2018	Study Tour to Toy & Hobby China Fair & Baby & Stroller China Fair 2018 國內考察團 - 第30屆廣州國際玩具及模型展覽會和第9屆廣州國際童車及嬰童用品展覽會
15/3/2018	E-Commerce Management Fundamental Course in Retail - Workshop on Mobile Experience Development 《零售電子商務管理基礎課程》- 流動裝置顧客體驗趨勢及發展
12-16/3/2018	2018 Japan Study Tour 2018 日本考察團
1/3/2018	Retail Workshop - Build Up Elaborate Spirits of an Effective Team 零售工作坊 - 建立及發揮有效的團隊精神
8/2/2017	Seminar on Unfair Trade Descriptions Ordinance 《2012年商品說明(不良營商手法)(修訂)條例》講座
7/2/2018	Retail Workshop - Master Effective Skills of Customer Service 零售工作坊 - 掌握顧客服務技巧
5/2/2018	E-Commerce Management Fundamental Course in Retail - Trend of O2O Development and Service Design 《零售電子商務管理基礎課程》- O2O全渠道及服務設計趨勢和發展
1/2/2018	E-Commerce Management Fundamental Course in Retail - Strategy of Creating Quality Online Shopping Experience and Increasing Sales Volume 《零售電子商務管理基礎課程》- 優質網購體驗及提升銷售管理
31/1/2018	Seminar on Good Practice for External Lighting Installations 戶外燈光裝置良好作業專題講座
30/1/2018	Seminar on Latest Catering Trend 飲食業服務趨勢分享會
26/1/2018	SME E-Tailing Workshop (2) - E-commerce website content planning and maintenance 中小企網店教學工作坊(2) - 採購及物流管理
26/1/2018	SME E-Tailing Workshop (1) - Procurement and Logistics Management 中小企網店教學工作坊(1) - 電子商務網站內容規劃與維護
23/1/2018	Seminar on 2018 Hong Kong Retail Outlook 《2018香港零售市場前景》研討會

For enrollment and further details, please visit www.hkrma.org.  
報名及有關詳情，請瀏覽www.hkrma.org。



中國移動 China Mobile

# 飛常大灣區

數據\*、話音<sup>1</sup>、粵港澳全接通。

- 中港澳數據共享\*
- 可於粵港澳致電低至約 \$0.2/分鐘<sup>1</sup>
- 可於粵港澳免費接聽來電<sup>2</sup>
- 可配中國內地/澳門號碼<sup>3</sup> 工作、生活必備

飛常大灣區：月費計劃 \$198/6GB<sup>1</sup> 數據共享

於香港致電至中國內地及澳門號碼低至 \$0.15/分鐘<sup>3</sup>，另可額外加大灣區通話組合<sup>4</sup>，及中國內地/澳門號碼

客戶服務熱線 29458888 企業銷售熱線 92047777 www.hk.chinamobile.com

移動·無界

\*數據可於中國內地、香港及澳門共享。\*只包括香港、澳門及廣東省。1.「飛常大灣區」服務計劃粵港澳內打出低至約\$0.2/分鐘乃根據「大灣區通話組合」\$38/500分鐘而得出(約\$0.2/分鐘)；話音基本收費須參閱中國移動香港本計劃專頁或致電客戶服務熱線查詢。); 須另行申請「大灣區通話組合」，收費詳情：大灣區100/200/500分鐘通話組合，優惠價月費分別為\$48/\$68/\$98。2.須另行申請「大灣區通話組合」，收費詳情：中國內地通話組合，每個\$18/月。3.只適用於港幣用戶及指定號碼計劃並簽訂合約24個月之前上合現有客戶須每月另繳付\$18/月費，另有1GB/3GB/10GB可供選擇。4.客戶於香港以IDD致電外地(包括中國內地及澳門)，須扣除本地通話分鐘及繳付IDD收費。額外本地通話分鐘按服務計劃計算。於香港致電至中國內地及澳門按IDD特權優惠收費計算分別為\$0.15/分鐘及\$0.15/分鐘，IDD標準收費須參閱中國移動香港IDD專頁或致電客戶服務熱線查詢。\*大灣區通話組合、大灣區中國「一咭多號」及大灣區澳門「一咭多號」為飛常大灣區服務計劃指定話音增值服務，其他話音增值服務則不適用於飛常大灣區服務計劃客戶申請，有關以上話音增值服務收費詳情，請瀏覽中國移動香港網頁。\*大灣區通話組合、大灣區中國「一咭多號」及大灣區澳門「一咭多號」只供飛常大灣區服務計劃客戶申請。\*如有任何爭議，中國移動香港保留一切最終決定權。\*須受有關條款及細則約束。詳情請親臨中國移動香港門市或致電客戶服務熱線查詢。





**We Keep Our Customer's Interest at Heart**

Engaging • Customer-centric • Sustainable



**周大福**

CHOW TAI FOOK

完美婚嫁系列



# 「農場檢定」蔬菜監控系統 確保蔬菜安全食用

## 新鮮蔬菜供應流程

