



# HONG KONG RETAIL MANAGEMENT ASSOCIATION

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## 2017 SERVICE RETAILERS OF THE YEAR

Gold Award



Silver Award



Bronze Award



## CATEGORY AWARD



CHEVIGNON FRANCE



ASHWORTH



CALVIN KLEIN UNDERWEAR



DATE: 22 December 2017

MEMORANDUM TO: Winning Companies of 2017 Service & Courtesy Award

SUBJECT: 2018 Japan Study Tour

HKRMA is organizing a study tour to Tokyo, Japan on 12-16 March 2018 (Monday - Friday). As part of the benefits to the 2017 Service & Courtesy Award winners, the study tour aims to enhance the service standard and professionalism of local retail practitioners through sharing of the customer service best practices in Japan.

The study tour will cover visits to different retail establishments in Japan. Participants will learn about the service culture and performance of Japanese retailers, as well as their training to frontline staff. The overseas exposure, practical visits and sharing will be an invaluable experience for retail practitioners in Hong Kong.

The Japan Retailers Association has for many years been most helpful in assisting HKRMA in organizing the study tour and it will again be the host this year.

## Date of Study Tour

12-16 March 2018 (Monday - Friday)

## Target Participants

- Winners of the 2017 Service & Courtesy Award
- Frontline Retail Staff
- Middle Management

## Tentative Itinerary

### Date

12 Mar 2018 (Mon)  
13-15 Mar 2018 (Tue - Thurs)  
16 Mar 2018 (Fri)

### Itinerary

Depart Hong Kong and arrive Tokyo (HX608 09:15)  
Visit stores in Tokyo (details to be confirmed)  
Half-day sight-seeing  
Return to Hong Kong (HX609 15:30)

The above itinerary is subject to the final confirmation of Japan Retailers Association.

## 2017 SERVICE & COURTESY AWARD WINNERS



## ***Programme of Visit***

### **a. Management Briefing (approximately 45 minutes – 1 hour)**

Management representatives of the companies being visited will provide briefings that cover:

- The company's service culture, skills of service delivery (at store level and general services offered to customers)
- Customer service training to retail staff
- Branding, marketing and promotion techniques
- Store decoration / visual merchandizing
- Question-and-answer session

### **b. Store Tour (approximately 1 to 1.5 hours)**

- Visual merchandizing in practice
- Store decoration / window display techniques
- Customer service facilities

## ***Objective***

To strengthen understanding of the participants, they will be required to submit a project report. Participants will be informed of the details during the briefing session.

## ***Pre-Departure Briefing Session***

All participants will be required to attend a briefing session prior to departure. Members will be briefed on the details of all visits, itinerary, general information about Japan and the project. A briefing session will be held in Early-March 2018. Members will be informed of the briefing date and time in due course.

## ***Language***

Simultaneous interpretation from Japanese to **Cantonese** will be provided.

## ***Participation Fee***

	<b>Individual S&amp;C Award winner*</b>	<b>Best Team Performance Award – Gold Award winner</b>	<b>Best Service Outlets – Gold Award winner</b>
Tour fee (HK\$19,500/person)	free	HK\$9,750/person	HK\$9,750/person (max. 2 participants)
Gratuities to escort guide and drivers	HK\$600 <sup>#</sup>		

*\*Except winners of New Participating Brand Category, Social Enterprises Category and Earn and Learn Student Category, Outstanding Performance Award & Excellent Service Stars.*

*<sup>#</sup>Applicable to Individual S&C Award winner, Best Team Performance Award & Best Service Outlets – Gold Award winner*

### **Special Offer to 2017 S&C participating companies**

10% OFF at original price of HK\$19,500 (gratuities included) will be offered to 2017 S&C participating companies. Due to limited seats, each company could enroll maximum one participant to the study tour. The second one will be put on waiting list. All registrations will be made on first-come-first-served basis.

**The above includes a round trip economy class air ticket, 4 nights' accommodation on a twin-sharing basis, meals, transportation, HK security charge, HK airport tax, Tokyo airport tax, fuel surcharges and handling fee, interpreter, and souvenirs to visited companies.**

Cost of travel document, visa fee and handling charges (if applicable), travel insurance and all other expenses of personal nature are not included. Participants have to arrange at their own costs in advance.

## ***Stay Behind Arrangement***

Participant who will stay behind after the study tour is required to indicate his/her preferred return date and time in the enrollment form. **An extra cost of HK\$2,000 will be charged. The return date should not be later than 26 March 2018.** Participants have to arrange their accommodation and meals for stay behind period at their own costs.

If participant has to return to Hong Kong after 26 March 2018, he/she will need to purchase a separate air ticket from Tokyo to Hong Kong at an **extra cost**. Please note that the stay behind arrangement is subject to availability and final confirmation with the agencies after receipt of completed enrollment form from the participant.

## ***Accommodation***

The hotel accommodation is for 4 nights on a twin-sharing basis, except for participants who request for a single room. If the number of participants falls on an odd number, the Association will group the last 3 enrolled participants in one room.

If participant has to book a **single room** for 4 nights' accommodation, extra cost of HK\$1,950 will be charged.

Participant who will stay behind after the study tour has to arrange accommodation for the extra days on their own.

## ***Travel Insurance***

Participants are reminded to purchase their own travel insurance.

## ***Enrollment***

1. Please complete and submit the **enrollment form, terms & conditions (2018 日本考察團條款及細則) and passport copy** to HKRMA on or **before 12 January 2018**.
2. Participants are required to be in possession of passports that are valid for six months beyond the period of study tour.
3. Please prepare full payment to HKRMA (cheque payable to "Hong Kong Retail Management Association Limited") on or **before 26 January 2018**.
4. **2017 S&C Award winners**
  - The study tour is the benefits for you only; the enrollment is non-transferrable.
  - For any cancellation after 15 February 2018, 60% of the tour fee will be charged as handling fee.**Non-winners**
  - An enrollment form submitted without payment will not be considered valid.
  - For any cancellation on or before 15 February 2018, 50% of the tour fee will be charged as handling fee.
  - For any cancellation after 15 February 2018, 100% of the tour fee will be charged as handling fee.
5. HKRMA reserves the right of final decision on all matters related to the study tour.

## ***Enquiry***

Should you have any further query, please feel free to contact Ms. Yuki Luk of the Association at 2179 9409 or [yuki.luk@hkrma.org](mailto:yuki.luk@hkrma.org) .

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**Enrollment Deadline**  
**12 January 2018**

**2018 JAPAN STUDY TOUR ENROLLMENT FORM**  
*(12-16 March 2018, Monday-Friday)*

<b>COMPANY INFORMATION</b>			
Company Name:			
Address :			
Contact Person (Mr/Ms):		Position:	
Tel:	Fax:	Email:	

<b>PARTICIPANT LIST</b>					
English Name (same as HKID)	Mobile no.	Are you a HK resident? <i>(please ✓)</i>	Single Rm <i>(please ✓)</i>	Date of return to HK	
				16/3/2018 <i>(please ✓)</i>	Stay Behind*
(Mr / Ms)					
(Mr / Ms)					
(Mr / Ms)					

\* Stay behind arrangement is subject to the availability and confirmation with the agencies. If you opt for staying behind, please indicate the preferred return date (17 to 26 March 2018).

<b>PAYMENT (please enclose a cheque payable to Hong Kong Retail Management Association Ltd)</b>			
	Unit price (HK\$)	No. of participant(s)	Amount (HK\$)
Best Team Performance Award / Best Service Outlets – Gold Award winner (50% OFF at original price of HK\$19,500)	\$9,750		
2017 S&C participating companies (10% OFF at original price of HK\$19,500) (Max. 1 participant)	\$17,550		
Gratuities to escort guide and drivers	\$600		
Stay Behind	\$2,000		
Single Room	\$1,950		
<b>TOTAL</b>			

Signature  
 簽署 \_\_\_\_\_  
 Name  
 姓名 \_\_\_\_\_  
 Title  
 職位 \_\_\_\_\_

Company Chop  
 公司蓋印 \_\_\_\_\_  
 Date  
 日期 \_\_\_\_\_

Data Collection and Use  
 All data collected shall be disclosed to the travel agent and the insurance company for arranging the study tour. The personal data collected will be destroyed after the study tour.

# 香港零售管理協會

## 2018 日本考察團條款及細則

### 臨時取消考察團

1. 報名後，若參加者因私人事故而取消訂位或更改出發地點、日期或參加者姓名等，所繳費用一概不會獲發還。
2. 參加者須以書面方式，辦理取消訂位或更改資料的手續，電話通知恕不受理。
3. 參加者於旅遊途中突然退出或不參與任何團體活動或行程（如膳食、考察、探訪、觀光或住宿等），均當作自動放棄論，所繳費用一概不會獲發還。
4. 如因「不可抗拒的」理由<sup>i</sup>取消考察團，已付費的參加者可在支付下列手續費後退回團費：
  - 退票手續費（即航空公司、陸上運輸公司或其他服務提供者徵收的費用）；
  - 行政費（即旅行社徵收的費用）

### 免責條款

1. 協會以代理人身份組織是此考察團，考察團之全部或部分由旅行社（JTB (Hong Kong) Ltd）負責，包括但不限於航空公司、陸上運輸公司、酒店，或一般經營旅遊業者。
2. 參加者須自行購買適當的旅遊保險，本協會概不對任何風險負責。如遇交通延誤、行李損失、意外傷亡及財物損失等，參加者應該根據當地法律向擁有、管理或操作有關交通工具、酒店、食肆、旅遊點或娛樂項目之機構直接交涉或追討賠償，本協會一概不會負責。
3. 參加者在考慮參加是次考察團時，必須根據本身的健康或能力，評估自己是否適合參與。若參加者對其健康狀況有疑慮，則必須在報名時或出發前諮詢醫生意見。參加者須對於尋求、接受或拒絕有關健康事宜之醫學建議負責。包括到訪地可能涉及輻射洩漏的危險，或對健康及懷孕造成影響。或因到訪地方之流行病，導致參加者生病或受傷的風險增加，包括但不限於瘧疾、黃熱病、肝炎、霍亂、傷寒症及痢疾等。由上述情況所引致之後果、影響或損失，本協會一概不負責。
4. 所有酒店、膳食及交通根據行程安排，但本協會有權視乎當時情形作出更改。
5. 本協會有權在啟程前或出發後取消、更改或替換任何一項行程或活動、亦有權縮短或延長行程，參加者不得藉故反對或退出，要求退款或賠償。
6. 參加者如在旅途中自行離團或放棄行程，或延期逗留，離團後之責任自負，一切後果與本協會及其委託之機構無關。
7. 即使參加者持有有效之入境簽證及旅遊證件，但於入境時仍遭當值之移民局海關人員拒絕入境，其責任與本協會無關，所有已繳之費用亦將不獲發還。一切因此而引起的額外費用，如交通、住宿安排等須由參加者自行承擔，本協會一概不會負責。
8. 參加者須遵守到訪國家的法律，包括但不限於有關風俗、入境或運輸的規定。本協會對參加者任何違反法律的事情，概不負責。

本人明白及同意以上條款，並簽署作實。

參加者簽署：\_\_\_\_\_

參加者姓名：\_\_\_\_\_ (中文全名)

日期：\_\_\_\_\_

<sup>i</sup>「不可抗拒的」理由是指戰爭、政治動盪、天災、疫症、惡劣天氣、交通工具發生技術問題、載運機構臨時更改班次或時間表、罷工或工業行動等。