



# HONG KONG RETAIL MANAGEMENT ASSOCIATION

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

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Website: [www.hkrma.org](http://www.hkrma.org)

## 2013 EXCELLENCE AWARD



DATE: 10 January, 2014

## 2013 SERVICE RETAILERS OF THE YEAR - GRAND AWARD



MEMORANDUM TO: Members of the Hong Kong Retail Management Association and Fellow Retailers

SUBJECT: **Training Series: Retail Workshops (Feb to Mar 2014)**  
**UPDATED**

## 2013 SERVICE RETAILERS OF THE YEAR



The Association is pleased to offer the following workshops conducted by seasoned training professionals who have many years of training and consultancy experience. All workshops will be enrolled on first-come-first-served basis, act now to secure your seat!



ANTEPRIMA WINEBAR



### (A) New Training of 4321 Service Experience **Deadline: 17/2/2014**

Calvin Klein Jeans

Date:	<b>21 February 2014, Friday   9:30am – 12:30noon</b> ← FULL
	<b>21 February 2014, Friday   2:30pm – 5:30pm</b> ← new class!!
Instructor:	Mr. Paul Ma (KAR Consultants Limited)
Target Participants:	HR & Training Officers / Managers, Store Supervisors & SME Managers
Fee:	Member: \$550 / person   Non-member: \$950 / person
Language:	Cantonese



STACCATO



TSL | 謝瑞麟 the artisan of love

### (B) 5C Service Management Intelligence (SMI) **Deadline: 3/3/2014**

Date:	<b>7 March 2014, Friday   9:30am – 5:00pm</b>
Instructor:	Ms. Janet Wong (JNet Consulting Ltd)
Target Participants:	Retail Shop Managers, Area Managers, Training Managers
Fee:	Member: \$1,350 / person   Non-member: \$2,050 / person
Language:	Cantonese

## 2013 GREAT PROGRESS AWARD WINNERS



Please refer to the attached leaflets for course outline, instructors profile and application forms.

For enquiries, please contact Ms. Ng (2866 8311) or Ms. Lim (2179 9409).

## 2013 SERVICE & COURTESY AWARD WINNERS



concepts | one



G2000



HKT



le saunda

LENSCRAFTERS



marimekko



MIRABELL



Organic Baby



PRINCE太子



SHI/EIDO

Stanley PIZZA



TOYS'R'US



Watson's Wine



HONG KONG  
RETAIL MANAGEMENT  
ASSOCIATION

香港零售管理協會

## New Training of 4321 Service Experience 4321 服務體驗工作坊

21 February 2014, Friday | 9:30am—12:30noon [FULL]  
2:30pm – 5:30pm [new class]

**Deadline**  
**截止日期**  
**17/2/2014**

### 目的

香港零售服務市場競爭大、速度快，且顧客要求相對較高，企業的策略重點已從產品價格轉移至服務體驗層面。但「服務體驗」的實踐對前線員工而言甚為抽象，因此本工作坊通過特別設計之學習工具，以簡單好玩的遊戲代替沉悶的課堂，讓學員快速地、具體地理解「優質服務體驗」，整套學習工具亦適合主管人員培訓前線員工。



### 內容

1. 理解客戶服務體驗
2. 客戶服務體驗的4321元素
3. 4321元素的準則與轉移
4. 4321服務體驗圖卡遊戲

### 學習方式

知識探索、經驗分享、圖卡遊戲

<b>Instructor:</b>	<b>Mr. Paul Ma (KAR Consultants Limited)</b>
<b>Target Participant:</b>	人力資源管理人、培訓人員、零售督導人員及中小企業營運管理者
<b>Venue:</b>	<b>THINK CAFÉ ---- 銅鑼灣駱克道491-499號京都廣場19樓B舖</b>
<b>Fee:</b>	<b>Member: \$550 / person   Non-member: \$950 / person</b>
<b>Language:</b>	<b>粵語</b>

馬永基先生為港澳不同企業提供管理顧問服務，範疇包括組織變革、人力資源管理、部門主管管理訓練、優質顧客服務等。他擁有逾二十年的餐飲零售管理、服務流程運作以及員工培訓的豐富經驗。馬先生曾參與香港上市公司推行的全面品質流程改善，組織文化改造以及品牌重建等大型方案項目，協助公司成功建立優質文化，並取得多項優質管理認證及獎項。

除擁有相關行業資歷外，馬先生亦出任香港零售管理協會優質服務比賽籌委會主席。馬先生畢業於香港中文大學 BBA 工商管理學士及英國 Paisley 大學 MBA 工商管理碩士，並獲香港工商師範學院培訓證書。

**Enrollment will be made on a first-come-first-served basis 名額先到先得**



HONG KONG  
RETAIL MANAGEMENT  
ASSOCIATION

香港零售管理協會

## 5C Service Management Intelligence

7 March 2014, Friday | 9:30am – 5:00pm

**Deadline**  
**截止日期**  
**3/3/2014**



### Purpose

5C Service Management Intelligence aims to help Store Management staff to lead and to manage frontline staff in delivering consistent Quality Customer Service by using a systematic approach in the store operation.

### Training Objectives

Upon the completion of the training, Learners will be able to:

- Demonstrate a quality service leader
- Build a HAPPY TEAM gaining more HAPPY CUSTOMERS
- Raise the service level reflected in Mystery Shopper Evaluation
- Increase customer loyalty

### Training Contents

- (1) Understand Quality Service & Service Culture
- (2) Roles of Service Leader
- (3) 5C of Service Management Intelligence: Clarity, Communication, Commitment, Coaching and Celebration
- (4) Establish a set of understandable service standards
- (5) Communicating is NOT telling
- (6) Inspiring staff to deliver service with HEART
- (7) Motivating staff to strive for the BEST service
- (8) Practical Tools of Service Management Intelligence



<b>Instructor:</b>	<b>Ms. Janet Wong (JNet Consulting Ltd)</b>
<b>Target Participant:</b>	<b>Retail Shop Managers, Area Managers &amp; Training Managers</b>
<b>Venue:</b>	<b>Rm 302, First Commercial Building, 33-35 Leighton Road, Causeway Bay</b>
<b>Fee:</b>	<b>Member: \$1,350 / person   Non-member: \$2,050 / person</b>
<b>Language:</b>	<b>Cantonese</b>

Janet was the Director of Training of the largest cosmetics retail chain in Asia and is also one of the top ten retail group in Hong Kong for 13 years. Other than retail experience, she held the position of Training Manager in a number of 5-star hotels in Hong Kong. Her contributions to her past working partners included the Training function development, customer service culture and system establishment, retail management training system development, staff training and development system as well as training courses design and delivery, such as Leadership, Communication, Teambuilding, Customer Service and Selling Skill, Personal Quality and Self-Motivation.

In the past 13 years, Janet has delivered training and provided training management consultancy in Singapore, Malaysia, Taiwan and big cities in mainland China, she has extensive experience in handling participants of different culture.

Janet is being recognized by mainland China as 「國家高級培訓師」, and is the Certified Practitioner of NLP and Hypnotherapist.

**Enrollment will be made on a first-come-first-served basis 名額先到先得**



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Please return the form by

Fax: 2866 8380

Email: [event@hkrma.org](mailto:event@hkrma.org)

## 2014 Retail Workshops Enrolment Form

報讀工作坊名稱 Workshop Name: \_\_\_\_\_

### 公司資料 Company Information

Company : \_\_\_\_\_  
 公司名稱 \_\_\_\_\_

Contact Person (Mr./Ms.) : \_\_\_\_\_ Position : \_\_\_\_\_  
 聯絡人 (先生/女士) \_\_\_\_\_ 職位 \_\_\_\_\_

Tel : \_\_\_\_\_ Fax : \_\_\_\_\_  
 電話 \_\_\_\_\_ 傳真 \_\_\_\_\_

Email : \_\_\_\_\_  
 電郵地址 \_\_\_\_\_

The following person(s) will attend the captioned workshop 出席者如下:

<u>Name 姓名</u>	<u>Position 職位</u>	<u>E-mail 電郵</u>
(Mr.先生/ Ms.女士)* _____	_____	_____
(Mr.先生/ Ms.女士)* _____	_____	_____
(Mr.先生/ Ms.女士)* _____	_____	_____

\* Please delete whichever inappropriate \*請刪去不適用者

### 付款方式 Payment Method

**Cheque Payment 支票** HK\$ \_\_\_\_\_ (Chq No: \_\_\_\_\_)

**American Express (AE) Card Payment (all information MUST be completed):**

Card Member Name: \_\_\_\_\_ Card Number: \_\_\_\_\_

Card Expiry Date: \_\_\_\_\_ Amount Due: HK\$ \_\_\_\_\_

Card Member Signature: \_\_\_\_\_

### 聲明 Declaration

本協會收集的 貴公司資料將用作處理上述活動申請。請注意 貴公司必須提供所有資料，以便本會處理有關申請。本會將會使用 貴公司所提供的公司資料作通訊及市場推廣的用途，包括協會的通告、刊物、研究資料、市場資訊；推廣協會的周年活動、研討會、會議、簡報會、獎項計劃、培訓計劃及服務，以及協會的合作夥伴所舉辦的同類活動。本會只在取得 貴公司的同意後才會使用有關資料。 貴公司有權要求查閱或更正公司的資料，請書面以郵寄、電郵 (event@hkrma.org) 或 傳真 (2866 8380) 方式與本會職員吳小姐聯絡。

本公司 [ ]同意 / [ ]不同意 協會使用上述的個人資料作上述宣傳推廣用途。

公司蓋印

If a receipt is required, please complete the section below. 如需收據，請填妥以下資料

Name 姓名: \_\_\_\_\_

Address 地址: \_\_\_\_\_

## 報名程序 Application Procedures

1. 請填妥報名表格，透過電郵或傳真交回協會，隨後可將報名表格副本連同支票，以郵寄方式遞交（支票抬頭：香港零售管理協會有限公司）。
2. 郵寄地址：香港銅鑼灣禮頓道33-35號第一商業大廈10樓。
1. Application form can be submitted by email or fax. Copy of application form and a crossed cheque payable to “Hong Kong Retail Management Association Ltd” should be sent to the HKRMA by post.
2. Mailing address: 10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong.

## 條款及細則 Terms and Conditions

1. 活動名額有限，以先到先得方式安排，如未能成功報名者，本會將個別通知有關人士。
2. 費用須於截止報名日期前繳交，否則報名無效。報名一經接納，本會將於活動舉行日期前最少2天，向成功申請人士發出電郵確認書。
3. 報名一經接納，概不退款。
4. 如欲將參加名額轉讓予他人，必須於活動前3個工作天以書面通知協會。
5. 如活動當日上午7時或以後仍然懸掛八號颱風信號或以上／黑色暴雨警告信號，全日活動（9:30am-6:00pm）及上午活動（9:30am-1:00 pm）將會取消。當日下午1時或以後仍然懸掛八號颱風信號或以上／黑色暴雨警告信號，下午活動（2:30pm-6:00pm）將會取消。如活動被取消，協會將視乎情況而決定是否另行舉辦，並保留一切最終決定權。
6. 協會有權拒絕任何申請、取消或更改活動安排，並保留一切最終決定權。
1. Due to limited seats, enrollment will be made on a first-come-first-served basis. In case of unsuccessful enrollment, HKRMA will notify the applicants individually.
2. Confirmation is subject to payment in full. Confirmation email will be sent to the successful applicant at least 2 working days before the event.
3. No refund for cancellation.
4. Substitution of applicant is allowed. Written notification should be sent to the HKRMA at least 3 working days before the event.
5. If Typhoon Signal No. 8 or above is hoisted at or after 7:00am, the full-day event (9:30am-6:00pm) and morning event (9:30am-1:00pm) will be cancelled. If Typhoon Signal No. 8 or above is hoisted at or after 1:00pm, afternoon event will be cancelled. HKRMA reserves the final right to cancel or reschedule the event.
6. HKRMA reserves the final right to reject any application, cancel or change the event arrangement.

## 私隱條例 Data Privacy Statement

本協會收集的 貴公司資料將用作處理上述活動申請。請注意 貴公司必須提供所有資料，以便本會處理有關申請。本會將會使用貴公司所提供的公司資料作通訊及市場推廣的用途，包括協會的通告、刊物、研究資料、市場資訊；推廣協會的周年活動、研討會、會議、簡報會、獎項計劃、培訓計劃及服務，以及協會的合作夥伴所舉辦的同類活動。本會只在取得 貴公司的同意後才會使用有關資料。 貴公司有權要求查閱或更正公司的資料，請書面以郵寄、電郵(event@hkrma.org) 或 傳真 (2866 8380) 方式與本會職員吳小姐聯絡。

The information collected from your company will be used for purpose of processing your company's application. Please note that it is mandatory for your company to provide all the data. If your company does not provide such data, the Association will not be able to process the application. The Association intends to use all your company's data for communication and marketing purposes; the data will be used for distributing circulars, publications, research materials, market information; promotion of the annual events, conferences, seminars, briefings, meetings, awards programmes, training programmes, and services of the Association; and direct marketing of activities similar to the Association's above activities which are organized by the Association's business partners. The Association shall not so use the data unless with your company's consent. Your company has the right to request access to and correction of information held by us about your company. If your company wishes to access or correct the data, please contact us by writing to Ms. Ng at our address, by email (event@hkrma.org) or by fax (2866-8380).