



HONG KONG RETAIL MANAGEMENT ASSOCIATION

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2011 SERVICE RETAILERS OF THE YEAR



Calvin Klein Jeans



STACCATO

2011 GREAT PROGRESS AWARD WINNERS



2011 SERVICE & COURTESY AWARD WINNERS



CHEVIGNON

周生生
Chow Sang Sang



FURLA



IPSA



STACCATO



T S L | 謝瑞麟



DATE: 6 September 2012
MEMORANDUM TO: Members of the Hong Kong Retail Management Association and Fellow Retailers
SUBJECT: **2012 SERVICE & COURTESY AWARD –Result of Phase 1: Mystery Shoppers Assessment**
2012 傑出服務獎 – 參賽公司名單

The Association is pleased to announce the result of Phase 1 : Mystery Shoppers Assessment of the 2012 SERVICE & COURTESY AWARD.
The **Preliminary Interview** will be held on **25 September 2012** to interview *426 participants from 112 brands at Junior Frontline Level* and *181 participants from 83 brands at Supervisory Level*. Furthermore, 7 SME brands have been selected to enter the Final Interview. Participating companies will be notified individually about the name(s) of the shortlisted nominees as well as the interview time by email. Companies of the selected participants are listed as follows:

Junior Frontline Level (426 nominees from 112 brands):

- Beauty Products / Cosmetics Category 化粧品店組別**
 - Missha (HK) Ltd
 - Nuance-Watson (HK) Limited – Beauty Express
 - Nuance-Watson (HK) Limited – Temptation Duty Free
 - Sa Sa International Holdings Limited
 - Shiseido Hong Kong Ltd - Clé De Peau Beauté
 - Shiseido Hong Kong Ltd - IPSA
 - Shiseido Hong Kong Ltd - SHISEIDO
- Convenience Stores Category 便利店組別**
 - China Resources Vanguard (HK) Co. Ltd. - VanGO
 - Circle K Convenience Stores (HK) Ltd
 - The Dairy Farm Company Ltd – 7-Eleven



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3. Department Stores Category 百貨公司組別

- DFS Hong Kong Ltd
- Marks and Spencer (Asia Pacific) Ltd
- Nuance-Watson (HK) Limited - The Gateway
- The Sincere Company Limited

4. Electronic and Electrical Appliances Category 電子及電器店組別

- A.S. Watson Group (HK) Ltd - Fortress
- Megaman (HK) Electrical & Lighting Ltd
- Nuance-Watson (HK) Limited - Sound & Vision Enriching Life

5. Fashion & Accessories Category 時裝飾物店組別

- Bonluxe (Asia) Ltd - BONLUXE
- Chevron (HK) Limited - Chevignon
- Esprit Retail (Hong Kong) Ltd. - Esprit
- G2000 (Apparel) Ltd - G2000
- Giordano Ltd - Giordano
- Giordano Ltd - Giordano Ladies
- Initial Fashion Co Ltd
- Swire Resources Ltd - Catalog
- Warnaco Asia Limited - Calvin Klein Jeans
- Warnaco Asia Limited - Calvin Klein Underwear

6. Fashion & Accessories - High Fashion 時裝飾物店 - 高級時裝店組別

- Nuance-Watson (HK) Limited - Bally
- Nuance-Watson (HK) Limited - Hugo Boss
- Richemont Asia Pacific Limited - Alfred Dunhill
- Sidefame Limited - Anteprema Wirebag
- Sidefame Limited - Furla

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

- Nike Hong Kong Limited
- Swire Resources Ltd - Actif
- Swire Resources Ltd - Columbia
- Swire Resources Ltd - Gigasports
- Swire Resources Ltd - Marathon Sports

8. Fastfood Category 快餐店組別

- Café de Coral Fast Food Ltd
- Fairwood Holdings Ltd
- Yoshinoya Fast Food (HK) Ltd

9. Food Shops Category 食品店組別

- Maxim's Caterers Ltd. - Arome Bakery
- Maxim's Caterers Ltd. - Maxim's Cakes
- Pizza Hut Hong Kong Management Limited - PHD
- Saint Honore Cake Shop Ltd

10. Footwear Category 鞋類組別

- Belle Worldwide Ltd - BELLE
- Belle Worldwide Ltd - HUSH PUPPIES
- Belle Worldwide Ltd - JIPI JAPA
- Belle Worldwide Ltd - JOY & PEACE
- Belle Worldwide Ltd - MILLIE'S
- Belle Worldwide Ltd - MIRABELL
- Belle Worldwide Ltd - STACCATO
- Crocs Hong Kong Ltd - crocs
- le saunda holdings ltd - le saunda

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

- Arredamenti Co., Ltd - Giormani Living Room Furniture Store
- B.S.C. Home Improvement Centres Ltd - colourliving
- Pricerite Stores Limited
- Simmons Bedding & Furniture (HK) Ltd - Simmons
- The Dairy Farm Company Ltd - IKEA

12. Health Care Products Category 健康產品組別

- Imperial Bird's Nest International Co. Ltd
- The Dairy Farm Company Ltd - GNC
- Wai Yuen Tong Medicine Company Ltd

13. Personal Care Products Category 個人護理產品組別

- A.S. Watson Group (HK) Ltd - Watsons Your Personal Store
- The Dairy Farm Company Ltd - Mannings
- The Dairy Farm Company Ltd - Mannings Plus

14. Restaurants Category 餐廳及酒樓組別

- Daniel's Group Holdings Ltd - Daniel's Restaurant
- Hong Kong Ajisen Co., Ltd. - Ajisen Ramen
- Pizza Hut Hong Kong Management Limited - Pizza Hut Hong Kong
- Superstar Group - Superstar Seafood Restaurant
- Tai Hing Catering Group - Café 308
- Tai Hing Catering Group - Tai Hing Roast Restaurant
- The Spaghetti House Restaurants Ltd - The Spaghetti House

15. Retail (Services) Category 零售(服務)組別

- CLP Power Hong Kong Ltd - Customer Services Centre
- DHL Express (Hong Kong) Ltd
- Hongkong Post
- The Hong Kong Jockey Club
- The Hongkong Electric Co., Ltd

16. Retail (Services) - Financial Institutions Category 零售(服務) - 金融機構組別

- Chief Securities Limited - Chief
- DBS Bank (Hong Kong) Limited
- PrimeCredit Limited

17. Retail (Services) - Property Management Category 零售(服務) - 商場管理組別

- Henderson Real Estate Agency Limited - Miramar Shopping Centre
- Sun Hung Kai Real Estate Agency Ltd. - apm
- Sun Hung Kai Real Estate Agency Ltd. - East Point City
- Sun Hung Kai Real Estate Agency Ltd. - Metroplaza
- Sun Hung Kai Real Estate Agency Ltd. - New Town Plaza
- Sun Hung Kai Real Estate Agency Ltd. - Park Central Shopping Arcade
- Sun Hung Kai Real Estate Agency Ltd. - Sun Yuen Long Centre
- Sun Hung Kai Real Estate Agency Ltd. - Uptown Plaza
- MTR Corporation Limited - Elements

18. Specialty Stores - Eyewear Category 專門店 - 眼鏡組別

- Optical 88 Ltd - eGG Optical Boutique
- Optical 88 Ltd - Optical 88
- Luxottica - LensCrafters

19. Specialty Stores - Leisure & Lifestyle Category 專門店 - 品味生活組別

- A.S. Watson Group (HK) Ltd - Watson's Wine
- China Resources Vanguard (HK) Co. Ltd. - voi_la!
- LOG-ON
- Ngong Ping 360 Ltd - Ngong Ping 360
- Sidefame Limited - marimekko
- Tom Lee Music Co., Ltd

20. Supermarket / Self-serviced Mega Store Category 超級市場 / 大型自助購物商店組別

- A.S. Watson Group (HK) Ltd - Fusion
- A.S. Watson Group (HK) Ltd - Great
- A.S. Watson Group (HK) Ltd - PARKnSHOP
- A.S. Watson Group (HK) Ltd - Taste
- The Dairy Farm Company Ltd - Market Place by Jasons
- The Dairy Farm Company Ltd - ThreeSixty
- The Dairy Farm Company Ltd - Wellcome
- Toys“R”Us (Hong Kong) Ltd - Toys “R” Us

21. Telecommunications Category 電訊組別

- CSL Limited - 1010
- CSL Limited - One2free
- HKT Limited - PCCW

22. Watch & Jewellery Category 鐘錶及珠寶店組別

- Chow Sang Sang Jewellery Co Ltd - Chow Sang Sang
- Chow Tai Fook Jewellery Co Ltd
- Success Light Investments Ltd - Prince Jewellery and Watch Company
- TSL Jewellery (HK) Co. Ltd. - TSL Jewellery

Supervisory Level (181 nominees from 83 brands):

1. Beauty Products / Cosmetics Category 化粧品店組別

- Missha (HK) Ltd
- Nuance-Watson (HK) Limited - Temptation Duty Free
- Sa Sa International Holdings Ltd
- Shiseido Hong Kong Ltd – IPSA

2. Convenience Stores Category 便利店組別

- China Resources Vanguard (HK) Co. Ltd. - VanGO
- Circle K Convenience Stores (HK) Ltd
- The Dairy Farm Company Ltd - 7-Eleven

3. Department Stores Category 百貨公司組別

- DFS Hong Kong Ltd
- Nuance-Watson (HK) Limited - The Plaza

4. Electronic and Electrical Appliances / Telecommunications Category 電子及電器店 / 電訊組別

- A&A Audio & Video Centre Ltd
- A.S. Watson Group (HK) Ltd - Fortress
- CSL Limited - One2free
- HKT Limited - PCCW
- Nuance-Watson (HK) Limited - Sound & Vision Enriching Life

5. Fashion & Accessories Category 時裝飾物店組別

- Bonlux (Asia) Ltd - BONLUXE
- Esprit Retail (Hong Kong) Ltd. - Esprit
- G2000 (Apparel) Ltd - G2000
- Giordano Ltd - Giordano
- Initial Fashion Co Ltd
- Warnaco Asia Limited - Calvin Klein Jeans
- Warnaco Asia Limited - Calvin Klein Underwear

6. Fashion & Accessories - High Fashion Category 時裝飾物店 - 高級時裝店組別

- Nuance-Watson (HK) Limited - Bally
- Nuance-Watson (HK) Limited - Giorgio Armani
- Nuance-Watson (HK) Limited - Hugo Boss
- Richemont Asia Pacific Limited - Alfred Dunhill
- Sidefame Limited - Anteprema

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

- Nike Hong Kong Limited
- Swire Resources Ltd - Columbia
- Swire Resources Ltd - Marathon Sports

8. Fastfood Category 快餐店組別

- Café de Coral Fast Food Ltd
- Fairwood Holdings Ltd
- Yoshinoya Fast Food (HK) Ltd

9. Food Shops Category 食品店組別

- Hung Fook Tong Franchise System Management Ltd
- Maxim's Caterers Ltd. - Maxim's Cakes
- Pizza Hut Hong Kong Management Limited - PHD
- Saint Honore Cake Shop Ltd

10. Footwear Category 鞋類組別

- Belle Worldwide Ltd - BELLE
- Belle Worldwide Ltd - HUSH PUPPIES
- Belle Worldwide Ltd - JOY & PEACE
- Belle Worldwide Ltd - MIRABELL
- Belle Worldwide Ltd - STACCATO
- Crocs Hong Kong Ltd - crocs

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

- Arredamenti Co., Ltd - Giormani Living Room Furniture Store
- B.S.C. Home Improvement Centres Ltd - colourliving
- Pricerite Stores Limited
- Simmons Bedding & Furniture (HK) Ltd - Simmons

12. Health Care Products Category 健康產品組別

- CR Care Company Ltd. - CR Care
- The Dairy Farm Company Ltd - GNC
- Wai Yuen Tong Medicine Company Ltd

13. Personal Care Products Category 個人護理產品組別

- A.S. Watson Group (HK) Ltd - Watsons Your Personal Store
- The Dairy Farm Company Ltd – Mannings

14. Restaurants Category 餐廳及酒樓組別

- Hong Kong Ajisen Co., Ltd. - Ajisen Ramen
- Pizza Hut Hong Kong Management Limited - Pizza Hut Hong Kong
- Skycity Nine Eagles Golf Course - Erawan Thai Restaurant
- Superstar Group - Chiu Chow Restaurant
- Superstar Group - Dining Fine
- Superstar Group - Kimchee Korean Restaurant
- Superstar Group - Superstar Seafood Restaurant
- Tai Hing Catering Group - Tai Hing Roast Restaurant
- The Spaghetti House Restaurants Ltd - Spaghetti 360
- The Spaghetti House Restaurants Ltd - The Spaghetti House

15. Retail (Services) Category 零售(服務) 組別

- BSH Home Appliances Limited - Siemens Home Appliances
- DBS Bank (Hong Kong) Ltd
- Henderson Real Estate Agency Limited - Miramar Shopping Centre
- The Hong Kong Jockey Club

16. Specialty Stores - Eyewear Category 專門店 - 眼鏡組別

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- LOG-ON
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- A.S. Watson Group (HK) Ltd - Fusion
- A.S. Watson Group (HK) Ltd - PARKnSHOP
- A.S. Watson Group (HK) Ltd - Taste
- The Dairy Farm Company Ltd - Market Place by Jasons
- The Dairy Farm Company Ltd - ThreeSixty
- The Dairy Farm Company Ltd - Wellcome
- Toys“R”Us (Hong Kong) Ltd - Toys “R” Us

19. Watch & Jewellery Category 鐘錶及珠寶店組別

- Chow Sang Sang Jewellery Co Ltd - Chow Sang Sang
- Chow Tai Fook Jewellery Co Ltd
- Success Light Investments Ltd - Prince Jewellery and Watch Company
- TSL Jewellery (HK) Co. Ltd. - TSL Jewellery

SME (7 nominees from 5 brands):

- Catalo Natural Health Foods Ltd.
- Chun Hwa Travel Agency Ltd
- Sun Hing Hong Travel Agency Co., Ltd
- Tai Yau storage Group Limited - Apple Storage
- Thousand Leaves Corporation Limited - Thousand Leaves

Mystery Shoppers Assessment Report

To assist participants and their companies to improve their service standard, each participant will receive a mystery shoppers report for the Mystery Shoppers Assessments held during July and August 2012. Companies will be notified to collect the mystery shoppers report in November 2012.

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