



HONG KONG RETAIL MANAGEMENT ASSOCIATION

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2014 SERVICE RETAILERS OF THE YEAR - GRAND AWARD

LALIQUE

CATEGORY AWARD



ANTEPRIMA WIREBAG

BELLE



Calvin Klein Jeans

CHINESE ARTS & CRAFTS 中國藝術
厚德·尊貴·傳承·至臻



La Colline Swiss Riviera Beauty Treatment

LADURÉE Paris

LALIQUE



SOLVIL ET TITUS

GREAT PROGRESS AWARD



2014 SERVICE & COURTESY AWARD WINNERS



HKT



Calvin Klein Jeans



DATE: 10 Aug 2015

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

SUBJECT: 2015 SERVICE & COURTESY AWARD – Result of Phase 1: Mystery Shoppers Assessment
2015 傑出服務獎 – 準決賽入圍名單

The Association is pleased to announce the result of Phase 1 : Mystery Shoppers Assessment of the 2015 SERVICE & COURTESY AWARD.

The Preliminary Interview will be held on 9 September 2015 to interview 302 participants from 92 brands at Junior Frontline Level and 136 participants from 68 brands at Supervisory Level. Furthermore, 6 Earn & Learn student category 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 (302 nominees from 92 brands):

1. Bakery Shops Category 麵包西餅店組別

- City Super Limited - Danish Bar
- City Super Limited - Little Mermaid
- Kee Wah Bakery Limited - Kee Wah Bakery
- MAXIM'S CATERERS LIMITED - AROME BAKERY
- MAXIM'S CATERERS LIMITED - MAXIM'S CAKES
- Saint Honore Cake Shop Limited

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

- Sa Sa Cosmetics Company Limited
- Shiseido Hong Kong Ltd - Shiseido

3. Convenience Stores Category 便利店組別

- Circle K Convenience Stores (HK) Ltd
- The Dairy Farm Company, Limited 牛奶有限公司-7-Eleven

4. **Department Stores Category 百貨公司組別**
 - AEON Stores (Hong Kong) Co., Limited - AEON Stores
 - The Wing On Department Stores (Hong Kong) Limited

5. **Electronic & Electrical Appliances Category 電子及電器組別**
 - A.S.WATSON RETAIL (HK) LIMITED - FORTRESS
 - E.P.S.A. Corporation Ltd. - ecHome

6. **Fashion & Accessories Category 時裝飾物店組別**
 - Cozy Group Holdings Limited - Roi Du Monde
 - G2000(Apparel) Limited - G2000
 - Giordano Limited - Giordano
 - Giordano Limited - Giordano Ladies
 - NIKE HONG KONG LIMITED
 - PVH Asia LTD - Calvin Klein Jeans

7. **Fashion & Accessories - High Fashion Category 時裝飾物店 - 高級時裝店組別**
 - Sidefame Limited - 45R
 - Sidefame Limited - Anteprema
 - The Nuance Group (HK) Ltd. - Bally
 - The Nuance Group (HK) Ltd. - Longchamp

8. **Fastfood Category 快餐店組別**
 - Café De Coral Group - Café De Coral
 - Café De Coral Group - Super Super Congee & Noodles
 - Hung's Food Group - YOSHINOYA Fast Food (Hong Kong) Ltd
 - Pizza Hut Hong Kong Management Limited - PHD

9. **Food Shops Category 食品店組別**
 - AEON Stores (Hong Kong) Co., Limited - Bento Express by AEON
 - Coffee Concepts (Hong Kong) LTD. - Starbucks HK
 - Godiva Chocolatier (Asia) Ltd.
 - The Nuance Group (HK) Ltd - Taste & Delights

10. **Footwear Category 鞋類組別**
 - Crocs Hong Kong Limited - Crocs
 - ECCO Shoes HK Limited - ECCO
 - le saunda holdings ltd - le saunda
 - le saunda holdings ltd - Linea Rosa

11. **Furniture & Home Accessories Category 傢俱及居室用品組別**
 - Arredamenti Company Limited - Giormani Living Room Furniture Store
 - B.S.C. COLOURLIVING LIMITED - colourliving
 - Indigo Living Limited - Indigo Living
 - Pricerite Stores Limited
 - Sinomax Health & Household Products Limited - SINOMAX
 - The Dairy Farm Company, Limited 牛奶有限公司- IKEA
 - Ulferts of Sweden (Far East) Ltd. - Ulferts

12. **Infant & Child Merchandise Category 嬰兒及兒童商品組別**
 - FUNG KIDS (HONG KONG) LIMITED - ELLE kids
 - FUNG KIDS (HONG KONG) LIMITED - STRIDE RITE
 - FUNG KIDS (HONG KONG) LIMITED - TOONSLAND
 - Giordano Limited - Giordano Junior
 - The Dairy Farm Company, Limited 牛奶有限公司 - Mannings Baby
 - TOYS"R"US (HONG KONG) LIMITED - TOYS"R"US

13. **Personal Health Care Products Category 個人護理及健康產品組別**
 - CATALO
 - CR Care Company Limited - CR CARE
 - The Dairy Farm Company, Limited 牛奶有限公司- GNC
 - The Dairy Farm Company, Limited 牛奶有限公司- Mannings
 - The Dairy Farm Company, Limited 牛奶有限公司- Mannings Plus
 - Wai Yuen Tong Medicine Company Ltd

14. **Restaurants Category 餐廳及酒樓組別**
 - Choi Fook Wedding Banquet Group - Choi Fook
 - Tajimaya (HK) Co. Ltd. - Gyujin
 - Pizza Hut Hong Kong Management Limited - Pizza Hut

15. **Retail (Services) Category 零售(服務)組別**
 - The Hong Kong Jockey Club
 - UA Cinema Circuit Limited - UA Cinema

16. **Retail (Services) - Property Management Category 零售(服務) - 商場管理組別**
 - Discovery Park Commercial Services Ltd - Discovery Park Shopping Centre
 - Sun Hung Kai Real Estate Agency Limited - Metroplaza
 - Sun Hung Kai Real Estate Agency Limited - MOKO
 - Sun Hung Kai Real Estate Agency Limited - New Town Plaza III
 - Sun Hung Kai Real Estate Agency Limited - Tai Po Mega Mall
 - The Link Management Limited - Choi Yuen Plaza
 - The Link Management Limited - Tin Shui Shopping Centre
 - The Link Management Limited - Tsz Wan Shan Shopping Centre

17. **Retail (Services) – Public Utilities Category 零售(服務) - 公用事業組別**
 - CLP Power Hong Kong Limited - Customer Service Centers
 - The Hongkong Electric Co., Ltd.
 - The Hong Kong and China Gas Company Limited - Towngas
 - The Hong Kong and China Gas Company Limited - TOWNGAS COOKING CENTRE

18. **Specialty Stores - Lifestyle Category 專門店-生活品味組別**
 - A.S.WATSON RETAIL (HK) LIMITED - Watson's Wine
 - CITY SUPER LIMITED - LOG-ON
 - LensCrafters

19. **Specialty Stores - Underwear & Nightwear Category** 專門店- 內衣及家居服組別
 - EMBRY (H.K.) LIMITED - EMBRY FORM
 - PVH Asia LTD - Calvin Klein Underwear

20. **Supermarket / Self-serviced Mega Store Category** 超級市場 / 大型自助購物商店組別
 - AEON Stores (Hong Kong) Co., Limited - AEON SUPERMARKET
 - AEON Stores (Hong Kong) Co., Limited - Living PLAZA by AEON
 - City Super Limited - city'super
 - PARKnSHOP (HK) LIMITED - GREAT
 - PARKnSHOP (HK) LIMITED - PARKnSHOP
 - PARKnSHOP (HK) LIMITED - TASTE
 - The Dairy Farm Company, Limited 牛奶有限公司- Jasons · Food & Living
 - The Dairy Farm Company, Limited 牛奶有限公司- Wellcome
 - The Link Management Limited - Lok Fu Market

21. **Telecommunications Category** 電訊組別
 - CSL Mobile Limited - 1010
 - CSL Mobile Limited - csl.
 - HKT Limited – HKT

22. **Watch & Jewellery Category** 鐘錶及珠寶店組別
 - Chow Tai Fook Jewellery Co., Ltd-Chow Tai Fook
 - Prince Jewellery And Watch Company Limited-Prince Jewellery And Watch
 - TSL Jewellery(HK) Co Limited-TSL Jewellery

Supervisory Level (136 nominees from 68 brands):

1. **Bakery Shops Category** 麵包西餅店組別
 - Kee Wah Bakery Limited - Kee Wah Bakery
 - MAXIM'S CATERERS LIMITED - AROME BAKERY
 - Saint Honore Cake Shop Limited

2. **Convenience Stores Category** 便利店組別
 - Circle K Convenience Stores (HK) Ltd
 - The Dairy Farm Company, Limited 牛奶有限公司- 7-Eleven

3. **Electronic & Electrical Appliances Category** 電子及電器組別
 - A.S.WATSON RETAIL (HK) LIMITED - FORTRESS
 - E.P.S.A. Corporation Ltd. - ecHome

4. **Fashion & Accessories Category** 時裝飾物店組別
 - Cozy Group Holdings Limited - Roi Du Monde
 - Crocs Hong Kong Limited - Crocs
 - FUNG KIDS (HONG KONG) LIMITED - ELLE kids
 - G2000(Apparel) Limited - G2000
 - Giordano Limited - Giordano
 - le saunda holdings ltd - le saunda
 - le saunda holdings ltd - Linea Rosa
 - PVH Asia LTD - Calvin Klein Jeans
 - PVH Asia LTD - Calvin Klein Underwear
 - Sidefame Limited - 45R

5. **Fastfood Category** 快餐店組別
 - Café De Coral Group - Café De Coral
 - Café De Coral Group - Super Super Congee & Noodles
 - Hung's Food Group - YOSHINOYA Fast Food (Hong Kong) Ltd
 - Pizza Hut Hong Kong Management Limited - PHD

6. **Food Shops Category** 食品店組別
 - Godiva Chocolatier (Asia) Ltd.
 - Coffee Concepts (Hong Kong) LTD. - Starbucks HK
 - The Nuance Group (HK) Ltd - Taste & Delights

7. **Furniture & Home Accessories Category** 傢俱及居室用品組別
 - Arredamenti Company Limited - Giormani Living Room Furniture Store
 - B.S.C. COLOURLIVING LIMITED - colourliving
 - B.S.C. COLOURLIVING LIMITED - RocaConcepts
 - Indigo Living Limited - Indigo Living
 - Pricerite Stores Limited
 - Sinomax Health & Household Products Limited - SINOMAX
 - Ulferts of Sweden (Far East) Ltd. – Ulferts

8. **Personal Health Care Products Category 個人護理及健康產品組別**
 - CR Care Company Limited - CR CARE
 - OTO Bodycare (H.K.) Limited - OTO
 - The Dairy Farm Company, Limited 牛奶有限公司- GNC
 - The Dairy Farm Company, Limited 牛奶有限公司- Mannings
 - The Dairy Farm Company, Limited 牛奶有限公司- Mannings Plus

9. **Restaurants Category 餐廳及酒樓組別**
 - Café De Coral Group - Café 360
 - Café De Coral Group - Pizza Stage
 - MAXIM'S CATERERS LIMITED - URBAN CAFE COMMUNE
 - Pizza Hut Hong Kong Management Limited - Pizza Hut
 - Tajimaya (HK) Co. Ltd. - Honjin
 - Tao Heung Group Limited - Chung's Cuisine

10. **Retail (Services) Category 零售(服務)組別**
 - Sun Hung Kai Real Estate Agency Limited - New Town Plaza III
 - Sun Hung Kai Real Estate Agency Limited - wtc more
 - The Hong Kong Jockey Club

11. **Specialty Stores - Lifestyle Category 專門店-生活品味組別**
 - A.S.WATSON RETAIL (HK) LIMITED - Watson's Wine
 - CITY SUPER LIMITED - LOG-ON
 - LensCrafters
 - NGONG PING 360 LIMITED - NGONG PING 360
 - Sa Sa Cosmetics Company Limited
 - Shiseido Hong Kong Ltd - Shiseido
 - The Wing On Department Stores (Hong Kong) Limited

12. **Supermarket / Self-serviced Mega Store Category 超級市場 / 大型自助購物商店組別**
 - AEON Stores (Hong Kong) Co., Limited - AEON SUPERMARKET
 - AEON Stores (Hong Kong) Co., Limited - Living PLAZA by AEON
 - PARKnSHOP (HK) LIMITED - FUSION
 - PARKnSHOP (HK) LIMITED - GREAT
 - PARKnSHOP (HK) LIMITED - PARKnSHOP
 - PARKnSHOP (HK) LIMITED - TASTE
 - The Dairy Farm Company, Limited 牛奶有限公司- Market Place by Jasons
 - The Dairy Farm Company, Limited 牛奶有限公司- Wellcome
 - TOYS”R”US (HONG KONG) LIMITED” – BABIES”R”US
 - TOYS”R”US (HONG KONG) LIMITED” – TOYS”R”US

13. **Telecommunications Category 電訊組別**
 - CSL Mobile Limited - 1010
 - CSL Mobile Limited - csl.
 - HKT Limited – HKT

14. **Watch & Jewellery Category 鐘錶及珠寶店組別**
 - Chow Tai Fook Jewellery Co., Ltd - Chow Tai Fook
 - Prince Jewellery And Watch Company Limited - Prince Jewellery And Watch
 - TSL Jewellery(HK) Co Limited - TSL Jewellery

Earn & Learn Student Category / Earn & Learn 學生組別 (to enter the Final Interview in Oct)

- Circle K Convenience Stores (HK) Ltd
- The Dairy Farm Company, Limited 牛奶有限公司- Mannings
- The Dairy Farm Company, Limited 牛奶有限公司- Wellcome
- Sa Sa Cosmetic Company Limited

IMPORTANT NOTES

Excellent Service Star

This year, 3 participants from below categories get full score at Mystery Shopper Assessment, and will be awarded as "Excellent Service Star". The name list will be announced at the Winners Announcement Ceremony.

- Footwear
- Supermarket / Self-serviced Mega Store
- Watch & Jewellery

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 2015. The reports (PDF format) will be sent to companies by e-mail in November 2015.

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