



HONG KONG RETAIL MANAGEMENT ASSOCIATION

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2015 SERVICE RETAILERS OF THE YEAR - GRAND AWARD



DATE: 05 August 2016

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

SUBJECT: 2016 Service & Courtesy Award – Result of Phase 1: Mystery Shoppers Assessment
2016 傑出服務獎 – 準決賽入圍名單

CATEGORY AWARD

0/3 baby



ANTEPRIMA WIREBAG



Calvin Klein Jeans

Calvin Klein underwear

CHINESE 中榮 ARTS & CRAFTS
厚德·尊貴·傳承·至臻



STACCATO

GREAT PROGRESS AWARD



The Association is pleased to announce the result of Phase 1 : Mystery Shoppers Assessment of the 2016 SERVICE & COURTESY AWARD.

The Preliminary Interview will be held on 21 September 2016 to interview 241 participants from 70 brands at Junior Frontline Level and 100 participants from 49 brands at Supervisory Level selected by Mystery Shoppers Assessment. Furthermore, 5 nominees from the Earn & Learn Student Category and 8 nominees from the Social Enterprises Category have been selected to enter the Final Interview to be held on 20 October 2016. 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 (241 nominees from 70 brands):

- AV Products / Electronic & Electrical Appliances Category 影音產品 / 電子及電器店組別**
 - A.S. WATSON RETAIL (HK) LIMITED - FORTRESS
 - E.P.S.A. Corporation Limited - ecHome
 - E.P.S.A. Corporation Limited - ecHome Pro
- Beauty Products / Cosmetics Category 化粧品店組別**
 - Sa Sa Cosmetics Company Limited
 - Shiseido Hong Kong Ltd - Shiseido
- Convenience Stores Category 便利店組別**
 - Circle K Convenience Stores (HK) Ltd
 - YHY INT'L INVEST INCORP.LTD - GODS RAINBOW

2015 SERVICE & COURTESY AWARD WINNERS





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

- FAITH - FASHION HONG KONG LIMITED - FAITH
- G2000 (Apparel) Limited
- Giordano Limited - Giordano
- Giordano Limited - Giordano Ladies

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) Limited
- Pizza Hut Hong Kong Management Limited - PHD

6. Food Shops Category 食品店組別

- City Super Limited - Fusion Deli by city'super
- City Super Limited - Little Mermaid
- Coffee Concepts (Hong Kong) LTD. - Starbucks HK
- KEE WAH BAKERY LIMITED - KEE WAH BAKERY
- Saint Honore Cake Shop Limited

7. Footwear Category 鞋類組別

- ECCO Shoes HK Limited - ECCO
- le saunda holdings ltd. - le saunda

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

- Arredamenti Company Ltd - Giormani Living Room Furniture Store
- B.S.C. COLOURLIVING LIMITED - colourliving
- Pricerite Stores Limited
- Pricerite Stores Limited - TMF
- Sinomax Health & Household Products Limited
- Ulferts of Sweden (Far East) Ltd.

9. Health Care Products Category 健康產品組別

- Catalo Natural Health Foods Ltd - Catalo
- Comvita HK Limited - Comvita
- O'Farm Limited - O'Farm
- Vita Green Health Products Co., Ltd. - Vita Green



10. Kids' Merchandise Category 兒童商品組別

- Fung Kids (Hong Kong) Fashion Limited - Toonsland
- Fung Kids (Hong Kong) Fashion Limited - Stride Rite
- Giordano Limited - Giordano Junior
- Hong Kong Disneyland Resort - Hong Kong Disneyland Resort Merchandise
- ToysRus(Hong Kong) Ltd. – Toysrus

11. Property Management Category 商場管理組別

- K11 Concepts Limited
- Sun Hung Kai Real Estate Agency Limited - MOKO
- Sun Hung Kai Real Estate Agency Limited - Park Central
- Sun Hung Kai Real Estate Agency Limited - New Town Plaza III
- Sun Hung Kai Real Estate Agency Limited - V city

12. Restaurants Category 餐廳組別

- Pizza Hut Hong Kong Management Limited - Pizza Hut
- Tai Hing Catering Group - TeaWood
- Tao Heung Group Limited - Chung's Cuisine

13. Retail (Services) – Life & Entertainment / Wedding Category 零售(服務) – 生活閒娛 / 婚禮組別

- Stan Group (Holding) Limited - Lafayette Wedding
- The Lifestyle Group - ClubONE
- The Lifestyle Group - Telford Recreation Club
- UA Cinema Circuit Limited

14. Retail (Services) - Mass Services Category 零售(服務) – 大眾服務組別

- HKT Limited - Service Center
- The Hong Kong and China Gas Company Limited - Towngas
- The Hongkong Electric Co., Ltd
- The Hong Kong Jockey Club

15. Specialty Stores Category 專門店組別

- A.S. WATSON RETAIL (HK) LIMITED - Watsons
- A.S. WATSON RETAIL (HK) LIMITED - Watson's Wine
- Apple Storage Group Limited - Apple Storage
- City Super Limited - LOG-ON
- K11 Design Store
- The Wing On Department Stores (Hong Kong) Limited



16. Supermarkets Category 超級市場組別

- City Super Limited - city'super
- PARKnSHOP (HK) LIMITED - GREAT
- 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

17. Telecommunications Category 電訊組別

- CSL Mobile Limited - 1010
- CSL Mobile Limited - csl.
- HKT Limited - HKT

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

- Chow Tai Fook Jewellery Group (Limited) - Chow Tai Fook
- Prince Jewellery & Watch - Prince
- TSL Jewellery (HK) Co. Limited - TSL Jewellery

Supervisory Level (100 nominees from 49 brands):

1. AV Products / Electronic & Electrical Appliances Category 影音產品 / 電子及電器店組別

- A.S. WATSON RETAIL (HK) LIMITED - FORTRESS
- E.P.S.A. Corporation Limited - ecHome
- E.P.S.A. Corporation Limited - ecHome Pro

2. Convenience Stores / Supermarkets Category 便利店 / 超級市場組別

- Circle K Convenience Stores (HK) Ltd
- 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

3. 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) Limited
- Pizza Hut Hong Kong Management Limited - PHD

4. Food Shops Category 食品店組別

- Coffee Concepts (Hong Kong) LTD. - Starbucks HK
- KEE WAH BAKERY LIMITED - KEE WAH BAKERY
- Saint Honore Cake Shop Limited



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

- B.S.C. COLOURLIVING LIMITED - colourliving
- B.S.C. COLOURLIVING LIMITED - RocaConcepts
- Pricerite Stores Limited
- Pricerite Stores Limited – TMF
- Sinomax Health & Household Products Limited
- Ulferts of Sweden (Far East) Ltd.

6. **Restaurants – Asian Cuisine Category** 餐廳 – 亞洲菜系組別

- Café de Coral Group - Shanghai Lao Lao
- Tai Hing Catering Group - TeaWood
- Tao Heung Group Limited - Chung's Cuisine

7. **Restaurants – Western Cuisine Category** 餐廳 – 西方菜系組別

- Café de Coral Group - Spaghetti 360
- Ocean Park Corporation
- Pizza Hut Hong Kong Management Limited - Pizza Hut

8. **Retail (Services) – Life & Entertainment / Wedding Category** 零售(服務) – 生活閒娛 / 婚禮組別

- Stan Group (Holding) Limited - Lafayette Wedding
- Sun Hung Kai Real Estate Agency Limited - MOKO
- Sun Hung Kai Real Estate Agency Limited - New Town Plaza III
- The Lifestyle Group - ClubONE
- The Lifestyle Group - Telford Recreation Club
- UA Cinema Circuit Limited

9. **Retail (Services) - Mass Services Category** 零售(服務) – 大眾服務組別

- HKT Limited - Service Center
- The Hong Kong Jockey Club

10. **Specialty Stores Category** 專門店組別

- A.S. WATSON RETAIL (HK) LIMITED - Watson's Wine
- City Super Limited - LOG-ON
- Hong Kong Disneyland Resort - Hong Kong Disneyland Resort Merchandise
- K11 Design Store
- ToysRus(Hong Kong) Ltd. - Toysrus
- The Wing On Department Stores (Hong Kong) Limited



11. Specialty Stores – Lifestyle Category 專門店 – 生活時尚組別

- ECCO Shoes HK Limited - ECCO
- Giordano Limited - Giordano
- SaSa Comestic Company Limited
- Shiseido Hong Kong Limited - Shiseido

12. Telecommunications Category 電訊組別

- CSL Mobile Limited - 1010
- CSL Mobile Limited - csl.
- HKT Limited - HKT

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

- Chow Tai Fook Jewellery Group (Limited) - Chow Tai Fook
- Prince Jewellery & Watch - Prince
- TSL Jewellery (HK) Co. Limited - TSL Jewellery

**Earn & Learn Student Category / Earn & Learn 學生組別 (5 nominees from 3 brands)
(enter the Final Interview in Oct)**

- Circle K Convenience Stores (HK) Ltd
- CSL Mobile Limited - csl.
- PARKnSHOP (HK) LIMITED - TASTE

**Social Enterprises Category 社企組別 (8 nominees from 7 brands)
(enter the Final Interview in Oct)**

- Aberdeen Kai-fong Welfare Association Social Service - Leisure Outlet
- Ever Delicious Co. Ltd - Gingko House O' Veggie
- Health Massage and Treatment Centre (The Hong Kong Society for The Blind)
- MentalCare Connect Co Ltd - Cheers Gallery
- S.K.H. ST. CHRISTOPHER'S HOME - GOOD 4 LIFE
- Tung Wah Group of Hospitals - iBakery
- Tung Wah Group of Hospitals - U Deli



IMPORTANT NOTES

Excellent Service Star

This year, 1 participant from the Fashion & Accessories Category got full score at the Mystery Shopper Assessment, and will be awarded as "Excellent Service Star". The name list will be announced at the Winners Announcement Ceremony on 3 November 2016.

Integrated Assessment Report

To assist participants and their companies to improve their service standard, each participant will receive an integrated assessment report on the Mystery Shoppers Assessments held during July 2016. The reports (PDF format) will be sent to companies by e-mail in November 2016.

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The Standard

ENQUIRY

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