



HONG KONG RETAIL MANAGEMENT ASSOCIATION

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

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Website: www.hkrma.org

2013 EXCELLENCE AWARD



DATE: 1 December 2014

2013 SERVICE RETAILERS OF THE YEAR - GRAND AWARD



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

SUBJECT: **SERVICE & COURTESY AWARD – 30th Anniversary Commemorative Book**
傑出服務獎 30 周年紀念特刊

2013 SERVICE RETAILERS OF THE YEAR



The association is proud to announce that The Service & Courtesy Award is entering its 30th edition in 2015. A series of activities will be launched next year to celebrate the remarkable year. One of the key items would be the “30th Anniversary Commemorative Book” to be published in March 2015.



Interesting and successful stories of the award participants and winners over the past 30 years will be included to encourage more fresh graduates and practitioners taking up retailing as their career.



The Association would like to invite YOU to provide cherish photos and to refer any suitable interviewee for provision of interesting stories and encouraging words in commemorative book. For details, please refer to the attached documents and reply form.



Your early reply on or before **19 December 2014** is highly appreciated. Please contact Ms. Anita Lim (2179 9409) for any enquiries.



ENQUIRY

Tel: 2179 9409

Fax: 2866 8380

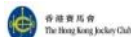
Email: snc@hkrma.org



2013 GREAT PROGRESS AWARD WINNERS



2013 SERVICE & COURTESY AWARD WINNERS



傑出服務獎 30 周年紀念特刊

目的

- 表揚獎項多年來對培育零售人才、推動業界以至香港服務文化之貢獻
- 鼓勵更加零售企業參與獎項，進一步推動服務文化
- 向學界推廣零售服務業，吸引更多年輕人入行

合作伙伴

- Recruit Magazine

特刊風格 / 內容

- 以人訪小故事包裝，訪問手法比較輕鬆，模仿雜誌排版，易於閱讀
- 內容包括香港服務文化演變、獎項背景、相關人物專訪、每一屆得獎名單及珍貴相片等等

出版時間表

- 邀約及進行人物專訪 2014 年 12 月 – 1 月
- 預計出版日期 2015 年 3 月底

發行渠道

- 會員公司、政府機構等
- 籌委會、評判團及傑出服務獎其他活動
- 學界例如校長、就業輔導老師，及公共圖書館

其他宣傳渠道

- 整本特刊以 E-book 上載至傑出服務獎網站 <http://snc.hkrma.org/tc/>
- 重整人訪故事內容
 - 以電郵形式發放給業界及學界
 - 分期刊登於報紙、雜誌或其他合作媒體
 - 分期上載至 RMA FACEBOOK <https://www.facebook.com/hk.rma.5>

WE WANT YOU



WANTED

尋人！尋相！

- 不同年代的 S&C Trainer
- 事業故事有啟發性的歷屆得獎者 / 參加者
- 父母子女得獎者、兄弟姊妹得獎者、夫妻得獎者等等
- 曾是得獎者的 S&C Trainer
- 培訓 / 備戰的私密相片

註：協會在收到有關資料後，將進行篩選，並會個別聯絡受訪者，協會將保留最終決定權。
訪問或會轉用其他渠道刊登，刊登前會先獲受訪者／公司同意，而協會保留最終採用與否之權利。

如尋獲，請直接聯絡 RMA!!! 2179 9409 | snc@hkrma.org

To: Hong Kong Retail Management Association
7/F, First Commercial Building
33-35 Leighton Road, Causeway Bay, Hong Kong
Tel: 2179 9409 Fax: 2866 8380 Website: <http://snc.hkrma.org>
E-mail: anita.lim@hkrma.org

**Deadline:
19 Dec 2014**

**SERVICE & COURTESY AWARD –
30th Anniversary Commemorative Book**

Content Contribution REPLY FORM

Company (English) _____

Company (Chinese) _____

Person-in-charge Mr. / Ms. _____

Position _____

Tel. no. _____

E-mail _____

PART 1 - Interviews

Interviewee (English) Mr. / Ms. _____

(Chinese) _____

(先生/小姐)

Current Position

(English) _____

(Chinese) _____

Tel (Office) _____

Mobile _____

Background of interviewee

**Year(s) of
participation** _____

**Best
Result** _____

Reason of interview (optional) _____

Interview format **Phone Interview**, photo to be provided by interviewee

Face to face Interview, location at interviewee's convenience

PART 2 - Photos

No. of photos _____

Content highlight _____

*Please e-mail the photos to snc@hkrma.org with this reply form.