

G2000

People Excellence book

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“HELLO
WELCOME
TO G2000.”

360° approach

The People Excellence Award is special to every one of us at G2000. It is a milestone achievement on our agenda for organisational excellence.

Right from the beginning, we know that People are our greatest asset. By investing in continual staff training and development programmes, even before “life-long learning” is in vogue, we now have a competent team that identifies and grows with the company, and delivers Excellence in all aspects of our business.

The journey might have been a little long, but it was enriching, engaging and extremely rewarding. We invest time and resources to develop our staff, increase productivity and build teamwork. We believe in engaging every employee in the company’s vision and core values, and bringing everyone ahead through progressive human resource policies and systematic people development processes.

Midway through our venture, in 2001, SPRING Singapore presented us with the People Developer Award. It was a strong encouragement to us, an impetus to hurry us along our pursuit of People Excellence.



**WHERE
IT ALL
STARTS**

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“G2000 surpasses the competition by providing uncompromised quality, attention to details and superb customer service. Our passion, untiring devotion and drive are evident by our strong business results. The People Excellence Award goes out to all colleagues who have contributed to G2000’s success.”

Helen Khoo
Executive Director
Wing Tai Retail

One of the key challenges for us in the highly competitive retail environment is building customer loyalty. To achieve this, we first engage our employees, that they may find an emotional attachment to the brands, the stores and the company. We support this with a 360-degree approach in understanding customers' needs, improving our business processes, and providing excellent service at all times. This is our strategy for building long-term customer loyalty – we start with our people.

Our Company

G2000 Apparel (S) Pte Ltd is a joint venture between Singapore-based Wing Tai Holdings Limited and G2000 (International) Limited, Hong Kong.

Incorporated in 1990, our company has since grown steadily to establish itself as a successful brand leader in fashion essential apparel. We now employ over 250 staff in 36 retail stores island-wide.

Keeping our lead in a fast changing and competitive retail landscape, we have launched new G2000 concept stores to bring all our product lines, encompassing contemporary wear for all occasions under one roof. The extensive range of apparel provides versatility to suit all styles, and the one-stop facility caters to a more exciting shopping experience for our customers.

Our Vision We aspire to be the leading fashion and lifestyle multiple retail chain store operator in Asia.

Our Mission We are committed to providing an environment that will inspire staff to create and operate in places filled with brands and experiences that will resonate with customers, thus assuring the engagement of long term customer loyalty.

Our Core Values Our core values encompass a work philosophy that seeks a win-win balance with those we serve, employ and partner with. With our customers, we aim to always provide them with “quality plus”. To our staff, we place high emphasis on development, to nurture talent and groom leaders. To achieve these, we carefully cultivate a result-oriented work culture through teamwork, trustworthiness, passion and a strong sense of purpose among all our employees, who are encouraged to seek pleasure and fun at work and to always embrace challenges with a positive attitude.

“THAT
LOOKS
GREAT,
**WE HAVE A
SHIRT THAT
GOES WITH IT.”**

"G2000 has the friendliest group of people and a strong team spirit. G2000 provides me with good technical knowledge and interpersonal skills which are essential in the retail industry."

Kong Lee Vui Vivien, Supervisor



**WHAT
DRIVES
US**

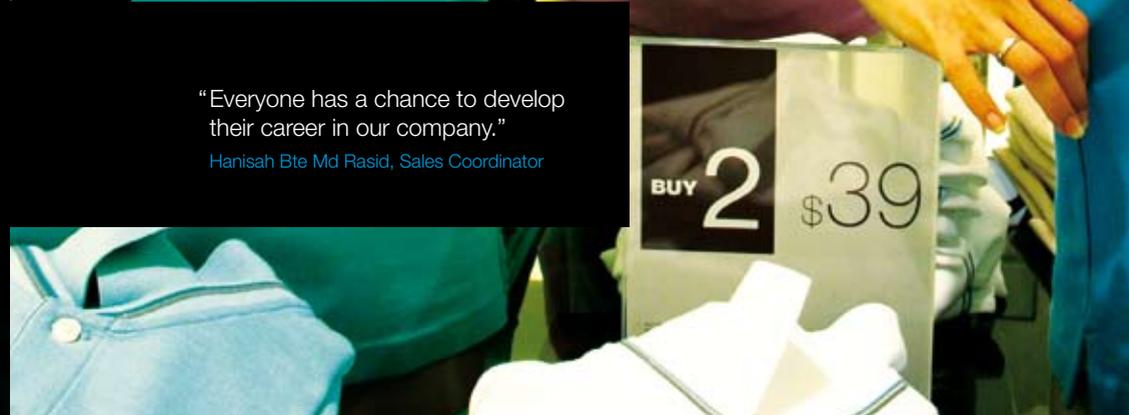
"G2000 has the friendliest group of people and a strong team spirit. G2000 provides me with good technical knowledge and interpersonal skills which are essential in the retail industry."

Kong Lee Vui Vivien, Supervisor



"Everyone has a chance to develop their career in our company."

Hanisah Bte Md Rasid, Sales Coordinator





“Good service is the way we serve our customers, by satisfying their needs and giving them the best shopping experience.”

Ong Pek Joo Joyce, Senior Sales Coordinator

“With good service, customers will come back to our stores as they feel happy shopping with us.”

Wong Siew Mei, Assistant Shop Manager



"G2000 provides training to all staff, developing us to meet the company's expectations, especially in terms of good customer service."

Randy Alfaro Ricahuerta, Supervisor



"The most important things in service? A smile on the face, and serving each and every customer with utmost sincerity."

Chan Soo Bee, Shop Supervisor

Our Working Style

A flat organisation structure at the head office enables direct and effective alignment of objectives, individuals, departments and the company's overall vision and core values.

We have two key functional departments viz. Sales Planning and Operations. We have also developed comprehensive business support systems to ensure our effectiveness.

- Accounts and Finance
- Administration and Inventory Support
- Corporate Communications
- Marketing Communications
- Customer Service Hotline
- Garment Alteration
- Graphics
- Human Resource
- Information Technology
- Legal Counsel
- Logistics
- Project
- Retail Development
- Retail Services
- Training and Development
- Visual Merchandising

“GOOD
EVENING
HOW MAY
I HELP?”

“YES,
**WE HAVE
THIS IN
ANOTHER
COLOUR
TOO.”**

Our Wardrobe

G2000's wide range of labels provides contemporary wear suitable for any occasion.

G2000 Men

Contemporary work wear for Men. Classic and stylish pieces with added new twists keep ensembles clean, sharp and modern.

G2000 Ladies

Contemporary work wear for Ladies. Well-defined proportions and modern elegance is delivered through an extensive range of suiting, blouses and knitwear.

G2000 Black Label – Men

The premium range of executive wear for Men. For those with a penchant for finer threads, this line presents quality finishing with sleek, sharply tailored cuts.

G2000 Black Label – Ladies

The premium range of executive wear for Ladies. Infusing the concept of the premium menswear for women, the collection promises lean silhouettes to exude an air of chic formality.

G2000 Pink

Chic and elegant prêt-a-porter separates for the modern woman who knows her own style. Designs with unexpected elements add to create a fresh and sophisticated look.

G2000 blù Men

The season's relaxed essentials for Men. The smart yet relaxed collection provides a variety of versatile options for any active individual.

G2000 blù Ladies

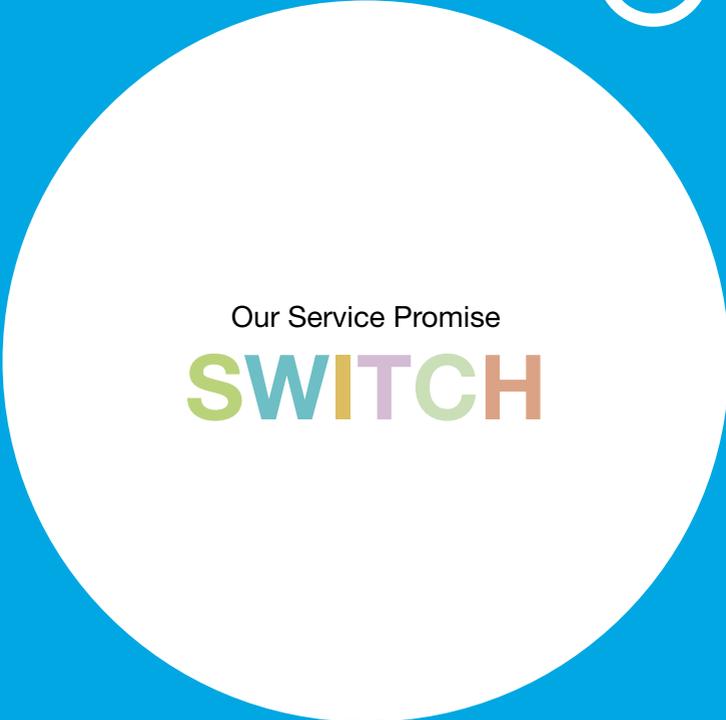
Stylish essentials for Ladies. Perfect for the outgoing and young-at-heart, the collection weaves elements of utility and comfort into simple silhouettes for a modern chic and sporty look.

Our Service Commitment

Service is a cornerstone at G2000 and we consistently uphold our high service standards. In 2005, we participated in the Customer Centric Initiative launched by SPRING, WDA and NTUC, to sharpen our insights on service competency. We have since driven a “holistic team” spirit into staff routines to strengthen the customer centric culture in our work environment.

To further enhance our service commitment, we focus on key attributes that both customers and employees say are important in our service performance. To achieve a seamless customer experience, our employees firstly understand how to help each other, strengthening support from the back office and improving communications. We adopt best practices of top service teams and of professionals renowned for high service standards.

360



Our Service Promise

SWITCH



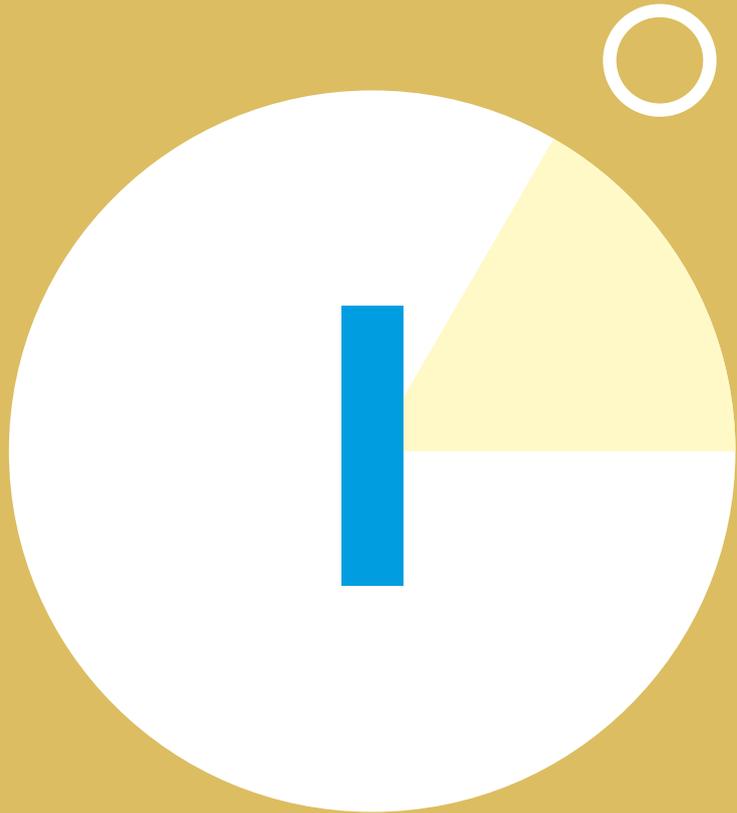
Smile

We greet every external and internal customer with a smile.



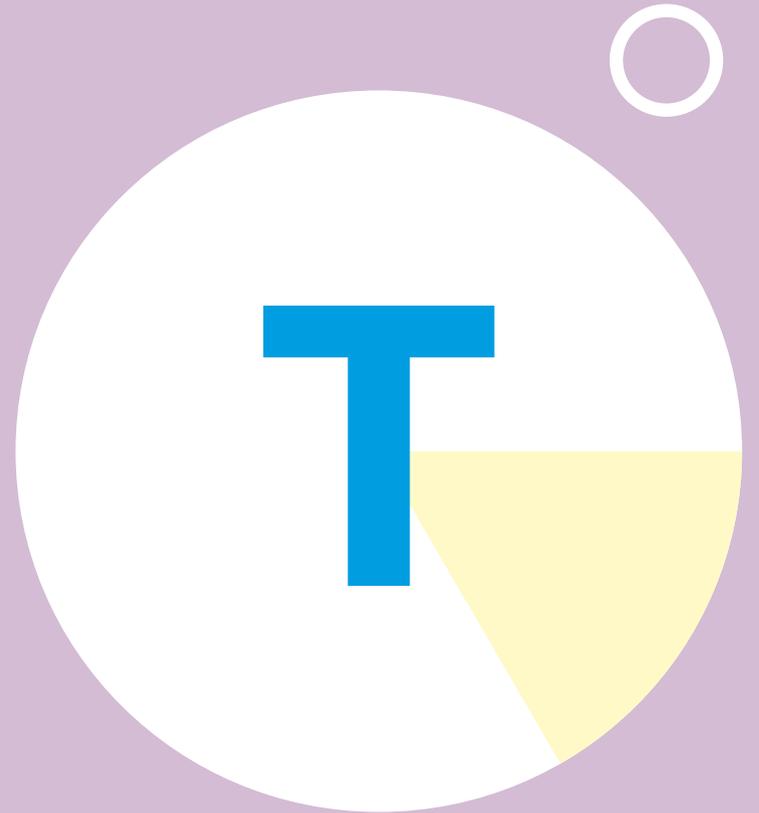
Well Equipped

We understand our values, policies, procedures and products, and inform the customers accordingly.



Individualised Service

We treat all of our customers in the way they want to be treated, and are there for them when they want us.

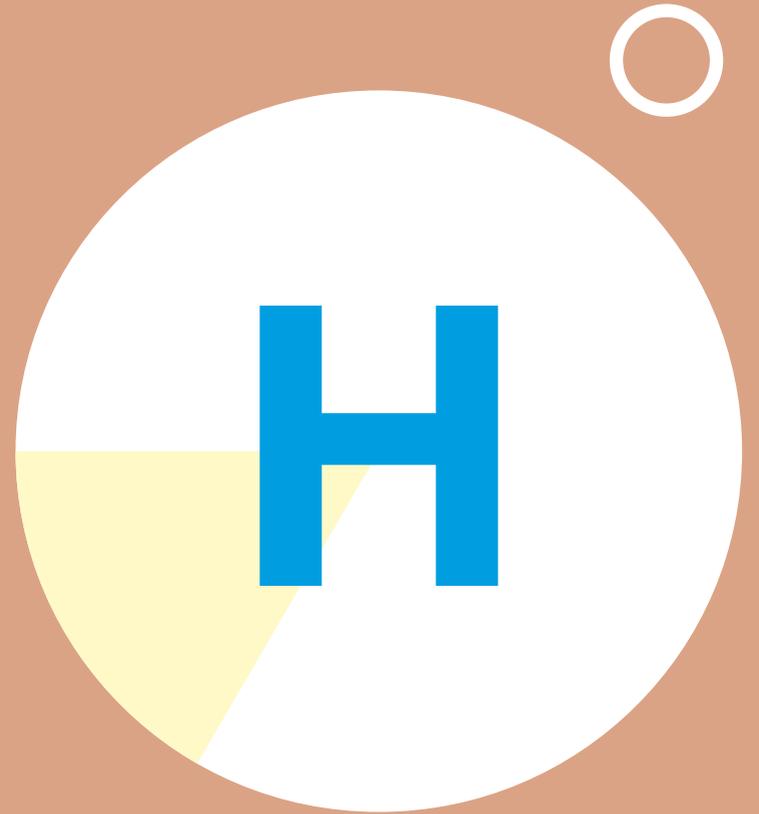


Teamwork

We support our colleagues at all times.



Consistent
We never let our standards drop.



Heart and Soul
We are passionate and committed in what we do.

Our Cutting Edge

Our Leadership

Leadership at G2000 is demonstrated at all levels by management and employees who “walk the talk”, resulting in prevalent trust and respect among colleagues. We see line managers, supervisors and management as part of a team, not leaders or followers. At G2000, we adopt a hands-on approach in the business, taking part in regular activities such as product seminars and model shop presentations which are conducted four and eight times a year respectively. In these occasions, management interact and bridge the gap between management and staff to share ideas and knowledge.

Our staff are encouraged and trained to be curious, inquiring, creative and fast-thinking. They regularly attend training courses to upgrade themselves in functional and people skills. Employees with proven capabilities are empowered for decision-making in their respective roles. They are also regularly appraised of their people skills, service levels as well as sales contributions, to ensure that business objectives and strategies are met.



**HOW WE
MAKE
THE CUT**

Our Cutting Edge

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“At G2000, we provide an inspiring environment for our staff, that they may aspire to excellence and a deep sense of personal achievement. When they are positively motivated, they deliver their best work and delight customers. The result is a long-lasting relationship between our employees and our customers.”

**Ken Liew
General Manager
G2000**

Being People and Customer Centric

We stay focused on our people – we help them attain their goals, that they may be inspired to higher achievements, to share our goal of customer satisfaction. At G2000, we have a Total Company Learning Plan for all our employees. This comprise of the Career Development Plan, Learning Needs Analysis, Performance Appraisal and Post Course Review.

A structured Career Development Plan is mapped out for all staff to allow them to learn how they can develop and progress their career with the company. Whilst the Learning Needs Analysis, conducted periodically to identify and bridge performance gaps, caters to staff training needs, ensuring that learning goals are aligned with the business objectives. The Learning Needs Analysis is carried out at three levels; organisation, department and individual.

New hires are given a thorough induction into the company; beginning with the human resource department, followed by the immediate supervisor, the training and development department and finally with the corporate office. This ensures that new staff are well familiarised with their new working environment and job requirements to fit into the company's culture.

We understand what motivates our staff and continually meet their needs. We value diversity in our workplace, and recognise the unique contributions different individuals can make. We believe in an open door communication in the organisation. Not only do we value our customer's feedback, we also value what our employees have to say about the business and what they feel can be further improved.

Through knowledge sharing, technical and business skills development and honing of their communications, organisational and people skills, our staff know they have good career opportunities in the company, and scope for personal growth and achievement.

– Customer Centric Initiative Programme

Heeding the Government's advice to improve the nation's service standards, G2000 launched the Customer Centric Initiative programme in September 2005. The full G2000 workforce participated in this programme. It was through this programme which gave birth to our service promise "SWITCH" and more recently, the spread our "LOVE" project.



Language

Use the correct words,
practise standard
English



Outlook

Look professional
and groomed from
head to toe



Voice

Sound convincing in
appropriate tone/volume
of voice



Energy

Feel good
(positive, motivated,
passionate)

VE POCKETS



FLAT FRONT



As part of the Customer Centric Initiative programme, a Mindset Change Course was implemented. This was aimed at helping participants understand our customer-brand relationship and its value. Moreover, it facilitates the recognition of the urgency of improving all-round service standards through attitude and mindset, and establishment of a strong commitment to our Service Promise personally and organisationally. The pilot course was first conducted for senior management, heads of departments, some key store managers and trainers. This group of participants, led by our G2000 General Manager, in turn trained their own respective departments and staff. In all, a total of nine training sessions were conducted to bring on service transformation in the company.

In addition, the in-house Mystery Shopper Programme was initiated 10 years ago to evaluate and improve our service level. The programme aims to identify good performing teams and individuals who score well in providing good customer service. Financial incentives are awarded to the Top 10 performing shops every month. Under the Mystery Shopper Programme, we are able to identify good performing individuals. A number of award categories are given every year for the Best Shop-in-Charge, Best Service Ambassador as well as the in-house People Developer Award, which recognises a shop-in-charge employee, who has the best track record in coaching staff under our on-the-job training modules.

Recently, the Mystery Shopper Programme was revised to enhance staff performance. On top of the current rewards and incentives, new incentives were devised. These include incentives for high performing stores who achieve 70% above the minimum score, incentives for low performing stores who have demonstrated improvement as well as incentives for the “Change Agent”.

The Change Agent Programme was formulated in 2006. This is to improve lesser performing stores by transferring the most enthusiastic and passionate service staff, the Change Agent, in a relatively poor performing outlet to learn from a top performing store or team. The Change Agent will be attached to the top performing store for a duration between two weeks to a month. The appointed coach or shop-in-charge of the top performing store guides the Change Agent on service training, and other team members under the coach also assist in influencing good customer service habits and culture to the attached Change Agent. On completion of attachment, the Change Agent is expected to share his/her experiences, knowledge and culture of the model store with team members and begin to implement changes. With the implementation of this scheme, any elevation in customer service is rewarded, be it the appointed coach, the change agent or the initial lesser performing outlet.





In delivering customer centricity we understand every aspect of customer needs and experiences. With a detailed loyalty programme, dedicated call centre and training for our retail teams, we are constantly stepping up to meet and exceed customer expectations at different touchpoints.

Delivering Excellent Work

Our staff are encouraged to actively engaged in business operations, constantly reviewing our systems and processes to achieve higher efficiencies. Employees identify ways to cut cost, improve productivity, and review training programmes so we are always highly productive and relevant. All these contributions are made possible because we empower our staff to take ownership of the business. With staff suggestions and feedback on products, existing systems and training courses, we would realign functions and processes for better resource allocation, and fine-tune operations for greater efficiency.

G2000 is equipped with an excellent infrastructure that allows quick and efficient stock consolidation, stock delivery and alteration services. The online Point-Of-Sale (POS) system provides greater speed and accuracy when serving customers as it allows for immediate stock check and reservations.

Learning from the Best

At G2000, we encourage knowledge sharing and an active mentoring programme. New hires or lateral transfers would have the benefit of having the guidance and experience of a mentor. This assures the new entrants an open, friendly and conducive environment in the workplace to learn and fit in. Experienced staff also find mentoring refreshing in that they are constantly reminded of our business mission and values; sharing their knowledge also keeps their passion alive and provides them with a sense of achievement.

Regular study trips overseas, conferences and brainstorming sessions are held among managers and executives from all departments, sharing best practices and new ideas. Furthermore, to ensure that we are on track with our business objectives, we regularly benchmark ourselves against our principal and competitors on sales and service performance. We have developed a learning culture, an impetus to always do better and achieve more.

Being Responsive

In a competitive retail environment, we are always quick to respond to industry challenges. This requires awareness of current retail development locally and globally. To keep up to date, we subscribe to fashion information content, trade publications as well as attend retail seminars and conferences. We maintain a close network with other retailers through the Singapore Retailers Association and the Orchard Road Business Association. Frequent trips are also made to our principals' home countries to study their success factors; exchange ideas and experience the dynamic service level in, say, Hong Kong's retail scene.

Our staff are trained and equipped to respond positively to customers' demands and handle challenging situations, and collectively the company gears up to surpass the competition.

Even as we adapt to constant changes, we stay focused on our people to ensure consistency in our performance delivery and customer satisfaction.

Being Result-Oriented

Business Performance Results

– Selling Area Growth

Area consolidation over the period of FY2005/2006 has a direct positive impact on sales productivity



– Sales Growth



– Operating Profit Growth



Customer Performance

– Complaints vs Compliments (Opinion Card)

Customer satisfaction is imperative to our business success. Opinion cards are readily available at all stores for our customers to provide their valuable feedback. The number of complaints has dipped significantly from 6.5% in 2004 to 1.3% in 2007.



– Mystery Shopper Programme Performance

To further improve our customer service, the Mystery Shopper Programme was implemented in 1996. Over the last three years, there has been a continuous improvement in our staff performance. 2006 in particular saw a jump of 9.1 percentage points, raising the service level bar to a new height.



People Performance Results

– Attrition Rate

Despite the tight labour market, G2000 enjoys a relatively low attrition rate, many of our staff have been with the organisation for more than 10 years. Our attrition rate dropped from 7% in 2004 to 5.4% in 2006.



– Training Hours

G2000 is committed to providing adequate training for its associates. In 2006, each staff dedicated a total of 146 hours to training.



– Training Investment



We have been participating in the Excellent Service Award since 1995, and in year 2007 alone, we bagged 59 awards; including 28 Star, 12 Gold and 19 Silver Awards.

– Other Achievements



Expecting Excellence

Immersed in a culture of excellence, our staff are motivated to do their personal best, to deliver the highest level of performance. This standard is integrated into the roles and responsibilities of each staff and everyone is encouraged to explore new frontiers and achieve greater success as a team.

Our people excellence is measured through staff performance appraisal and their key performance indicators. As much as training and development are strongly advocated, it is imperative that learning objectives and post-course performance targets are clearly defined and communicated. Emphasis is placed on pre and post training evaluation in order to ensure return on investment as well as sales growth.

Being Fashionably Fun

Even as we drive towards excellent work performance, there is always an element of creative energy and fun in G2000. For instance, at new product launches, we hold fashion runway shows as well as 'mix and match' competitions to inject an element of fun. We enjoy working and celebrating our success together and dress code is encouraged at all occasions and company events to promote unity among staff. Even our staff uniforms are changed regularly to reflect the season's latest styles and colours.

G2000 promotes family-friendly practices for desirable work-life balance. Friendships are built and this esprit de corp bond us confidently together to surmount any work challenges we face.



“BYE
SEE YOU
AGAIN.”