

# Report from The Board of Examiners (Special Award for SMEs) 評審委員會報告 (中小型企業特別獎)



Inarc Design Hong Kong Limited is a local design company offering interior design and architectural design services to leading local organizations and corporates. They have further successfully spread their wings internationally winning contracts, awards and accolades locally, regionally and internationally. Their list of clientele is a reflection of the quality of work and services offered by Inarc Design. Close attention to the customer requirements is the hallmark of its success.

## Leadership

Inarc Design has well-defined Vision, Mission and Values (VMV). The company fulfills its vision through quality design system and upholds its values via prudent working methodology. The VMV permeates to its employees, clients, business partners and stakeholders through a variety of channels.

As a design company, Inarc Design has always embedded creativity and innovation in its organization value.

On governance and ethics, Inarc Design has always maintained a strong emphasis within the organization.

## Strategic Planning

Inarc Design conducts well-structured annual business planning involving all key personnel with focus on creating and maintaining customers. Market situation, budget, and constraints are considered in the annual business plan.

The implemented business plan are reviewed quarterly and updated as needed. The review is supplemented by quarterly business infrastructure evaluation, monthly project reviews, and end-of-project appraisal reports.

## Customer Focus

Driven by detailed marketing goals, Inarc Design closely monitors the market to anticipate market changes and maintains its competitiveness. The company uses quality design and creativity to engage its customers. It focuses on client's business needs when pursuing new projects and keeps close working relationship with suppliers to ensure delivering output beyond the customer's expectation.

Inarc Design seeks commendation letter from clients as a measure to determine its customer satisfaction. The strong relationship with its customers has led to repeated business and referrals.

建亞設計香港有限公司是本地著名室內及建築設計公司，服務香港大機構和企業。近年向國際發展，多次贏得國際、地區和本地的合約、獎項和嘉許。客戶名單充分反映建亞的業務和服務質量，成功是因為重視客戶的要求。

## 領導才能

建亞的願景、使命和價值觀清晰明確。願景貫徹在整體的品質管制設計系統中，嚴謹的工作流程落實核心價值，各式各樣的途徑傳達、滲透公司的願景、使命和價值觀給員工、客戶、業務夥伴以及所有持份者。

公司是一家設計公司，其核心價值理所當然就是深深植根的創意和創新。

管治和專業操守是公司一直堅守的大原則。

## 策略性規劃

建亞的年度業務規劃結構完備，所有關鍵人員都需要參與，重點是客戶發展和保留，內容包括市場狀況分析、預算以及可能出現的限制條件等。

執行業務計劃時會有季度檢討和因時、因需的調整。在季度檢討中，有季度業務基建評估、每月項目進展檢討以及項目完成評估報告。

## 客戶焦點

在詳細的市場目標引領下，建亞密切監察市場，及早掌握市場變化，保持競爭力。公司高質量的設計和創意，客戶參與其中。業務項目重點在客戶的需求，緊密聯繫供應商，確保項目成果超越客戶的期望。

建亞會爭取客戶的表揚信，以衡量客戶滿意度。公司與客戶的關係密切，翻單及客戶引薦、轉介十分普遍。

