



Report Summary – Special Award for SMEs 報告摘要 — 中小型企业特別獎



MAGIC CLEAN
壹清潔

Magic Clean is a cleaning and environmental protection company which strives for environmental protection and goodwill and cares for the needs of the stakeholders as well as the community through actively participating in voluntary work. We mainly provide cleaning, indoor air purification, disinfection, carpet cleaning, carpet protection and pest control services to offices, shops, hotels and serviced apartments.

With our efforts made in enhancing our service quality and environmental protection level, we were awarded the ISO9001:2008 quality management systems and ISO14001:2004 environmental management systems certifications by the United Kingdom Accreditation Service (UKAS) in 2012. This boosted the morale of Magic Clean's service team and became a very important milestone in our history!

With a view to meeting the challenges in the cleaning and environmental protection industry and maintaining our sustainable development, Magic Clean has formulated various policies, including the quality systems management, environmental systems management, occupational safety management and staff training management. Besides, our management regularly reviews our vision, mission and core values and communicates them to our customers, employees, partners and stakeholders through various communication channels. Through these, we aim to become one of the best and most renowned professional cleaning and environmental protection companies in Hong Kong. With this aim in mind, we are dedicated to going beyond our customers' expectations to bring them delighting surprises through living out our core principles of providing "professional, efficient and considerate" services.

Magic Clean 是一間重視環境保護、關愛持份者、熱心社會義務工作及著重商譽的清潔環保公司。本企業的服務主要包括辦公室、商舖、酒店及服務式住宅清潔服務、室內環保空氣淨化環保工程、環境消毒服務、地毯清洗服務、地毯防污服務及害蟲管理服務等。

為進一步提升服務品質及環境保護，Magic Clean 在 2012 年成功獲英國皇家認可委員會 (UKAS) 頒授 ISO9001:2008 品質管理系統及 ISO14001:2004 環境管理系統認證。再次為 Magic Clean 服務團隊注入強心針，成為企業一個非常重要的里程碑！

為迎接香港清潔環保行業的挑戰及務求持續發展，Magic Clean 制定不同政策，包括品質體系管理、環境體系管理、職業安全管理及僱員培訓管理。通過定期檢視企業的願景、使命及核心價值，管理層將它透過不同的溝通渠道發放給顧客、僱員、合作伙伴及持份者。本企業的目標是發展成香港數一數二、專業及具商譽的清潔環保公司。通過實踐「專業、效率及貼心」作為服務的核心理念，致力超越顧客期望及為顧客帶來正面驚喜。





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As regards corporate social responsibility, Magic Clean has regularly organized various types of volunteer activities jointly with different charitable organizations since 2010, including “Voluntary disinfection scheme”, “Visits to elderly people living alone” and “Visits to the needy in a cold winter”, with the hope of contributing our professional services to bring improvements to the health and hygiene in the community.

As regards corporate governance, Magic Clean is among the few environmental protection service companies in the industry which is not only awarded ISO9001:2008 quality management systems and ISO14001:2004 environmental management systems certifications but also a supplier and service contractor of indoor air quality control equipment. Given such a good reputation, we will ensure that we provide our customers with “Professional, Efficient and Considerate” services within a reasonable time by governing our employees’ conduct and working procedures through the use of an ISO manual. Ultimately, it is the mission of Magic Clean that our customers can enjoy a safe and clean environment through our air purification works.

To maintain our competitive edge in the industry, we have adopted the “4Cs” as our long-term goal. The “4Cs” means Constancy, Conscience, Care and Confidence. We are committed to providing high quality services with “Constancy”, showing a responsible employer’s “Conscience” for its employees, extending our “Care” for our customers’ needs and demonstrating “Confidence” in our services and products.

Magic Clean analyses and improves its custom-made ERP system, company website, telephone systems and operational equipment every six months to ensure that we are well equipped to meet the needs of different stakeholders by providing our “Professional, Efficient and Considerate” services.

企業社會責任方面，Magic Clean自2010年起，定期與非牟利機構合辦不同類型的義工活動，包括「義工消毒」、「探訪獨居長者」及「寒冬送暖」等活動，目的是希望以我們的專業服務，能夠改善社區的環境健康及衛生。

企業管治方面，Magic Clean是業內少數同時取得ISO9001:2008品質管理體系、ISO14001:2004環境管理體系及室內空氣質素控制設備供應商及服務承辦商的環境服務公司。我們會透過ISO手冊來管治僱員的操守及工作程序，確保在合理的時間內完成「專業、效率及貼心」的服務。Magic Clean的使命是通過實施環保空氣淨化工程後，給予顧客一個安全及潔淨的環境。

為保持業內具競爭力的位置，Magic Clean以「4C」作為公司的長遠策略目標，「4C」分別代表Constancy（恆心）、Conscience（良心）、Care（關心）及Confidence（信心）。我們對保持高質素的服務要有「恆心」，作為有承擔的企業對僱員要有「良心」，為加強對顧客的了解要有「關心」，對公司的服務及產品要有「信心」。

Magic Clean每半年會對訂造的ERP系統、公司網頁、電話系統及操作儀器進行分析及改良，期望以「專業、效率及貼心」回應持份者的不同需求。





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Magic Clean pays attention to staff training. According to the statistics in 2015, we have invested over 200 hours in staff training. Although it implies an increase in costs, the skills and knowledge acquired by the staff through the training can be applied to their work. The benefits brought by the training far outweigh the costs invested by the management, resulting in a truly win-win situation! Given such benefits, we plan to pour more resources in staff training in the future, which is very important for our sustainable development.

The vision and mission of Magic Clean is to perfect our customer service and respond to the needs of our customers promptly, while at the same time provide innovative and efficient solutions to the satisfaction of our customers. Through regular monthly customer questionnaires, we can better understand their needs, thereby improving our service. The enhancement of our service quality will mean an increase in the level of customer satisfaction and company profits through which our company goal of sustainable development can be achieved.

Magic Clean believes that a sizable company needs to have a fast, convenient and personalized corporate management software system so that its operation can achieve the maximum efficiency and benefits. So, Magic Clean has a tailor-made ERP system to manage the work of the employees and effectively allocate work to different employees. What is more, Magic Clean has comprehensively replaced its traditional telephone system with the IP Phone system so as to strengthen the management of customer relations more effectively.

Magic Clean's employees are hired after a stringent screening process. The screening covers two areas: work attitude and ability. Only those who pass through the assessments for both areas will be hired officially. Being a company with a sense of responsibility, we are very concerned about the employees' working environment. We feel obliged to provide our employees with a comfortable and safe environment, because they are our very important assets. Before our employees join us, we provide

Magic Clean 十分著重僱員培訓，據2015年統計資料顯示，僱員培訓的時間已投放超過200小時。雖然成本增加，但僱員培訓後所學到的技能及知識可應用到工作上，而且培訓後的效益遠遠大於管理層投資的成本，真正做到雙贏局面！未來公司也會規劃更多資源在僱員培訓上，這對於公司的持續發展非常重要。

Magic Clean的願景及使命是提升卓越的顧客服務，我們會迅速回應顧客的要求，提供具創意及高效率的解決方案給顧客，令他們的滿意度不斷提高。透過每月的定期顧客問卷，我們能更了解他們的需要，從而改善服務。服務質素得到提升，才能令顧客滿意度及公司盈利相對提升，最後達到持續發展的企業目標。

Magic Clean認為一間具規模的公司，必須擁有一套快捷、方便及人性化的企業管理軟件系統，在營運上才能事半功倍、相得益彰。Magic Clean設有度身訂造的ERP系統，可透過它管理僱員的工作狀況，並有效地分配工作給不同僱員。此外，Magic Clean已全面將傳統電話系統更換為網絡電話系統(IP Phone)，這能更有效加強顧客關係管理。

Magic Clean每位僱員在入職前也經過嚴格篩選，篩選主要劃分為工作態度及工作能力的評核。必須兩方面也合格，我們才會正式聘用。作為一間負責任的企業，我們十分關注僱員的工作環境。僱員是企業非常重要的資產，因此我們認





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them with clear guidelines of work and broadcast videos of instructions for work on site and repeat to them the main points and matters to note at the end, for the purpose of making it easier for them to understand their duties.

To encourage the employees' participation and initiative, Magic Clean has introduced various new benefits to the staff. These benefits not long made the staff more satisfied at work, but also enhanced their sense of belonging and work efficiency and prevented brain drain, thereby facilitating the sustainable development of the company.

Since its establishment, Magic Clean has seen a significant progress in its scale, turnover and staff benefits. Among which, our most encouraging achievement is that, the number of our large company customers have increased five times compared with last year. This proves that an SME with limited resources is able to provide professional services to the satisfaction of large companies. Looking ahead, we will strive to improve our company quality management level, so as to contribute further to the continual development of the industry and society.

為有責任提供一個舒適及安全的環境給僱員。每位僱員入職前，我們會提供清晰的工作指引，並於現場播放工作指導影片，最後再向她們覆述重點及注意事項，務求令僱員更容易掌握工作內容。

為推動僱員參與性及積極性，Magic Clean引進多種創新福利給僱員。除了可以令僱員快樂地工作，同時也可能增強僱員歸屬感、提高工作效率及減少流失率，並為企業的持續發展帶來更多優勢！

Magic Clean成立至今，不論公司規模、營業額及僱員福利也有顯著進步。特別在大型企業顧客方面，比去年增長五倍，成績令人鼓舞。這亦印證中小企業雖然資源有限，但也能提供大型企業滿意的專業服務。展望未來，我們會致力提升企業優質管理水平，期望為行業及社會作出持續的貢獻及發展。

