

# **GLORIOUS SUN ENTERPRISES LTD**

## **REPORT FROM THE BOARD OF EXAMINERS**

**Glorious Sun Enterprises Ltd has demonstrated a company wide commitment to quality and has been elected by the Board of Examiners to be one of the two Overall Winners for the 1999 HKMA Quality Award. The particular strengths of Glorious Sun are highlighted in the following categories:**

### **1. Leadership**

Glorious Sun has developed clear Corporate Direction on the basis of Vision and Missions. Senior management acts as role model and charter strategy development, direction and goal setting. The company fulfils its good corporate citizenship by actively participating in charity activities and community services.

### **2. Strategic Planning**

Systematic strategy development processes, such as PDCA cycle, are used for the formulation of short and long term strategies. Company Culture, Vision, Missions and market environment are considered in strategic planning. Well-defined flowchart is used to demonstrate how strategies, action plans and performance projections are deployed and performance tracked.

### **3. Customer and Market Focus**

Glorious Sun has a clearly defined market focus. There is a comprehensive channel system to solicit market intelligence. A set of quality attributes including image, pricing and timeliness are in place to ascertain customer satisfaction. Its prompt and responsive complaint handling system works for both its manufacturing and retail arms, all supported by well adhered-to Products and Services Pledge and ISO9000-driven goals.

### **4. Information and Analysis**

The company has built a comprehensive business data network for information sharing and dissemination. Despite the sheer size of its global distributions, Glorious Sun has made good use of Profit Centre Concept to manage each business unit effectively. A clearly defined set of matrices is also used to assess the performance of each operation.

### **5. Human Resource Focus**

Sound work system is aligned with the company's strategies and objectives. The system covers all key areas including focused approach to recruitment, performance-based compensation, and job descriptions for all employees and annual staff appraisals. Training opportunities that abound at every staff level demonstrated the company's commitment to develop a productive and safety-oriented workforce.

## **6. Process Management**

Having an excellent process in product development and management, the company has been able to combine competitive benchmarking, fact based analysis with artistic perspective to develop product lines that meet customer needs. Although the products are essentially artistic and fashion oriented, the staff maintained a very keen focus on the bottom line. Process mapping and documentation are developed for all major support processes. A systematic scoring and evaluation system is in place to ensure suppliers' quality and services meet the company's requirements

## **7. Business Results**

Customer's recognition of the company's brand name in the retail business, both in Mainland China and Australia, have validated the effective implementation of the company's business strategies. Improvement rate of the overall service quality of retail shops in Mainland China is outstanding, so is its financial performance and the On-Time-Delivery performance to export customers. High level of employee satisfaction has been revealed by the first two staff satisfaction surveys conducted in Hong Kong.