

## **READY MIXED CONCRETE (H.K.) LTD REPORT FROM THE BOARD OF EXAMINERS**

Ready Mixed Concrete (H.K.) Limited demonstrates an established and comprehensive quality system to provide superior quality products and services to both of its internal and external customers. Its strengths are summarized belows:

The company annually defines a target theme on quality, which sets directions and goals for all employees to achieve. Senior executives attend periodic meetings to ensure goals are communicated and achieved.

Under the Just-In-Time (JIT) environment, well defined functional and operational systems are established to achieve efficient concrete production and delivery. An effective performance measurement system with strong communication links between plants provides prompt and accurate information for managers to meet customers' expectations.

The company highly values employees as "Company Assets" with extensive resources and an HR plan developed to train and develop employees. Emphasis on a safe work environment, and a flexible compensation package with recognition programmes are applied to ensure a competent and satisfied workforce.

Superior product performance helps to achieve excellent business performance and customer services with dramatic reduction on customer complaints. Continuous improvement of the production facilities achieves long-term savings.

Good understanding of the market situation is derived from the analysis of customer requirements and competitors. It helps the company to systematically develop and deploy strategies and to sustain long-term business growth. The company establishes intimate customer relationships and continuously achieves high customer satisfaction through direct customer contacts from all levels and through a periodic customer satisfaction survey.