

TSE SUI LUEN JEWELLERY CO., LTD

REPORT FROM THE BOARD OF EXAMINERS

The senior executives of Tse Sui Luen Jewellery Co Ltd are dedicated to the industry and profession. They have personal involvement in quality and act as role models for the staff. Through clearly defining its vision and mission, the company has embarked on a journey of quality.

The company strategies are clearly defined, supported with action plans and performance goals.

The Jewellery Consultant Scheme is a popular service to the customers and helps to maintain a professional image.

A range of information and data, categorized under customer, service quality, product performance and division results, has been identified and used to support the business processes.

The company exhibits a commitment to employee training, education and development with a substantial budget allocated to this effect.

The company keeps the number of major raw materials suppliers to a minimum and ensures the quality standards are met. It has built up long-term relations with major suppliers.

As far as results are concerned, the company has demonstrated to be the leader in service quality among competitors by third party customer satisfaction surveys. It has received a number of quality awards in 1995, 1996 and 1997 respectively.

Tse Sui Luen has started to derive benefits from its quality endeavour. It has increased sales turnover since 1994. There is a significant reduction of customer complaints from 1995 to 1997. Staff turnover has also been lowered in 1997.