

Our Commitment 我們的承諾



Commitment to Customers

The Group continuously provides a stylish shopping experience and all-around services with quality products and prestigious shopping environment to its customers.

We understand that customers buy not only the quality products of our stores, but also require our premier service standards as well as our vision of creating a better lifestyle for them. Our professional management team and insightful merchandising force are closely monitoring the trend and demand of the market and are dedicated to introducing a better shopping environment as well as leading brands of different products and services.

Commitment to Business Partners

We continually aim to establish and maintain relationships with our business partners based on openness, honesty and trust. We are committed both to ourselves and to understanding their business needs to ensure mutually beneficial long-term business partnerships.

對顧客之承諾

本集團一直為顧客提供時尚購物體驗及優質產品與舒適購物環境等全面服務。

本集團明白顧客購物並非僅為購買本公司之優質產品，同時亦追求高水準的服務及我們所創造的更高時尚生活質素。本集團之專業管理隊伍及洞悉先機的採購人員不時密切留意市場潮流及需求，致力提供更佳購物環境，並引入著名品牌的不同產品與優質服務。

對業務夥伴之承諾

本集團將繼續本著開放、誠實及互信之理念與業務夥伴建立及維持合作關係。我們會全力以赴，致力了解彼等之業務需要，以確保維持互惠互利的長期合作夥伴關係。



In 2004, the Group, through our internal and external marketing forces conducted over 130 sales and promotion events with over 300 concessionaire counters. During the past year, the Company also offered more channels for our business partners to advertise their products and services, including the installation of outdoor mega advertising banners, a video wall and a gigantic LED panel outside the SOGO Department Store in Causeway Bay.

Commitment to Investors

We aim to bring the best returns to our investors, as well as to provide timely responses to investors' enquiries with clear information. The Company is determined to build up a close and open relationship with its investors and the financial communities. To this end, the Company is doing everything within its power to enhance transparency and to maximize value for shareholders.

During 2004, senior management of the Company met over 200 investors and investment banks in more than 50 meetings. The Company will use its best endeavour to ensure its investment information is available to all those who has interest in it.

於二零零四年，本集團經公司內外市場推廣人員與超過300個特許專櫃舉行超過130項銷售及推廣活動。於過去一年，本公司亦為其業務夥伴提供更多渠道宣傳其產品與服務，包括於銅鑼灣崇光百貨店外安裝外牆巨型廣告位、電視幕牆及巨型液晶體顯示屏。

對投資者之承諾

我們矢志為投資者帶來最佳回報，亦希望能即時回應投資者之查詢並提供清晰資訊。本公司致力與投資者及財經界建立緊密而開放的關係。就此，本公司正竭力提高其透明度及為股東增大回報價值。

於二零零四年，本公司參加超過50次會議，本公司高級管理層在這些會議中與逾200名投資者及多家投資銀行會面。本公司將盡其最大努力確保為所有有興趣人士提供其所需之投資資料。

Our Commitment 我們的承諾



Commitment to Employees

The Company is committed to growing hand in hand with our employees. We aim to provide them with a vibrant working environment and growing prospects, as well as to share not only the challenges faced by the Company but also the Company's fruitful results. The Company strongly believes that human resources is its most valuable asset. Every member of the Company possesses different skill sets, ranging from sales and promotion to in-store operation, to merchandising, to store renovation, to property management, to administration and finance practices, etc. Therefore, the Company encourages mutual respect across the board in order to maximize results.

The Company values its staff as part of its valuable assets and reviews their remuneration packages regularly so as to attract and retain the best and brightest individuals in the retail arena.

對僱員之承諾

本公司承諾與僱員攜手成長，為彼等提供充滿活力之工作環境及理想的發展前景。員工與本公司共同迎接挑戰，並分享佳績。本公司深信，人力資源乃其最寶貴資產，本公司每名成員均擁有不同技能，涉及銷售與推廣、舖面運作、採購、店舖翻新、物業管理、行政及財務運作等方面，因此，本公司鼓勵全體員工互相尊重及支持，合力共創理想業績。

本公司視其員工為其寶貴資產之一部分，並定期檢討彼等之薪酬配套，以吸引及挽留零售業內最出色的員工。



Commitment to the Community

The Company is committed to being a good corporate citizen. We are committed to taking proactive measures in response to the needs of the community from time to time in order to help building a more prosperous and healthier community.

In 2004, the Company conducted several fund raising activities with different charity organizations, including the Community Chest, Po Leung Kuk, UNICEF, etc. In addition, in early January 2005, SOGO Hong Kong quickly responded to the Tsunami disaster of Southern Asia occurred in late December 2004 by hosting a whole store donation campaign. The campaign finally raised a total of HK\$1 million which was donated to UNICEF to help the homeless children of that region.

對社會之承諾

本公司致力成為良好企業公民。本公司並承諾採取積極措施回應社會不時之需要，共同建立一個更繁榮穩健的社會。

於二零零四年，本公司聯同多家慈善機構（包括公益金、保良局、聯合國兒童基金會等）進行了多次籌款活動。此外，崇光香港於二零零五年一月初對於二零零四年十二月底發生之南亞海嘯災難作出迅速回應，舉辦全店捐獻活動。活動最終籌得1,000,000港元善款，款項已轉交聯合國兒童基金會，為受災地區無家可歸的兒童提供援助。