

Report Summary

(Bronze Award)

報告摘要

(銅獎)

Provided by Sino Land Company Limited
本報告摘要由信和置業有限公司提供



Sino Land Company Limited (Sino Land), a publicly-listed company under Sino Group, is one of the leading property developers in Hong Kong. Its core business focuses on property development for sale and investment, across the residential, office, industrial and retail sectors. It is also a major player in hotel investment and management, club management, property management, car park operations as well as cleaning and security services.

With the vision of “becoming the preferred choice for customers, investors and employees”, “delighting our customers with Premium Quality”, “corporate governance” and “caring for employees” are the prime foci of our quality management journey.

Leadership

Our core values of “Staff Integrity”, “Customer First”, “Teamwork”, “Continuous Improvement”, “Preparedness” and “Sense of Urgency” are the fundamental bases of every aspect of our business.

Communication is crucial in enabling alignment of values among our workforce. Our senior management team is personally involved in a multitude of communication channels to cascade corporate direction and listen to voices from employees.

We are highly committed to compliance and governance in the course of conducting our everyday business and have a structured governance system. Corporate Social Responsibility (CSR) is embedded in our active engagement and dedication in promoting various CSR initiatives around 3 thematic areas: art, green and community care.

Strategic Planning

Corporate strategies and direction are set to support our company mission in becoming the preferred choice for customers, investors and employees.

On an annual basis, we review our business strategy and formulate business goals. Key Performance Indicators (KPIs) in 4 key areas covering financial, customer, process and employee learning

信和置業有限公司（信和置業）為信和集團旗下的上市公司，是香港的主要地產發展商之一，核心業務包括發展住宅、寫字樓、工業及商場物業作銷售和投資。集團亦從事酒店投資及管理、會所管理、物業管理、停車場管理，以及清潔及保安服務等。

為實現「成為顧客、投資者及僱員優先選擇」的願景，信和集團一直致力為顧客提供優質物業、尊貴服務；建立良好企業管治並細心關懷每位員工。

領導才能

信和置業的營運貫徹集團的六大核心價值：「員工誠信可靠」、「顧客至上」、「團隊精神」、「不斷求進」、「充分準備」及「急迫意識」。溝通是凝聚僱員共同理念的關鍵。因此，我們的管理團隊，身體力行，積極透過多個溝通渠道，傳遞業務訊息，同時聆聽僱員的聲音。

在企業管治方面，我們採用制度化及系統化的管治程式。而作為企業公民，我們亦積極推廣藝術、環保及社區關懷工作，致力履行企業社會責任。

策略性規劃

為配合集團實現「成為顧客、投資者及僱員優先選擇」的願景，我們訂下企業策略及方向。

每年，我們會檢討業務策略及制訂來年的業務目標。各部門根據財務、顧客、營運

Report Summary

(Bronze Award)

報告摘要

(銅獎)

are defined for all departments for measuring results. These are communicated to staff and form the basis of our managerial staff's individual work goals.

Business performance is closely monitored and there are formal mid-year and year-end staff performance reviews.

Customer Focus

We listen to our customers through various surveys and customers visits and conduct benchmarking and cyber patrol to help us remain on top of the market.

Our Mystery Shopper Survey provides independent checking of our services standard with benchmarking against industry players.

We value customer feedback as a GIFT and opportunity for us to become a better organization and will follow through on every customer feedback that come to our attention. We seek to turn every customer feedback into an opportunity for us to enhance customers' experience with Sino Group.

Measurement, Analysis, and Knowledge Management

Our performance measurement starts from the yearly Goal Setting Exercise during which important KPIs and action plans are formulated along key strategic directions.

Action plans of the yearly work goals are implemented throughout the year with regular progress review through Monthly Performance Review Meetings. Mid-Year Town Hall Meetings are held to provide update on latest progress and accomplishment.

Workforce Focus

Sino Land recognizes that our growth and development over the years is attributable to the dedication and drive of our employees, their ability to work together as a team, their continual pursuit of excellence and customer satisfaction.

We nurture talents and develop our people's professionalism through

及創新學習四個主要範疇定下關鍵績效指標，作為量度績效的標準；並與員工溝通目標，讓管理人員以此作為根據，確立個人年度工作目標。工作表現及績效評估工作為每半年一次，密切跟進業務績效。

客戶焦點

我們透過不同渠道搜集顧客的意見及聆聽顧客的訴求，如：調查、訪問、參考同業夥伴表現及設立網絡管理全面跟進每位顧客的訴求，助我們掌握市場脈搏。我們亦以「神秘顧客調查」的方式，為我們的服務質素進行客觀獨立的審查，同時讓我們更瞭解業界水準，知己知彼。

我們珍惜顧客每一個寶貴評價，完善地跟進每位顧客與我們分享的意見，並視之為推動業務進步、提升服務水準的難得機會，竭盡所能為信和集團的每位客人帶來更佳的體驗。

評估、分析和知識管理

每年年初，我們制訂目標，評估表現，各部門皆會配合集團的業務發展方向，制訂績效指標及相關的行動計劃，並於每月業績檢查會議定期檢討進展情況。亦會於年中舉行的員工誓師大會分享業務進展及成果。

工作團隊焦點

信和置業多年來的成長及發展，有賴每位員工發揮團隊精神、不斷追求卓越及以客為尊的熱誠。

我們重視員工發展及人才培訓，透過一系



Report Summary

(Bronze Award)

報告摘要

(銅獎)

structured training academies, comprehensive training curriculum and systematic career development programmes. We also rigorously deploy a multitude of communication channels and platforms to gauge level of employee engagement and listen to their voices. Staff Suggestion Award Scheme serves to motivate staff to raise suggestions to bring about organizational improvement.

To foster a performance-driven and result-oriented culture, staff undergo performance appraisal twice a year and are assessed against KPIs agreed at the beginning of the year. Company-wide recognition schemes are in place to recognize staff with outstanding performance.

As a responsible employer, it is our priority to ensure that our workforce has first-hand knowledge and understanding of work-place health and safety. Sino Land is one of the few property management companies qualified to issue green safety card and confined space working permit through provision of structured training under the in-house Safety Academy. We incorporate ISO18000 to monitor occupational health and safety.

Process Management

We deploy systematic work process in every aspect of our business with the aim to provide reliable product quality and service to our customers throughout the service value chain. We also regularly review work procedures and processes to ensure responsiveness to customers.

We aim at zero defect in our projects and adopt stringent quality control measures during different project development phases. We take every possible step to ensure that our sales procedures are customer-focused, efficient and reliable, creating a delightful buying experience to our customers.

We have dedicated Handover Service Team to ensure total customer satisfaction in the property handover process and to conduct post-sales Handover Survey to invite feedback and comments from customers on our sales procedures and product quality, enabling us

列的培訓學堂，培養專業人才，並提供多元化的培訓課程，支援員工的事業發展。我們通過不同的溝通渠道及平台，瞭解員工意向及聆聽員工的心聲。「員工建議獎勵計劃」就是為鼓勵員工積極反映意見，協助改善業務運作及服務質素而設。

為推動績效為本的企業文化，員工需要按年初訂立的個人工作目標，每半年進行一次個人績效評估。集團亦設立「傑出員工獎勵計劃」，嘉許工作表現出色的員工。

作為盡責的僱主，僱員的工作健康與安全是我們的首要考慮。信和置業是業界少數獲認可自行簽發建造業安全訓練證書及密閉空間工作安全合格證書的物業管理機構。僱員只需完成集團內部舉辦一系列的職業安全訓練，即可獲頒授有關證書。集團更已獲得 ISO18000 認證，全力監察及審計職業安全。

程序管理

為提供優質產品及服務予顧客，我們採取系統化的流程，亦會定期作出檢討及修正，確保能快捷回應顧客的期望。

發展項目方面，我們追求達至「零瑕疵」的質素，並以嚴格的品質監控措施全面監管各發展項目。本著以客為先的精神，我們致力以高效可靠的售樓程序，為顧客帶來愉悅的置業體驗。我們有專責的交樓服務團隊，確保收樓過程稱心滿意，並進行售後跟進，邀請客人提供意見，讓我們的項目質素及售樓程序得以持續改善。

Report Summary

(Bronze Award)

報告摘要

(銅獎)



to strive for continuous improvement.

On property management, we have in place an in-house developed integrated system to monitor operational processes and functions. Our process adheres to international standard such as ISO 9001, ISO 14000 and ISO 10002.

Our integrated systems also help streamline work processes and enable generation of timely and comprehensive management information, allowing the management team to review business performance in an efficient manner and respond to market trend and customer needs with agility.

We carry out risk identification and assessment periodically to review risk in key business processes and implement mitigation measures and contingency plans to ensure business continuity and operational reliability.

Results

Our endeavors in the drive for quality excellence have enabled us to deliver high quality properties and services, which have been widely recognized by the industry and have clinched an array of awards and accolades over the years.

For instance, Sino Land was named “Best Residential Developer in Hong Kong” in the “Real Estate Poll 2009” conducted by “Euromoney”, and “Third Best Global Developer” in the “Real Estate Awards 2010”.

Our recently launched project “The Hermitage” has been awarded the “Finest Architectural Design and Best Clubhouse” awards in “Best Developer Awards 2011” by “Capital Magazine”.

物業管理方面，我們設有綜合系統監察運作流程，並按照 ISO 9001、ISO 14000、ISO 10002 認證的國際標準執行相關流程。我們的綜合資訊系統，有助我們精簡工序，提升效率、並能提供即時和全面的管理資訊，協助管理層監察業務，靈活地回應市場和顧客的需求。

集團會對核心業務流程作定期風險評估及審查，再因應需要制訂應變計劃及緩解措施，以確保業務發展的持續性及運作上的可靠性。

業績

集團本著不斷追求卓越的精神，銳意提供優質的物業及服務，而多年來亦獲得多個獎項，獲得業界的認同。信和置業於國際財經雜誌《歐洲貨幣》舉辦之地產選舉二零零九中，獲評選為「香港最佳住宅發展商」。去年亦於同一財經雜誌舉辦之「地產大獎二零一零」中，獲選為「全球第三最佳發展商」。

而我們最近推出的項目「帝峯·皇殿」，亦於《資本雜誌》舉辦之「資本最佳發展商大獎二零一一」中，榮獲「藝術建築設計項目」及「殿堂級會所」兩項殊榮。