

Special Award for SMEs – Antonhill Company Limited 中小型企業特別獎 – 安翹有限公司



Report Summary

Provided by Antonhill Company Limited

Company Background

Antonhill Co Ltd established in Hong Kong in 1981 and has been one of the leading uniform manufacturers in Hong Kong. Our clients scattered around both commercial and public sectors. We provide one-stop comprehensive services, include uniform design, fabric merchandising, bulk production, delivery and after-sales services. We are the pioneer creatively putting forward the concept 'Corporate Fashion' to replace the traditional boring and dull uniform outlook.

Our mission is to assist customers to build up their professional image through the element – Uniform. Put it simply: "Dressing up your staff in a most professional manner!" is our mission.

Leadership

The vision of our company is to become excellent Corporate Uniform Expert. In the past 36 years, the leaders work with our staff towards this ends. We encourage 'consensus for team work', integrity starting from oneself, integrated operative mindful of details, cost control, avoidance of mistakes replicating, and best effort for excellence. These values precipitated for years and become part of our culture, which drive us further ahead.

Company management share our vision and values with our clients and business partners, which also forms our bases of cooperation. We implement stringent measures on anti-corruption, information privacy, intellectual property, procurement and outsourcing activities.

We have introduced incentive scheme to the staff and encourage the staff participate in the CSR activities.

Strategy

In regards to strategy development, we stress the study of clients' and market needs and the resources required, from which we can make and fix our short and mid-term goals.

報告摘要

本報告摘要由安翹有限公司提供

公司背景

安翹有限公司於1981年在香港創立，並且是香港制服生產商的表表者。公司客戶涵蓋商業及公共機構。我們提供一站式全方位服務包括設計、面料採購、大貨生產、運送及售後服務。我們是創造性地提出『企業時裝』概念以取代傳統沉悶制服設計的先行者。

我們的使命就是用『制服』這一元素協助客戶建立專業形象，簡單地說：『把你的員工裝扮得更專業！』就是我們的使命！

領導才能

公司願景是成為卓越的企業時裝專家。36年來管理層帶領員工實踐願景，鼓勵『發揮團隊精神及共識』，嚴予律己、注意細節、控制成本、減少重覆錯誤、追求卓越。這些價值觀經多年沉澱已成為我們文化的一部份，並驅動著我們不斷持續發展。

管理層重視客人與供應商的關係，並將願景及價值觀與他們分享，並以此為彼此關係的基礎。管理層嚴格執行防止賄賂、資料私隱、知識產權等政策，及引入完善制度以監控採購及外包等工作。

公司設有員工獎勵計劃，鼓勵員工積極支持各種履行社會公益活動，例如『點滴水行2016』及『愛同行 – 生命小戰士2017』等步行籌款活動。

策略

在策略發展方面，十分重視研究客戶的需要和市場需求，及有關資源配合的要求，以制定中短期的計劃。

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With respect to strategy implementation, it is divided into 3 stages within the period 1981 and 2020. Targets, action plan and resources are being come across in each stage. Because of this, number of new clients increased and the variety of products also.

Customers

Our marketing and sales staff will get in touch with potential customers throughout various channels. For example: participation in large exhibitions and holding uniform fashion shows.

The project managers will communicate with our clients regarding the order pattern, quality and services issues from time to time; add up new fabric for selection, increase the production flexibility and upgrade software to cope with the increasing orders and urgent orders as well.

Measurement, Analysis, and Knowledge Management

Information store and management stand as the decisive factor for high effective operation. We possess complete ERP System, where information of company operation, administration stored and accessible to staff with different access rights.

The working guidelines, fashion magazines/books, fabric & accessories sample card are put together tidily for easy reference.

Workforce

We provide not only the spacious working environment for staff but also chance for enhancing their quality through, for example, short term training, seminar etc. Staff welfare includes study subsidy, medical insurance and retirement fund. Rewards also rendered to staff of outstanding performances.

To enhance team spirit and happy family culture, we hold birthday celebration party for staff bi-monthly; encourage healthy recreation activities like soccer competition, Marathon etc.

Operations

Our project manager, designer and technical staff will meet with our clients directly for several times before production.

With the support of TMS System, we prepare working guidelines, production procedures, documents and form, to ensure no missings and errors during production. We possess ISO9001:2008 Quality Management System Certificate and FAMA from Disney, making sure that our quality standard is in line with that of international.

在策略推行方面，我們從 1981 到 2020 分為 3 個時期，每一時期都定有目標，行動及成效評估。因此，公司的客戶在不同時期發展更多，而產品也更趨多元及豐富以適應不同時期客戶的需要。

客戶

我們營銷部經常通過各種途徑接觸潛在客戶，例如：參加大型展覽會及舉辦制服時裝表演等。

另外，項目經理定期與客戶溝通，並分析客人訂單形式、質量及服務要求；不斷加強新物料供應，提升生產靈活性及軟件升級以應付大單量及急單的要求。

評估、分析和知識管理

資訊儲存及管理是成為高效企業的關鍵，我們擁有一套完整的 ERP 系統，存放有關公司營運、行政等資料，供員工根據權限運用。

另外，有關工作指引、時裝雜誌書刊、面料及輔料樣辦皆整齊存放，方便員工參考。

工作團隊

公司除為員工提供充足及舒適的工作空間外，更不斷提升員工質素，例如：短期在職培訓課程、研討會等。員工福利包括學習津貼、醫療及退休金等，並獎勵表現出色的員工。

為了促進團隊精神及快樂家庭文化，我們每 2 個月舉辦一次員工生日會，又鼓勵員工參加健康文娛活動，例如：足球比賽、馬拉松等。

營運

我們各部門包括項目經理、設計及技術員工直接與客人作多次會面，作生產前的準備。

在 TMS 系統的支持下，我們準備工作指引、生產程序、文件及表格等以保證各生產環節沒有遺漏及出錯。我們取得 ISO9001:2008 質量管理體系認證及迪士尼 FAMA 授權證，進一步保證我們產品的優質要求。

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Quick Response, Prompt Delivery, High Quality, Cost-saving are our measures of operation effectiveness.

We monitor our operation performances in 3 aspects:

- (1) Initial enquiry and design;
- (2) Measurement and production;
- (3) Delivery and after-sales services;

Results

Products: Generally, clients are pleased to accept our products and services in most satisfactory manner. For example, regarding measurement uniforms, the alteration rate is about 10-15%, which is lower than clients' request of 15%.

Clients: We recorded two-digit increase of number of new clients last year and the customer retention rate was around 90%.

Leader: We are glad that Antonhill is realized by clients as a successful uniform expert brand. We have received several awards last 2 years:

- a. Hong Kong Awards For Industries-Customer Services Award(SME) 2016, awarded by: Hong Kong Retail Management Association
- b. Top 10 SME Customer Services Award 2015, awarded by: Hong Kong Association for Customer Service Excellence
- c. Top 10 SME Customer Services Award 2016, awarded by: Hong Kong Association for Customer Service Excellence
- d. Business Strategy Award 2015, awarded by Hong Kong Apparel Society Ltd
- e. Best Practice Award 2014, awarded by CLP Power Hong Kong Ltd

『快、精、準、省』是量度我們營運績效的標準。

我們從以下3方面監控營運的表現：

- (1) 初步查詢及設計
- (2) 量身及生產
- (3) 送貨及售後服務

業績

產品方面，客人基本上十分滿意我們的產品及服務，以量身制服為例，修改率只有約10-13%左右，低於客人要求的15%。

客戶方面，去年客戶數目有雙位數字增長，客戶的保留率約90%。

領導方面，我們高興地看到『安翹』已被客戶及業界確認為一個成功的制服專家品牌。過去兩年獲得多個分別由各大機構頒發的獎項：

- a. 2016香港工商業獎：客戶服務獎（由香港零售管理協會頒發）
- b. 十大中小型企業優質顧客服務大獎2016（由香港優質顧客服務協會頒發）
- c. 十大中小型企業優質顧客服務大獎2015（由香港優質顧客服務協會頒發）
- d. 業務拓展策略獎2015（由香港製衣同業協進會頒發）
- e. Best Practice Award 2014（由中華電力有限公司頒發）