

Special Award for Established and Medium Enterprises – Design Information Centre 中型企業特別獎 – 設計情報中心

Report from the Board of Examiners

Founded in 1996, Design Information Centre (DIC) is listed in the GEM Board as Lai Group. Major business activities include interior design and fitting out services for residential and commercial properties. Currently DIC has five branches located at different areas in Hong Kong.

Senior management is committed to quality and project control in meeting customer requirements with a three-year guarantee. Instead of focusing solely on pricing, the company puts emphasis on quality of service and project scheduling, resulting in a substantial increase in the number of projects obtained from referrals. Senior management serves the company passionately and has developed a close relationship with the employees. Recognizing colleagues publicly for their good deeds helps create a positive atmosphere and people-centric culture in the company.

DIC has been accredited with different ISO certifications over the past 10 years. As a customer-oriented company, it strives to cater to the different needs of the customers through actively engages its customers using various channels. For example, a designated social media group is set up for each project to ensure timely communication between different project-related parties. For information sharing, DIC makes use of company library and intranet under proper control. Information sharing platform regarding new elements in interior design is available for communicating key design information to all staff members as well as the general public. The company has an open culture and supports innovation such as 3D visualization through internal ideas sharing.

DIC is a well-structured company operated by an efficient operation team. Career development of employee is executed through setting up joint venture partnership with those who have potential in career progression, and a significant number of employees have already been identified as future franchise operators. In general, the workforce is stable and working environment is enhanced by the family-like culture in the company.

Business results are favorable. A substantial number of customer appreciation and endorsements, such as customer video sharing and photos sharing, are clear evidence of customer satisfaction in the product and services received. An improved market trend over the past few years led by customer referral sustains the positive business growth of the company. Apart from the business aspects, DIC also contributes to society by participating in different voluntary services and providing sponsorship to charities, qualifying itself as a socially responsible enterprise.

評審委員會報告

設計情報中心成立於1996年，在香港聯交所創業板以禮建德集團之名上市，主要業務包括為住宅物業和商廈提供室內設計及裝修服務，目前在香港共設有五間分店。

公司管理層致力追求優質管理和嚴謹監管項目，以滿足客戶所需並為其提供三年免費的結構保養服務。公司不僅單單着重定價，同時亦十分重視服務品質和工程進度，良好口碑使公司經客戶轉介而獲得的工程數目顯著增長。管理層對公司充滿熱忱，並與員工建立了密切的關係。表現卓越的員工會獲管理層公開表揚，這有助培養正面的工作氛圍及推動以人為本的文化。

設計情報中心在過去十年屢獲不同的ISO認證。公司以客為本，致力透過各種渠道了解客戶，以滿足不同需求，例如公司會為每個工程項目建立指定的社交媒體小組，確保與項目有關的人士能夠作出適時的溝通。在資訊共享方面，公司在適當的管制下善用內部圖書館和內聯網，亦設有與室內設計新元素相關的資訊共享平台，開放予所有員工及大眾用作交流最新設計資訊。公司文化開明，支持創新及鼓勵意見交流，採用三維視覺化技術便是經討論後實踐的好例子。

設計情報中心的架構完善，並由高效率的營運團隊負責經營。透過與具潛力的員工建立合資夥伴關係，為員工提供發展事業的方向，當中已有一定的人選被認為公司未來的特許經營者。整體而言，公司擁有穩定的工作團隊，其親切融洽的工作環境亦提升員工的歸屬感。

公司業績良好，並廣獲大量客戶讚賞和支持，如客戶的視頻和照片分享，都足以證明其對公司的產品和服務感到滿意。過去數年公司在市場上持續因良好口碑而屢獲客人轉介項目，令公司業績保持正面增長。在業績以外設計情報中心亦透過參與不同的義工服務和為慈善機構提供贊助以回饋社會，令公司成為一個履行社會義務的企業。