



Report Summary

Provided by Design Information Centre

Company Background

Design Information Centre was founded in 1996, for many years, we have been trying our best to provide one-stop professional residential and commercial interior design and fitting out services in Hong Kong. The company has received international ISO certifications for Quality Management Systems, Environmental Management System and Occupational Health and Safety Management System, we are in line with international standards and strict management system in accordance with international standards of operations.

Design Information is the subsidiary of its parent company Lai Group Holding Company Limited which has been listed on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited since 2017. We have been upholding the management philosophy of unity, continuous improvement and pursuit of excellence, in order to provide service with high quality to our customers. Our mission is to build a professional service team for creating better living and commercial environment for customers.

Leadership

The management level formulates the vision, mission and framework for future development of the company, perfects and establishes the company's core value through the meetings with staff of different levels, and provides relative training to new staff. The management level actively leads the staff to set up a voluntary team, practicing the company's value of 'caring'.

Strategy

SWOT Analysis is practiced during the company's development of strategy planning, according to the result of SWOT Analysis, the board of directors formulates a series of long-term (3-year) and short-term (1-year) development plans, and prepares budgets for related plans.

A management meeting is summoned every six months to review the implementation progress of the development plans, and formulates a series of indicators to measure the results for review.

報告摘要

本報告摘要由設計情報中心提供

公司背景

設計情報中心於1996年創立，多年來致力在香港為住宅和商業提供專業室內設計與裝修一站式服務。公司獲得質量管理體系、環境管理體系以及職業健康及安全管理體系的ISO國際認證，根據國際管理體系嚴格標準營運。

設計情報中心作為母公司禮建德集團控股附屬成員，於2017年在香港聯合交易所創業板上市。公司一直秉承上下一心，持續改善，精益求精的管治理念，向客戶提供優質服務。我們的使命是建立專業的服務團隊，為顧客打造更理想的生活及工作環境。

領導才能

管理層制定公司的願景、使命及未來發展方向的框架，透過與各級員工的會議完善及貫徹公司的核心價值，並從員工入職起提供相關培訓。管理層積極帶領員工成立義工隊，實踐公司「關懷」的價值觀。

策略

公司制定發展策略時會進行SWOT分析，針對SWOT分析結果，董事會制定一系列長期（3年）與短期（1年）的發展計劃，並按計劃進行相關預算撥備。

管理層會議每六個月召開一次，檢討發展計劃的實施進度，並制定一系列指標以量度成果，作出檢討。

Special Award for Established and Medium Enterprises – Design Information Centre

中型企業特別獎 – 設計情報中心

Customers

The company values customers' opinions for our continuous improvement, we understand customers' needs through different channels, and listen carefully to the suggestions of customers. During the design and fitting out stage, we keep close contact with our customers. After work is done, we provide Three-year Free Structure Warranty, if our customers have any comments or need any follow-up, we would response quickly and handle properly.

Our customer service officers are not only responsible for customer enquiry, but also actively care about our existing customers, and survey our customers' comments to understand their comments and degree of satisfaction, all related information are recorded and analyzed for service quality improvement.

Measurement, Analysis, and Knowledge Management

The branch managers and management level analyze the business performance once a month, to monitor the business profit and service performance. An electronic data base is set in the company to store valuable information for the company, the information list is kept updating to ensure all staff can understand the information stored and search related information easily.

There is an information area in the company's website – New Elements in Interior Design, to provide the latest design information, materials and product to staff and the public, aiming to help industry development.

Workforce

The company provides different trainings and external technical supports to our workforce for staff improvement, we also provide subsidy to the staff for continuous education. Besides, workforce with excellent performance are recognized and appreciated regularly.

The company promotes 'Have Fun' culture, organizing various recreational and sports activities for our staff to increase their sense of belonging to the company, as well as to improve their physical and mental health. If the staff face any difficulties in work or life, the whole company will definitely provide proper help.

客戶

公司重視客戶意見以助不斷改善，透過不同渠道了解客戶的需求，細心聆聽客戶的建議。在設計和施工階段，與客戶保持緊密聯繫。在完工後，公司提供三年免費結構保用服務，客戶有任何意見或需要跟進，公司均會快速回應及妥善處理。

公司的客戶服務專員除了負責客戶查詢，亦會積極關心現有客戶，並針對客戶展開意見調查，了解客戶的意見及滿意度，所有相關的資料將進行記錄及分析，以提升服務質素。

評估、分析和知識管理

分店經理和管理層會每月進行一次業務表現評估，監測業務利潤和服務表現。公司設有電子資料庫以儲藏對公司有價值的資料，資料列表保持更新，確保全體同事了解所儲藏的資訊，方便搜尋相關資料。

公司網站上設有一個資訊分享區 – 室內設計新元素，為員工和大眾提供最新的設計情報、物料及產品，冀望有助業界發展。

工作團隊

公司為團隊提供不同培訓和外部技術支援，以增值員工，也為持續進修的員工提供資助。另外，表現卓越的團隊會定期獲得肯定與嘉許。

公司提倡「Have Fun」文化，為員工舉辦各種康樂和體育活動，有助員工提升對公司歸屬感，同時加強員工身心健康。如員工在工作上或生活遇到任何困難，全公司會毫不猶豫提供適當協助。

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Operations

Different teams in the company cooperate closely to provide high-quality service to customers. The designers, construction team, inspection and control team communicate closely during the construction to ensure the construction quality. The company applies the rule of 'Plan, Do, Check, Act', the inspection and control team check the site environment and occupational safety performance regularly.

The maintenance team makes detail records of the maintenance costs of serious flaws, the related information will be the quality indicator reference for all construction teams and contractors, as well as the performance analysis of service suppliers.

Results

The company's market share and gross profit have been increasing continuously for three years, the major customer source is customer recommendation, in the past three years, the number of customer recommendation was increasing, reflecting that the present and past customers recognize our service. The expenditure from remedial and maintenance works has been decreasing every year, reflecting that the level of the construction team has been improving.

The time of various training courses for staff has been increasing, the time of staff participation in different kinds of community activities has also been increasing continuously, practicing the company's culture of community caring.

營運

公司不同團隊透過緊密合作，為客戶提供優質的服務。設計師、施工隊、監察與控制隊在施工期間緊密溝通，確保施工質量。公司採用「Plan Do Check Act」原則，由監察與控制隊定期檢查施工現場的環境與職業安全表現。

維修隊針對嚴重瑕疵所進行的所有維修工作的成本都會作詳細記錄，相關資料將會用作針對各施工隊/分包商品質指標參考，亦用作服務供應商的表現分析。

業績

公司的市場佔有率及毛利在三年間持續增長，主要客戶來源來至客戶推薦，過去3年來客戶推薦的數目有所增加，代表目前和以前的客戶對我們的服務的認可。執漏工程開支、維修費用按年減少，顯示施工隊的水平上升。

為員工安排的各種培訓課程時數按年遞增，員工參與各類型社區活動的時數亦不斷增加，貫徹關懷社區的公司文化。