

## Staff Training

We believe professionalism is one of the major key success factors in today's competitive environment. In 2003, we launched a campaign promoting internal customer services culture and offered about 160 training programmes to staff. Included were:



- Induction courses • Staff handbook knowledge • Safety
- Work procedures • Basic job knowledge • Social skills
- Language • Products • Customer services • Computers
  - Sales skills • ISO9000
- Sales management skills • Management techniques, etc

All these efforts were to ensure that our services are of the highest quality in the polishing materials and equipment industry.

### PROMOTION OF INTERNAL CUSTOMER SERVICES CULTURE

In order to provide the "best in class" services to our customers, it is essential to ensure provision of the "best in class" internal customer services. With this in mind, we launched a series of activities promoting internal customer services culture in 2003. The promotion will continue in 2004.

