

# 卓悅集團

# 榮膺

# Bonjour Group

WAS PROUDLY AWARDED :

卓悅控股有限公司為香港具領導地位的化粧品零售及美容服務集團之一，多年來的努力獲得香港市民及海外遊客所認同。卓悅於本年度榮獲「優質旅遊服務計劃」、「我最喜愛的香港名牌」、「正版正貨」承諾計劃、「香港超級品牌」、「香港Q嘜優質服務計劃」認證及「香港優質誠信商號」等六項最具公信力之殊榮。

Bonjour Holdings Limited is one of the leading cosmetics and beauty service companies and is widely recognized by citizen and tourists. This year Bonjour was proudly awarded : "Quality Tourism Services Scheme", "Best Hong Kong Brands", "No Fakes" Pledge Scheme, "Superbrands Hong Kong Awards", The "Hong Kong Q-Mark Service Scheme" Certificate & "Hong Kong Merchant of Integrity" .



## 「優質旅遊服務計劃」2006年度榮獲

由香港旅遊發展局所舉辦的「優質旅遊服務計劃」，得獎商戶均需具備誠懇專業的服務、豐富的產品知識及明碼實價的優質產品，務求令旅客感受香港的優質服務。卓悅化粧品批發有限公司多年來的優質產品及專業服務態度，有幸被香港市民及海外遊客所認同，在2006年仍被選為「優質旅遊服務計劃」的認可零售商戶。

## Quality Tourism Services Scheme 2006

Hong Kong Tourism Board has organized the Quality Tourism Services Scheme, which accredits shops and restaurants must provide genuine products with clearly displayed prices, display clear product information and ensure superb customer service with front-line staff possessing extensive product knowledge. Bonjour Cosmetic Wholesale Center Ltd. is widely appreciated by many Hong Kong people and tourists because of high standards of quality, and accredited by the QTS scheme as qualified retail center.



## 「我最喜愛的香港名牌」 2006年度榮獲

由中國旅遊協會主辦的「我最喜愛的香港名牌」投票活動，所有抵港的中國旅客均可參加投票，卓悅集團能夠脫穎而出，見證了內地旅客對卓悅優質服務及產品的肯定。

## Best Hong Kong Brands 2006

China Tourism Association organized the vote on Best Hong Kong Brands and travelers from Mainland voted for their beloved HK brands. Bonjour was outvoted to defeat all other participated cosmetics retail brands and the award once again showed the trust and confidence given from mainland travelers to Bonjour.



## 「正版正貨」承諾計劃 2006年度榮獲

2006年，卓悅繼續入選為「正版正貨」承諾計劃的會員商戶，所有入選會員商戶均需保證所售之貨品全為正版正貨，不會售賣冒牌或盜版貨品。所有「正版正貨」承諾的商戶會員，均會於店內張貼「正版正貨」承諾標貼及座檯咭，旅客及消費者憑此標誌，便可輕易識別值得信賴及支持的正版正貨商戶，安心於店內購物及消費。

## "No Fakes" Pledge Scheme in 2006

Bonjour is invited to join "No Fakes" Pledge Scheme in 2006, all participating retail merchants have committed not to sell or deal in counterfeit or pirated goods and to sell only genuine goods. All retail merchants participating in the "No Fakes Pledge" Scheme will post the "No Fakes" stickers and tent cards in their shops. With the "No Fakes" logo, tourists and consumers can easily identify reliable retailers and shop with confidence.

# Awards



## 「香港超級品牌」2006-07年度榮獲

全球品牌認可權威組織「國際超級品牌」(Superbrands International)所頒發的「香港超級品牌」殊榮，目的是要表揚一些本地消費者心目中的優質品牌，並向這些機構頒予獎項以示鼓勵。此獎項的甄選過程十分嚴謹，首先進行香港消費者的意見調查，再經由「香港超級品牌評審委員會」以質素為本鑑定，全面評估品牌的市場佔有率、認受性、顧客忠誠度，以至品牌一貫聲譽等多個範疇，務求令甄選結果更具公信力。

### Superbrands Hong Kong Awards 2006-07

Superbrands International is widely recognized as the biggest and the best independent arbiters of branding and aims to pay tribute to the top brands that have been awarded by the local Superbrands Council. The Superbrands Council members use the following guidelines to assist them in their grading process: Market Dominance, Longevity, Goodwill, Customer Loyalty and Overall Market Acceptancy.



香港Q嘜優質服務計劃

## 「香港Q嘜優質服務計劃」認證 2006年度榮獲

卓悅化粧品批發有限公司獲香港優質標誌局頒發「香港Q嘜優質服務計劃」證書，成為香港首間「零售化粧品業」獲得「香港Q嘜優質服務計劃」的認證，引證集團的服務水準獲得專業機構肯定。此認證是由香港工業總會轄下香港工業總會優質標誌局所頒發，已獲認證的機構亦將會得到香港優質產品標誌局定期提供培訓，提升員工的服務水平。事實上，要取得Q嘜優質服務證書並不容易，申請公司必須通過優質標誌局嚴格而仔細的評核。

### The "Hong Kong Q-Mark Service Scheme" Certificate 2006

Bonjour Cosmetic Wholesale Center Ltd. became the first cosmetic retail center being awarded the Hong Kong Q-Mark Service Scheme certificate by the Hong Kong Q-Mark Council, which acknowledged Bonjour always provides quality products and services. The Hong Kong Q-Mark Scheme is administrated by the Hong Kong Q-Mark Council under the auspices of the Federation of Hong Kong Industries. The applied company will be audited to evaluate whether it meets the Council's prescribed requirements, and surveillance audits will be performed on a quarterly basis to ensure that the Q-Mark service company is able to continuously maintain the high service standard as required by the Council.



「我最喜愛香港十大品牌」

## 「香港優質誠信商號」2006-07年度榮獲

## 「我最喜愛香港十大品牌」2006-07年度榮獲

由廣州日報舉辦「香港優質誠信商號」，讀者以投票方式支持及表彰為顧客提供優質產品及誠信服務的香港商號，卓悅更同時囊括「我最喜愛的香港十大品牌」之殊榮。

### Hong Kong Merchant of Integrity 2006-07

### My Favourite Top 10 Brands of Hong Kong 2006-07

In order to celebrate the HK brands that offer quality product and excellent service, vote was held in Guangzhou and Bonjour won the Hong Kong Merchant of Integrity title, awarded for the third consecutive year by readers of the Guangzhou Daily, and also embraced the honour of My Favourite Top 10 Brands of Hong Kong.