

Mission Statement

*Founded in 1900, The Sincere Company, Limited
is one of Hong Kong's oldest and
most respected retail groups.*

*At the core of Sincere's success is its unwavering dedication
to quality service and customer satisfaction.*

*Through its chain of department stores,
the Company strives to provide consumers with a
competitive range of merchandise at affordable prices.*

*Sincere's on-going commitment to prudent expansion in
Hong Kong and China demonstrates the Company's determination
to sustain its position as a leading retailer into
the next century and beyond.*



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