

Skin Care



For the year ended 31st March 2003, the Group's consolidated turnover amounted to HK\$1,641.4 million, representing an increase of 6.8% from HK\$1,537.4 million in the previous fiscal year. This growth is attributable to the continued strengthening of Sa Sa's retail business in Hong Kong.

The Group's net profit showed a significant improvement and reached HK\$65.5 million for the 2002/03 fiscal year. The reasons for this satisfactory performance are threefold. Firstly, Sa Sa's retail and wholesale business in Hong Kong recorded an 11.5% growth that was driven by increased sales to both local customers and Mainland tourists. Secondly, following the strategic adjustment of inventory in the previous financial year, the profit margin of Sa Sa's retail and wholesale business recovered from 37.3% to 39.1%. Thirdly, the implementation of stringent cost control measures last fiscal year resulted in a 5.2% reduction in Sa Sa's retail and wholesale operational expenses.

Highlights of the Group's achievements for the year ended 31st March 2003 are:

- Group turnover increased by 6.8% to HK\$1,641.4 million
- Sa Sa's retail and wholesale business in Hong Kong and Macau recorded turnover of HK\$1,290.8 million, representing an 11.5% increase from HK\$1,157.3 million
- The Group's gross profit increased by 10.2% to HK\$729.3 million
- Group operating profit increased from HK\$39.5 million to HK\$108.6 million
- The Group's results substantially improved with net profit standing at HK\$65.5 million
- Operational expenses for Sa Sa's retail and wholesale business were reduced by 5.2%
- The Group's net cash and bank balances, plus investment securities, increased to HK\$721.5 million

截至二零零三年三月三十一日止年度，集團的綜合營業額達十六億四千一百四十萬港元，較去年的十五億三千七百四十萬港元增加百分之六點八。是項增長乃由於莎莎在香港的零售業務持續興旺。

集團於二零零二 / 零三財政年度的純利大幅提升，達六千五百五十萬港元。表現理想有賴三項因素。第一，在本港顧客及中國內地旅客的銷售均錄得增長，促使莎莎在香港及澳門的零售及批發業務銷售額錄得百分之十一點五增長。第二，集團於上一財政年度內對存貨採取策略性調整措施，令莎莎零售及批發業務的毛利率由百分之三十七點三回升至百分之三十九點一。第三，上一財政年度推行嚴格成本控制措施，亦令莎莎零售及批發業務的營運開支減少百分之五點二。

集團截至二零零三年三月三十一日止年度的業績摘要如下：

- 集團營業額增至十六億四千一百四十萬港元，上升百分之六點八
- 莎莎在香港及澳門的零售及批發業務營業額由十一億五千七百三十萬港元增至十二億九千零八十萬港元，增長百分之十一點五
- 集團毛利增至七億二千九百三十萬港元，增加百分之十點二
- 集團經營溢利由三千九百五十萬港元增至一億零八百六十萬港元
- 集團業務表現大幅提升，純利為六千五百五十萬港元
- 莎莎的零售及批發業務營運開支減少百分之五點二
- 集團的淨現金及銀行結餘以及投資證券增至七億二千一百五十萬港元

Operations Review

業務回顧



We are pleased to report that the core business of the Group—namely, cosmetic retailing remains strong and profitable, forming a stable foundation for Sa Sa's growth in the future.

Sa Sa's Retail and Wholesale Business

Sa Sa's retail and wholesale turnover reached HK\$1,443.4 million this fiscal year, a 7.4% increase as compared to HK\$1,344.2 million last year. The retail and wholesale business performed satisfactorily with the second half of the year seeing an increase of 18.2% and 9.0% over the first half of the year and the corresponding period of last fiscal year, respectively. Sales momentum picked up during the second half of the fiscal year due to seasonal factors as well as to increased tourist numbers.

Hong Kong and Macau

Sa Sa's core retail base in Hong Kong and Macau achieved an encouraging performance amidst a poor economic landscape. Turnover reached HK\$1,290.8 million and the growth rate recorded was 11.5%. The growth rate for the second half of this fiscal year was 13.2% as compared to the corresponding period of last year. This growth can be attributed to stable spending by local customers and an increase in the number of PRC tourists. The growth in sales reflects increases in the number of transactions as well as spending per transaction, and was achieved mainly by comparable store turnover growth.

Despite the sluggish retail environment, strong demand from local customers also contributed to Sa Sa's stable growth trajectory, demonstrating the success of our business model. This model combines competitively priced products with a comprehensive product range and an effective product mix strategy. These results are a further indication that our wide product spectrum of cosmetics and skincare products have become daily necessities for our customers. Such consumer products are less sensitive to economic fluctuations.

集團的核心化粧品零售業務仍然非常穩健及帶來盈利，可為莎莎未來的增長奠定穩固基礎。

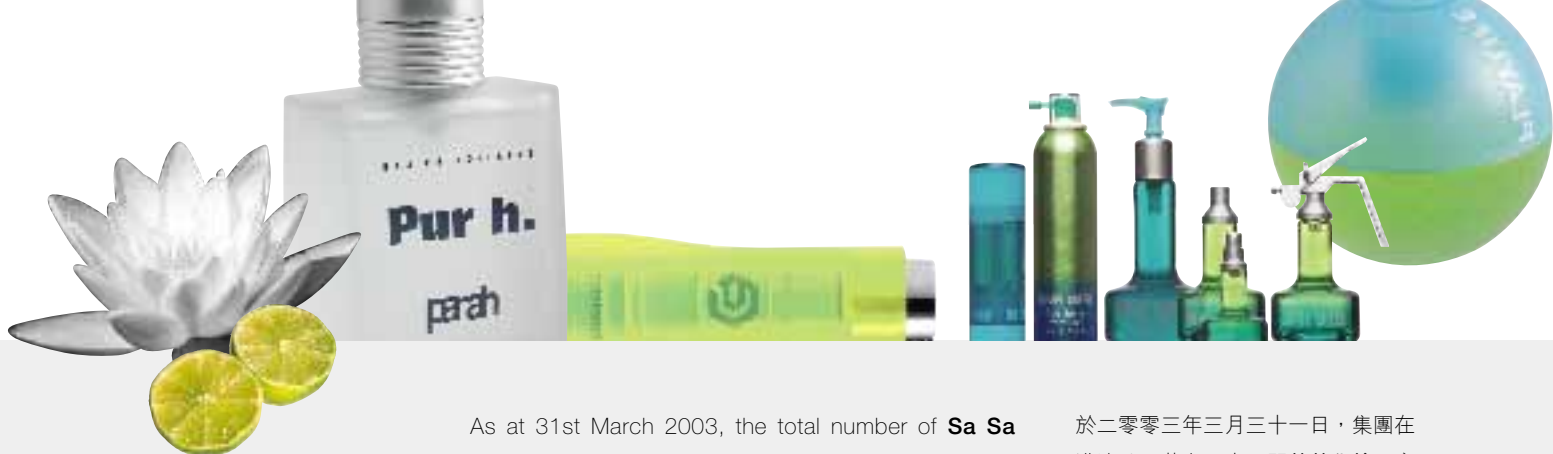
莎莎零售及批發業務

於二零零二 / 零三財政年度，莎莎集團零售及批發業務營業額達十四億四千三百四十萬港元，較去年的十三億四千四百二十萬港元增加百分之七點四。集團的零售及批發業務表現理想，下半年營業額分別較上半年及去年同期增加百分之十八點二及百分之九。基於季節性因素及旅客數目增加，本年度下半年的銷售上升動力開始加強。

香港及澳門

縱使經濟欠佳，莎莎在港澳地區的核心理零售業務表現令人鼓舞，營業額達十二億九千零八十萬港元，增長百分之十一點五。與去年同期比較，本年度下半年增長率為百分之十三點二。是項增長有賴本地顧客消費穩定及內地旅客數目上升。銷售額增長反映交易次數及每宗交易金額均有所增加，增長更主要來自可比較店舖的銷售額增加。

零售市道雖然呆滯，本地顧客需求殷切亦為莎莎帶來穩定增長，顯示集團的經營模式 - 融合價格具競爭力的貨品、包羅萬有的貨品種類以及具吸引力的貨品組合策略 - 成效卓著。此外，也進一步顯示集團所銷售選擇豐富的化粧品及護膚品已成為顧客的日常必需品，而有關消費品也比較不受經濟盛衰影響。



As at 31st March 2003, the total number of **Sa Sa Cosmetics** stores stood at 34, along with one **La Colline** store, one **Selective** store and one **Elizabeth Arden counter** at a department store.

Taiwan

The Group's consolidation strategies for the Taiwan market produced positive results and generated a small profit. We now operate on a smaller scale in this market, and in a suitably prudent manner. Turnover decreased during the year, as five under-performing stores were closed in the fiscal year 2001/02. However, most importantly, comparable store turnover growth achieved was 6.7%.

Sa Sa remains confident of the long-term growth potential of our business in Taiwan and will closely monitor market developments.

Singapore and Malaysia

Turnover increased by 2.7% for the Singapore and Malaysia markets and a small pre-tax profit was recorded for these operations.

We conducted in-depth analysis of these two Southeast Asian markets, making adjustments to our business strategies that take into account store size, store locations and product mix. We are also taking steps to improve our operational efficiency, which will in turn improve our overall competitiveness. These actions will enable us to increase Sa Sa's market share and enhance profitability.



於二零零三年三月三十一日，集團在港澳地區共有三十四間**莎莎化粧品店**舖，另有一間**La Colline**專門店、一間**Selective**專門店及一個位於百貨公司的**伊莉莎伯雅頓專櫃**。

台灣

集團過去對台灣市場實施的整固策略已見成績，並使這市場取得微利。現時集團在台灣市場採取審慎策略，以較小的業務規模經營。集團已於二零零一 / 零二年度結束五間表現未如理想的店舖，導至本年度營業額有所下降。但可喜的是可比較店舖的營業額增長百分之六點七。

莎莎仍對台灣業務的長遠增長潛力充滿信心，因此仍會繼續密切留意當地市場發展。

新加坡及馬來西亞

新加坡及馬來西亞市場營業額增加百分之二點七，兩地業務合共錄得輕微除稅前溢利。

集團已對此兩個東南亞市場進行深入分析，並將就店舖規模、地點及貨品組合等業務策略作出調整。集團並採取措施改善營運效率，從而提升整體競爭力。這些一切將可使莎莎提高當地市場佔有率及加強盈利能力。

Operations Review

業務回顧



Q&A

E-commerce - Sasa.com

Turnover for Sasa.com amounted to HK\$12.5 million, representing an increase of 25.6% over the corresponding period of last fiscal year. A series of measures were implemented, including: extending the product range, improving the product mix, strengthening marketing and promotional activities; broadening our customer base; widening our income source; improving our customer services and reducing our operating costs. In the future, we aim to invest more resources in order to enhance our penetration in overseas markets and to further broaden our customer base.

Ebeca

Since Ebeca failed to perform as expected, Sa Sa was able to recover a substantial amount of investment capital under the initial acquisition agreement. Overall, the cost of investment and goodwill was reduced by HK\$7.1 million. On 28th March 2003, Sa Sa disposed of its entire stakeholding in Ebeca for a consideration of HK\$3.0 million, thereby generating a loss of HK\$11.8 million on disposal.

電子商貿 - Sasa.com

Sasa.com於本財政年度的營業額為一千二百五十萬港元，較去年同期增加百分之二十五點六。莎莎已推行一系列措施，包括增加貨品類別、改善貨品組合、加強市場推廣及促銷活動、擴闊客戶基礎、擴大收入來源、提升客戶服務和削減經營成本。至於日後的計劃，莎莎的目標是投入更多資源，務求提高在海外市場的滲透率，並進一步擴大客戶基礎。

依貝佳

由於依貝佳的表現遜於預期，莎莎遂依據當初的收購協議取回部份投資成本。因此，投資成本及商譽亦相應調低七百一十萬港元。二零零三年三月二十八日，莎莎以三百萬港元的代價出售其於依貝佳的全部股權，以致在是項出售交易中錄得一千一百八十萬港元的虧損。

"What are Sa Sa's main strengths?"

We have built a great brand that everyone knows, and we have an unmatched range of products for our huge, loyal and region-wide customer base. Our relationship with our vendors is excellent, our sales professionals give quality service, and we have a long-established network of more than 50 retail outlets in prime Asian locations, along with an attractive online presence.

In addition, we have extensive industry experience and a clear business focus on beauty, supported by well thought-out corporate strategies, a robust balance sheet and a strong management team.

莎莎的優勢在哪裡？

莎莎品牌家喻戶曉，產品種類繁多，更有區內龐大而忠實的顧客基礎作支持。我們與各地供應商享有良好的合作關係，專業售貨員服務出色；我們並擁有龐大的亞洲區銷售網絡，在亞洲各主要地區設有逾五十間零售店，以及卓越的電子商務網站。

此外，我們還具有豐富的業內經驗、明確的業務方向、周全的企業策略、穩健的財務表現及經驗豐富的管理層。



Private Labels And Exclusive Distributorship

Sa Sa's sales of private-label products and exclusively distributed products increased by 8.5% to HK\$391.5 million, contributing 27.1% to Sa Sa's total retail and wholesale turnover for the year ended 31st March 2003. We continued to establish our reputation for strong brand management capabilities and we aim to increasingly leverage on our reputation to build up this business in the future.

Sa Sa was appointed the sole agent for Elizabeth Arden products in Hong Kong and Macau on 1st October 2002. This proved to be rewarding for both Elizabeth Arden and Sa Sa with sales of Elizabeth Arden products achieved substantial growth as compared to the corresponding period October-March the previous year. Such a result reflects our strength in brand building and marketing. Through a series of marketing and promotion campaigns, we successfully heightened brand awareness for Elizabeth Arden throughout Hong Kong and Macau. We also fostered a good working relationship with Elizabeth Arden in the course of our partnership.

專有品牌及獨家分銷權

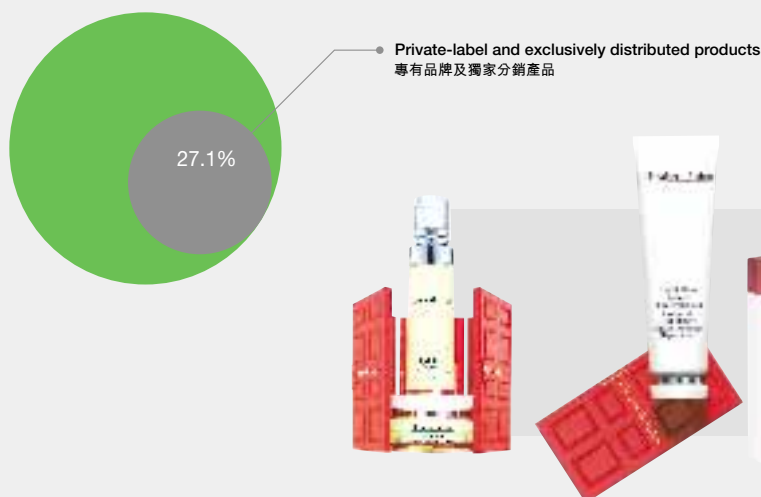
於截至二零零三年三月三十一日止年度，莎莎的專有品牌貨品及獨家代理貨品銷售額增長百分之八點五，達三億九千一百五十萬，佔莎莎總零售及批發營業額百分之二十七點一。集團不斷加強其超卓品牌管理能力的優良信譽，務求在此基礎上進一步發展有關業務。

莎莎於二零零二年十月一日獲委任為伊莉莎伯雅頓產品的港澳地區總代理商。此項委任足證對伊莉莎伯雅頓和莎莎雙方均大有裨益，伊莉莎伯雅頓產品的銷售額較去年同期十月至三月大幅增長。是項成績也反映莎莎在品牌建立和市場推廣方面實力雄厚。透過一連串的市場推廣活動，莎莎令伊莉莎伯雅頓在港澳地區的品牌知名度大大提高。通過密切的夥伴關係，亦令集團得以與伊莉莎伯雅頓建立良好合作關係。

Turnover Breakdown of Sa Sa's Retail and Wholesale

莎莎零售及批發營業額按產品類別分佈

Total 合共：HK\$1,443.4M 百萬港元





Beauty Services

Phillip Wain

Phillip Wain's turnover for the year ended 31st March 2003 was HK\$144.4 million, representing a decrease of 5.0%. This drop is attributable to the economic downturn throughout the region and the increasing competition in the field of beauty services. Due to the opening of two new clubs in Singapore and Malaysia during the second half of last fiscal year, the Group's operating costs also increased. As a result, our overall performance was adversely affected.

Pursuant to an agreement, the Group completed the acquisition of the remaining 41.67% shareholding in Phillip Wain on 10th March 2003 at a consideration of HK\$3.7 million and is now a 100% stakeholder in the business. Under the agreement, all litigation between Sa Sa and Phillip Wain's former shareholders has been settled.

The Group implemented a number of measures to improve Phillip Wain's performance during the year. A new marketing campaign was launched in March 2003 and a new image woman was appointed to enhance market awareness. We also worked to continuously improve and upgrade our club facilities and services in order to boost sales.

Over the coming year, the Group will enhance the market positioning of Phillip Wain and make any adjustments that we consider necessary to improve the competitiveness of Phillip Wain in the beauty and health services arena.

美容服務

菲力偉

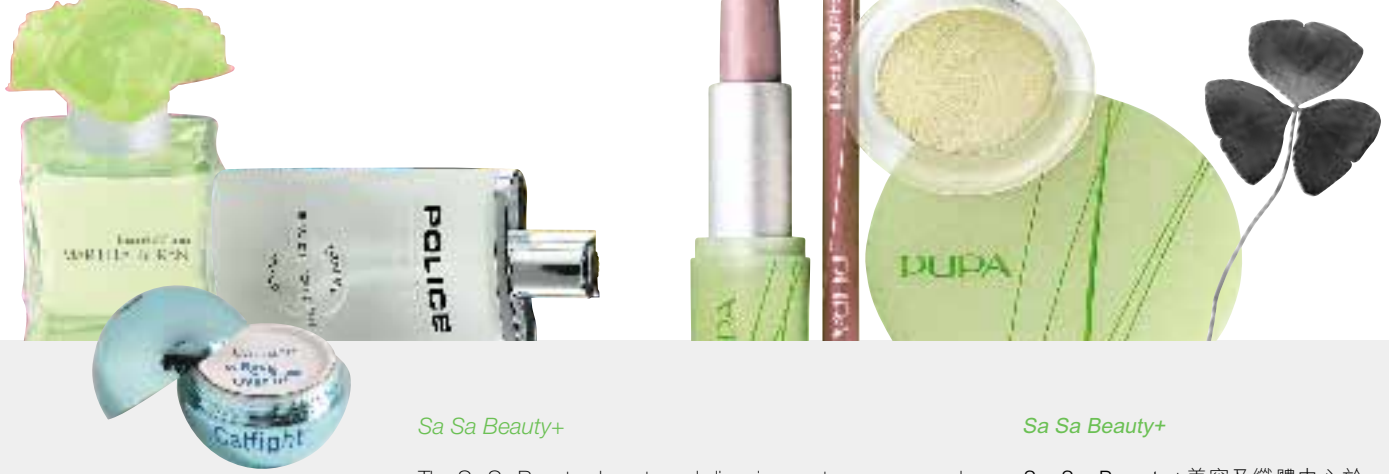
菲力偉於截至二零零三年三月三十一日止年度的營業額為一億四千四百四十萬港元，下降百分之五。由於亞洲地區正值經濟低潮，而美容服務行業的競爭又日趨激烈，營業額因而下降。由於集團於上一財政年度下半年在新加坡及馬來西亞開設兩間新會所，以致經營成本上升，整體表現因而蒙受不利影響。

集團於二零零三年三月十日完成收購菲力偉其餘百分之四十一點六七股權，收購代價為三百七十萬港元，故現時已持有該項業務的全部股權。根據協議，莎莎與菲力偉前股東的所有訴訟均已獲和解。

集團於過去一年推行多項措施以改善菲力偉的表現，包括於二零零三年三月展開全新的市場推廣活動，並委任新形象大使，藉以加強市場知名度。為提升營業額，集團並不斷改進及提升會所設施及服務。

於未來一年，集團將會加強菲力偉的市場定位，並會作出必要的調整，以加強菲力偉在美容及健身服務業內的競爭力。





Sa Sa Beauty+

The Sa Sa Beauty+ beauty and slimming centre was opened in July 2002, providing comprehensive services to Sa Sa's loyal and VIP members as well as enhancing and reinforcing Sa Sa's brand image and customers' loyalty towards our products. Avant-garde treatments were introduced during the year and there was encouraging growth in the number of new customers and sales contracts. Net operating cash flow was positive and the total value of sales contracts procured during the period under review exceeded the Group's initial investment within three months of opening.

The Sa Sa Beauty+ initiative represents an extension of our existing services and complements our retail business. We remain positive about the potential of the market for beauty services as a business in its own right.

Sa Sa Beauty+

Sa Sa Beauty+美容及纖體中心於二零零二年七月開業，旨在為莎莎的忠實顧客及尊貴會員提供更全面的服務，提升及加強莎莎的品牌形象及加強客戶對旗下貨品的忠誠度。中心於年內引進多項先進療程，新顧客及新訂合約數目的增長均令人鼓舞。營運方面有淨現金流入，而簽訂合約的總值已於開業三個月內超出了集團的初步投資。

Sa Sa Beauty+標誌著集團現有服務範圍的自然延伸，與零售業務相輔相成。若以美容服務為獨立業務計，集團對美容服務市場的潛力仍然充滿信心。



Operations Review

業務回顧



Employees

As at 31st March 2003, the Group had a total of 1,587 employees. Staff costs for the year were HK\$292.9 million. To ensure that Sa Sa is able to attract and retain talented staff, remuneration packages are reviewed on a regular basis and share options, as part of basic remuneration packages, are offered to key employees. Staff development initiatives were implemented during the year through in-house training programmes and the provision of financial subsidies for external training courses.

Outlook

Sa Sa's vision for the future is well-defined and resolute: we are positioning ourselves to become the dominant cosmetic retailing and beauty services group in Asia.

Looking forward, our core retail business remains at the heart of our operations. By working continuously to strengthen our market understanding and review our product mix, Sa Sa seeks to ensure that we meet the demands of our loyal customers. Both local and tourist customers are equally important to our sales, and we aim to strike an optimum balance between the different needs of all categories of our consumers. Our retail operations will continue to provide stable and growing profits for our business.

By securing more exclusive distribution rights from major international brands, we hope to develop and augment our product range. Exclusive products allow the Group to increase our profit margins through more pricing control and less competition, and our intention is that this segment will continue to expand and contribute to our sales and turnover. We have already established a strong reputation for our brand management capabilities, and we expect that this will allow us to secure other renowned global brands in the future.

員工

於二零零三年三月三十一日，集團共聘有一千五百八十七名員工。年內的員工成本為二億九千二百九十萬港元。為確保莎莎能夠吸引及挽留優秀的員工，集團會定期檢討員工薪酬及福利。除基本薪酬福利外，部份主要員工更獲分配認股權。在員工培訓及發展方面，集團亦於年內舉辦內部培訓課程及為外間培訓課程提供資助。

展望

莎莎對未來發展已訂定明確目標：銳意成為亞洲地區首要的化粧品零售及美容服務集團。

展望未來，集團會繼續致力發展其核心零售業務。莎莎將不斷加強對市場的瞭解和審視貨品組合，確保能夠迎合其忠實顧客的需求。本地顧客和旅客對集團零售業務同樣重要，集團力求在各類顧客的不同需要之間取得最佳平衡。零售業務將不斷為集團提供穩定及持續增長的溢利。

集團將致力爭取更多主要國際品牌的獨家代理權，以拓展及擴闊貨品種類。獨家產品令集團能通過較大的訂價自主權及競爭較少而提升毛利率。集團擬拓展此業務範疇以不斷提升銷量及營業額。集團的品牌管理能力已建立優良信譽，預料這將有利集團日後爭取其他著名全球品牌的代理權。



Synergies will continue to be enhanced between our retail operations and our beauty services. Sa Sa looks forward to exploring other opportunities to cross-leverage and add value between the sale of beauty products and the provision of beauty services.

集團旗下的零售業務與美容服務將會繼續加強彼此之間的協同優勢。莎莎亦積極物色其他機會，使美容產品的零售與美容服務相輔相成，發揮更大效益。



Q&A

"How does Sa Sa manage to sell quality products at such competitive prices?"

Sa Sa applies its global sourcing and purchasing capabilities to obtaining the best value products, buying in bulk to increase its bargaining power. A further factor is our excellent long-term relationships with vendors. While we pride ourselves on our ability to offer generous discounts, we also take exceptional care to ensure that everything we sell is genuine and in tip-top condition.

莎莎為什麼能以這樣相宜的價錢，出售如此優質的產品？

莎莎憑著環球採購專長，得以精選最物有所值的產品，並透過大量購貨而提高議價能力；而我們與供應商保持長期良好關係也是箇中關鍵。我們的優勢不僅是為顧客提供豐厚的折扣優惠，更竭盡所能確保所售的商品皆是正貨，品質上乘。

Operations Review

業務回顧



SELECTIVE
by SASA

We have also defined plans for geographical expansion and measures to enhance sales and maximize profitability in all our markets. We will leverage on our solid retail foundation in Hong Kong, expand our revenue base and enhance our overseas presence. We remain committed to developing the PRC market. The potential for expansion in China remains considerable. The prospect of a strong and growing consumer market is truly attractive, but our approach to this market must be flexible, patient and dependent on local conditions. At present, we are making preparatory arrangements including business planning, forming a management team, obtaining requisite approvals for our exclusive products and taking careful tax planning measures. All these initiatives will facilitate our entry into the market and further our aim of opening freestanding Sa Sa retail stores in China in the future. Depending on market conditions, we aim to target the major cities first, and then expand our market presence throughout the nation.

The outbreak of SARS in the region has created uncertainty in the market, in particular in the Greater China region. As the sluggish economic environment persists, the year ahead will continue to present challenges. However, we believe

集團已制訂明確的地域拓展計劃及措施，以提升所有市場的銷售額及盡量提高其盈利能力。集團將會借助香港穩固的零售業務根基，擴大收入基礎以及加強海外業務。中國市場仍是銳意發展的新市場，發展潛力龐大。持續增長的中國大陸市場前景無疑非常吸引，但集團對開拓這新市場將採取靈活方針，因應當地環境並按步就班進行。現時，集團正進行許多籌備安排，例如進行業務策劃、籌組管理隊伍、為獨家及專有品牌進行產品批核的申請、及作稅務安排等。這些措施均為集團進軍內地市場作好準備，以進一步實踐未來開設獨立莎莎零售店的目標。因應市況，集團將首先進駐主要城市，然後始拓展全國各地市場。

區內非典型肺炎肆虐令市況呈現不明朗，對大中華地區尤甚，加上經濟持續呆滯，未來一年將會充滿挑戰。然而，集團已積極面對有關情況，



that we are well placed to respond to such challenges. For example, we reacted positively to the SARS situation by offering a wide variety of SARS-related hygiene products, and we took decisive steps to minimize the effect of SARS on our operations. In the same spirit, given our established business foundation, solid financials and sound fundamentals, we are confident that we will be able to realize our strategies and to meet our objective to become the dominant cosmetic retailing and beauty services group in Asia.

例如推出許多抗炎清潔衛生用品，同時採取措施以盡量減輕疫症對業務造成的影響。憑藉穩固的業務根基、雄厚財力和穩健基本因素，集團有信心實踐其策略及成為亞洲地區首要的化粧品零售及美容服務集團的目標。

Q&A

"How can Sa Sa achieve such a high standard of customer service?"

• By Creating a Strong Training Team

Our training team is specialized in different training programs. These include product knowledge (with different trainers specialized in skin care, fragrance, make-up products and beauty treatments); skin analysis; make-up training; mandarin speaking; selling skills; supervisory skills; customer service skills and general management skills.

• Intensive Training

A new beauty consultant receives more than 150 training hours before she becomes a qualified beauty consultant(BC). We also provide continuous training to existing BCs to update their skills and knowledge in all the above categories. Good training is vital for cosmetic retailing because it improves sales and service, enhances the corporate image, professionalism of staff, and the sense of belonging of our employees.

• Knowledge of the market and customer

The cosmetic retailing industry changes very rapidly, catching up with new trends and the evolving needs of customers. Therefore, our staff need to be updated frequently. In addition, our sales staff act as personal consultants to customers for their beauty needs. They require an in-depth knowledge of both products and customer requirements in order to provide tailor-made beauty advice.

• Building loyalty

We aim at providing a service to customers, not only at selling products. Our mission is to convert more and more buyers of our products and services into loyal customers. We therefore monitor our services very closely and strengthen our service-oriented culture through various internal programs and through participation in external monitoring schemes such as mystery shoppers programs.

• Gaining recognition

Sa Sa stores as well as La Colline specialty store have been awarded the "Quality Tourism Services" certificate by Hong Kong Tourism Board. This scheme honours tourism service providers judged to have achieved excellent quality in the areas of environment, products, processes, people and systems.

為甚麼莎莎能提供優質的客戶服務？

• 優秀的培訓隊伍

莎莎的培訓隊伍涵蓋專才，負責各方面的培訓課程：包括產品知識（護膚品、香水、化粧品及美容護理等均由不同專業培訓人員負責）、皮膚分析、化粧品技巧、普通話會話、銷售技巧、管理下屬技巧、客戶服務、以及一般管理知識等等。

• 培訓嚴謹

在莎莎剛入職的銷售員工，必須接受一百五十小時以上的培訓才可成為正式的美容顧問。而在職的美容顧問也須經常接受培訓，以提升她們各方面的技巧及知識。良好的培訓對化粧品零售業尤為重要，不僅有助改善銷售及服務表現，更可提升企業形象，提高員工專業水平及培養員工對公司的歸屬感。

• 了解市場及顧客的需要

化粧品零售業瞬息萬變，除了要緊貼潮流外，亦要迎合顧客各式各樣的需要。因此集團的員工必須擁有最新有關的知識及才能。莎莎旗下的專業售貨員都是顧客的私人美容顧問，因此對每樣貨品都必須非常熟悉，明瞭顧客的需要，從而提供最切合個人需要的美容建議。

• 建立穩健客戶基礎

我們致力為顧客提供完善的服務；不會單以售賣貨品為目的。莎莎的經營理念是令更多使用莎莎產品及服務的客人成為我們的忠實顧客。因此，我們一直密切監察我們的服務水平，並通過各種內部培訓及參與外間的服務監察計劃，例如「神秘顧客」計劃等，積極鞏固以服務為本的企業文化及提升服務水平。

• 贏取業界認同

莎莎化粧品及La Colline專門店皆榮獲香港旅遊發展局頒發「優質旅遊服務」認證，標誌著我們作為旅遊服務業的成員，在環境、產品、工作流程、人才及系統方面皆表現卓越。