

Mission Statement

To become a dominant department store operator in the PRC.

Abiding by principles of sound corporate governance, we are inspired by a vision of operational efficiency and driven by a mission for market dominance.

The key to success in our vision and mission ultimately lies with developing the proper mindset and fostering a congenial corporate culture.

We have identified the core values for such mindset and culture. We encourage our colleagues to reflect on them often, and try to act on them always, in everyday operation, in whatever role we play, as senior management or frontline staff.





Core Values

Befriend our customers: **service comes first.**

Better ourselves: **work to precise standards.**

Trust our colleagues: **respect and treat them fairly.**

Treasure our assets: **invest in human resources.**

