

Frequently-asked Questions

1

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 150 retail outlets in prime Asian locations, along with an on-line portal offering global on-line shopping service.

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.



2

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.

3

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

A strong training team

Our training team is specialised in different training programmes. These include product knowledge (with different trainers specialised 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 200 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 cosmetics retail because it improves sales and service, the corporate image, the professionalism of our staff, and the sense of belonging of our employees.

Knowledge of the market and customers

The cosmetics retail industry changes very rapidly, always catching up with new trends and the evolving needs of customers. Therefore, our staff must 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 programmes and through participation in external monitoring schemes such as mystery shoppers programmes.

Gaining recognition

“Sasa” stores and La Colline specialty store have repeatedly received accolades for their quality services and have been awarded the Quality Tourism Services certificate by the Hong Kong Tourism Board. This scheme honours tourism service providers that have achieved excellent quality in the areas of environment, products, processes, people and systems.



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What is so special about Sa Sa's operation in Mainland China?

One-stop cosmetics specialty store in Mainland China

Sa Sa's one-stop cosmetics specialty stores in Mainland China offer more than 200 professional and quality brands, both international and imported products, covering a broad price range targeted at a diversified customer base. The stores provide an alternative distribution channel for beauty products to the department stores.

Product selections tailored to our Chinese customers

- Sa Sa has more than 32 years of experience in cosmetics retailing in Asia and today 95% of its customers are Chinese, of which over 50% are from Mainland China.
- Sa Sa utilises its understanding of the skincare and beauty needs of Asians, in particular, Chinese customers, in the product selection for its stores in Mainland China.
- Sa Sa maintains a broad range of products covering from high- and mid-end to mass beauty products, allowing customers to mix and match the products they are fond of.



Focus on professional and quality international brands

- Sa Sa selects professional skincare and beauty products that are suitable to Asians, in particular Chinese, from around the world.

Value-added services offered by Sa Sa

- Professionally trained beauty consultants provide personalised advice to customers and introduce relevant quality products across different brands.
- A wide variety of promotions
- Quality assurance for products
- Free make-up service and professional beauty treatments with dedicated treatment rooms in store
- Free skin analysis
- Free samples

Diversified distribution network

- Sa Sa's products are currently sold under different distribution formats: directly-owned multi-brand Sasa stores, department stores concession counters under exclusive brands, and e-shop.

A brand new shopping experience

- A trendy and comfortable shopping environment and open shelves allow Mainland consumers to choose the products of different brands at ease, offering them a brand new shopping experience.