

3A Project 2012 Final Round Presentation

Family Friendly, Happy Together



Presented by
Dr Jimmy LAU
Ms Sabina TONG

12 December 2012



SPECIAL AWARD for SMEs



富安集團有限公司
RICHFORM HOLDINGS LTD



Company Profile



富安集團有限公司
RICHFORM HOLDINGS LTD.



Set up in 1998

30 full time associates (staff)

Specializes in drinking water systems and related products



Hong Kong & Macau Residential & Commercial Products Sole Master Distributor



富安集團有限公司
RICHFORM HOLDINGS LTD.

Background

The Changing Workforce in Hong Kong

- More employees are putting in long working hours.
- More employees are likely to be involved in caring for elderly relatives.
- More dual income families.
- An expectation that family responsibilities are the concern of both men and women.
- Ever increase of work pressure and stress.



Consequences

- Poorer job attitudes. (less job satisfaction, organizational commitment)
- Less job motivation & poorer job performance.
- Greater withdrawal intention.
- Poorer physical and mental health.
- Urgent need for healthy work-life balance.



Objectives of the Project

1. Promote work-life balance and family-core values
2. Facilitate communication between associates and their family members
3. Provide a platform of “Happy Together”
4. Tool for business sustainability and bigger success



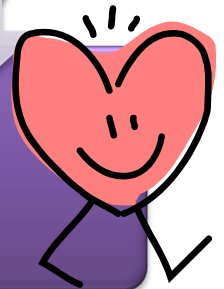
Beliefs & Approach

We Believe

Caring Employer
leads to Happy & Satisfied Associates
(Employees)

Happy & Satisfied Associates
lead to Loyal Customers

Loyal Customers
lead to Business Sustainability



We Adopt

Family Friendly Approach

in providing proactive caring initiatives

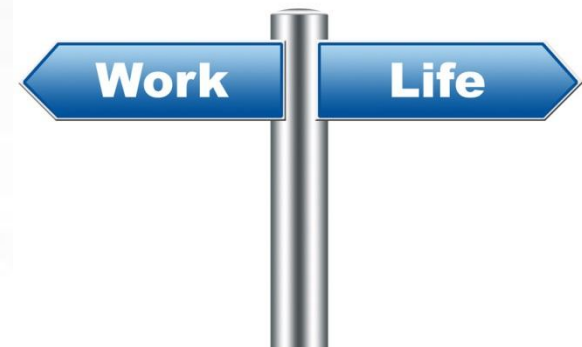


富安集團有限公司
RICHFORM HOLDINGS LTD.

A Family Friendly Approach

- It is defined as any program/policy design for employees to balance family and work more easily, and to fulfill both their family and work obligations.

(Source: Department of Economics, The University of York)



Rational Choice Perspective

- Benefits of adopting family friendly policies far exceed the spending required.
(Business improvement ; Loyalty of clients & associates)
- Enable employees to balance their works and lives.
- Enable employers to easily recruit and retain valuable employees.
- Enhance performance and efficiency.

Spending

NOT

Costs

BUT

Investment



Current Proactive Caring Initiatives

Self-Development

- Examination Leave
- Training Allowance
- Volunteer Service Team
- Voluntary Work Paid Leave
- Reading Corner



Associate-Caring

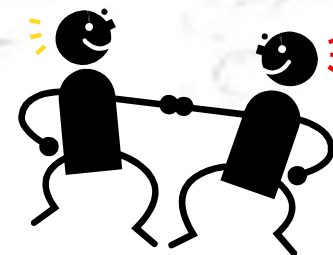
- Five-days-work
- Flexible Working Hours
- Non OT Working Pattern
- One-day-one-fruit
- Quarterly Massage Service
- Chinese Herbal/ Diet Therapy
- Extension of Lunch Hour for Relaxation



Family-Friendly Practices

- Parent Gratitude Allowance
- Flexible Birthday Leave & Birthday Laisee
- Paternity Leave
- Summer Job for Associates' Children
- Quarterly Activities and Annual Outing





Sharing by Associates



Outcome

- Relief of stress and anxiety from both work and family lives
- Establishment of team spirit and loyalty
- Talent retaining
- Business growth and sustainability



Output for 2011

Customer Value

- Filter replacement rate > 90%
- Repeated business & customer referral rate 30% ↑



Efficiency

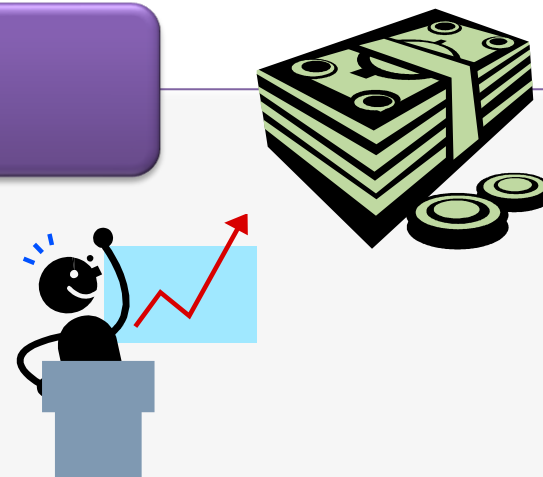
- Business turnover 30% ↑
Vs Total expenses 10% ↑



Output for 2011

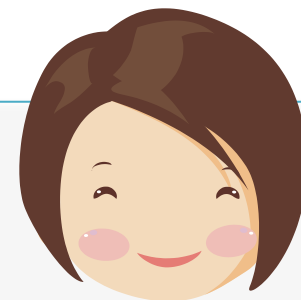
Finance

- 30% growth rate of business turnover
- Gross profit 20%↑



Human Resources

- Happy & Satisfied associates
- Turnover rate $\leq 5\%$
- 20% workforce with service of over 10 yrs



Project Sustainability

Setting up a Task Force



Core Element of
Corporate
Culture

Responsibility/
Involvement of
Everybody

Win-Win
Approach for
Sustainable
Development

Tool for Greater
Success

Task Force
chaired by
CEO

Plan

Execute

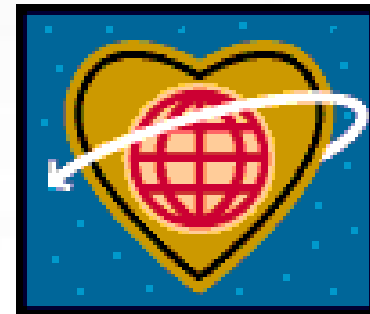
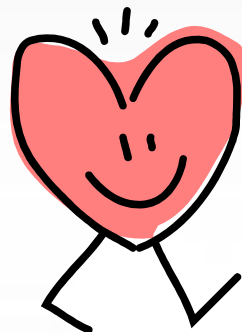
Monitor



Applicability of project in different cultural context

- Every person needs love and care regardless of their race and culture.
- Family friendly practices can be incorporated with local culture and traditions when applying in different countries and different companies

We all need work-life balance!!!!



Partnering and Skills/Knowledge transfer to NGOs

Co-organize family friendly projects with NGOs

- Sharing sessions conducted by the Hong Kong Council of Social Service (HKCSS).
- Participating in Family Friendly Employer Award organized by the Hong Kong Family Council.



Partnering and Skills/Knowledge transfer to counterparts in Hong Kong

Sharing knowledge to organizations & SMEs

1. **Sharing Session (2012)**, “Launching Ceremony of Hong Kong SME Business Sustainability Index” by the Hong Kong Polytechnic University.
2. **Management Case Study(2012)**, by Asia Case Research Centre, The University of Hong Kong.
3. **CSR Workshops for SMES (2011-2012)**, by the Trade and Industry Department, HKSAR government.
4. **Newspaper Articles and Television Interviews**

Readiness of the project to transfer

- There are about 300,000 SMEs in Hong Kong.
(over 98% of the total business units are SMEs)
- They provide job opportunities to over 1.2 million persons. (about 48% of total employment)
- The effect of one SME is limited, but the combined effects are unlimited.
- The success of the project **DOES** trigger a ripple effect

**We are Ready !
Are you Ready ?**





We Serve With Pride and Care



Products

Clients

Services

Associates

Associates

Suppliers and distributors

Company

Community



SPECIAL AWARD for SMEs



Thank you

