

HKMA Annual Total Quality Forum

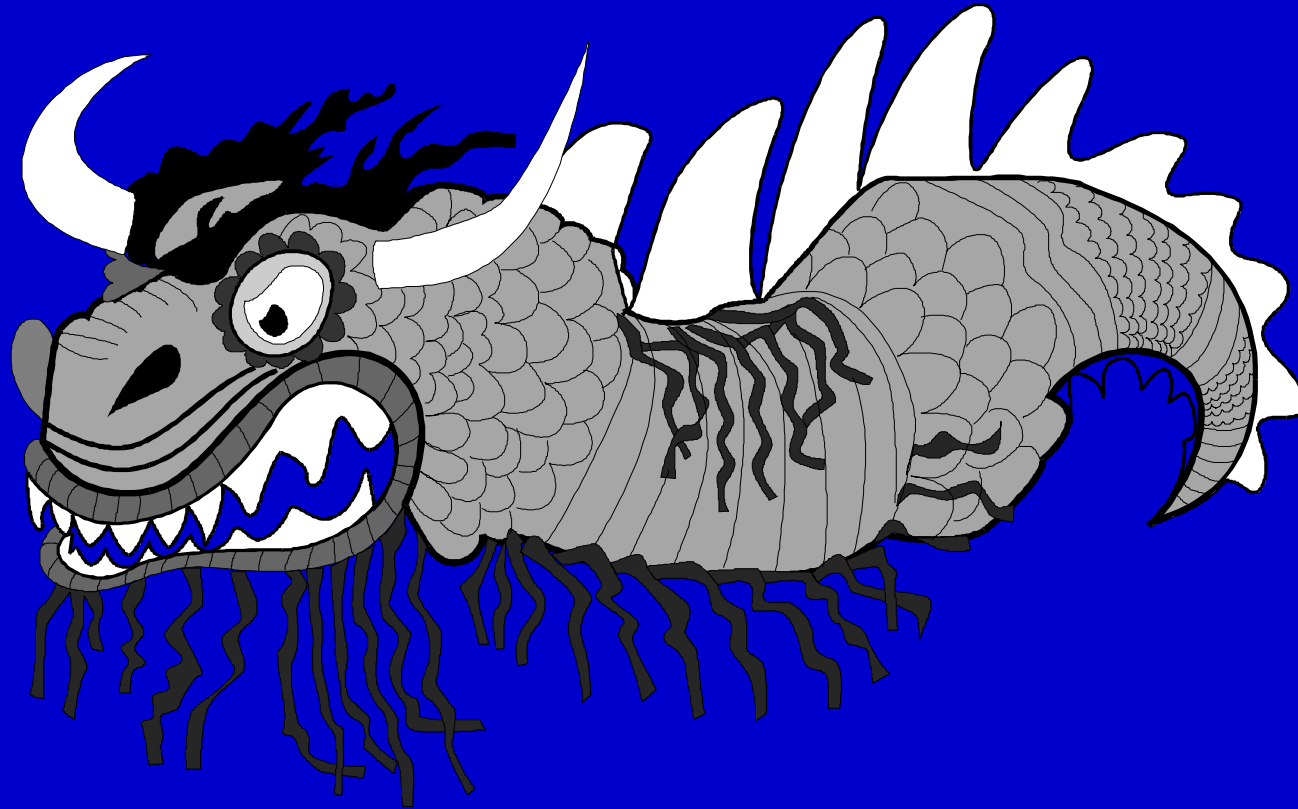
Dinner

15 August 2000

Andrew Brent
Marketing Director



A Total Quality Organisation.....



..... and How To Become One

Becoming a Total Quality Organisation



It's All Down To You !

The PARKnSHOP Total Quality Tool Kit



..... every employee should have one !

What Is A 'Total Quality Organisation' ?

An organisation in which it is both stimulating and rewarding for the employees to work in a way that ensures the organisation meets its customers' needs better than its competitors

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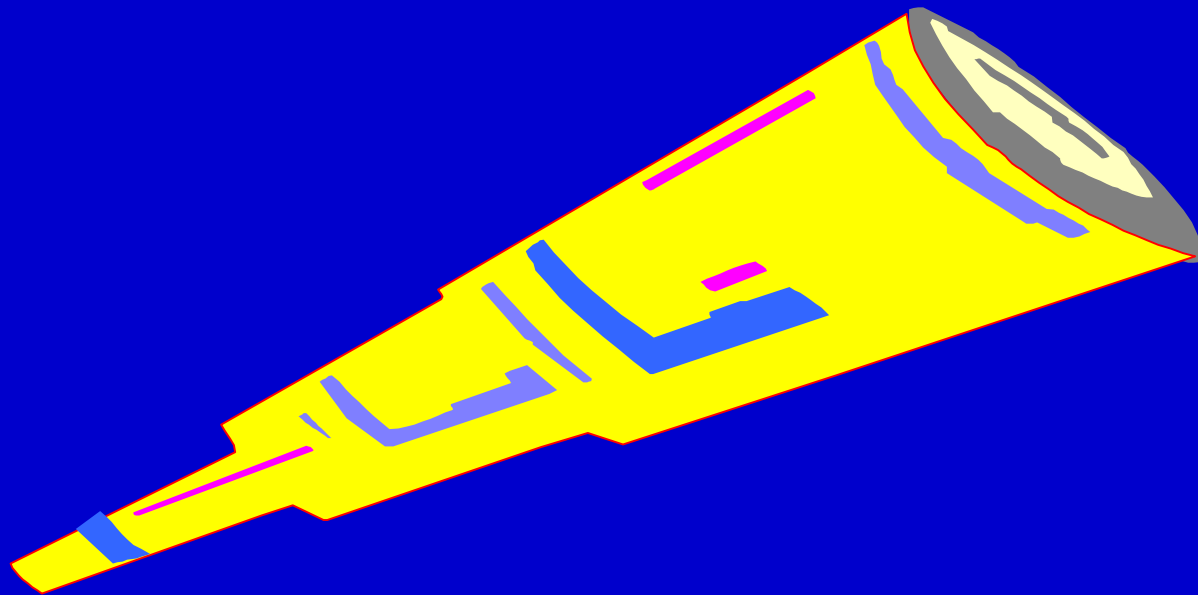
The PARKnSHOP Total Quality Tool Kit



..... everything you need to create a
Total Quality Organisation !

The Total Quality Tool Kit

Item #1 : A Telescope



- For clear Corporate Vision

PARKnSHOP Mission

“To Become The Family’s First
Choice For Food Shopping”

PARKnSHOP Mission

“To Become **The Family's** First
Choice For Food Shopping”

PARKnSHOP Mission

“To Become The Family's **First Choice** For Food Shopping”

PARKnSHOP Mission

“To Become The Family’s First
Choice For **Food Shopping**”

Mission Statement

```
graph TD; MS[Mission Statement] --> V[Value]; MS --> Q[Quality]; MS --> C[Choice]; MS --> S[Service]; V --> G1[Goal]; V --> G2[Goal]; V --> G3[Goal]; V --> G4[Goal];
```

Value

Quality

Choice

Service

Goal

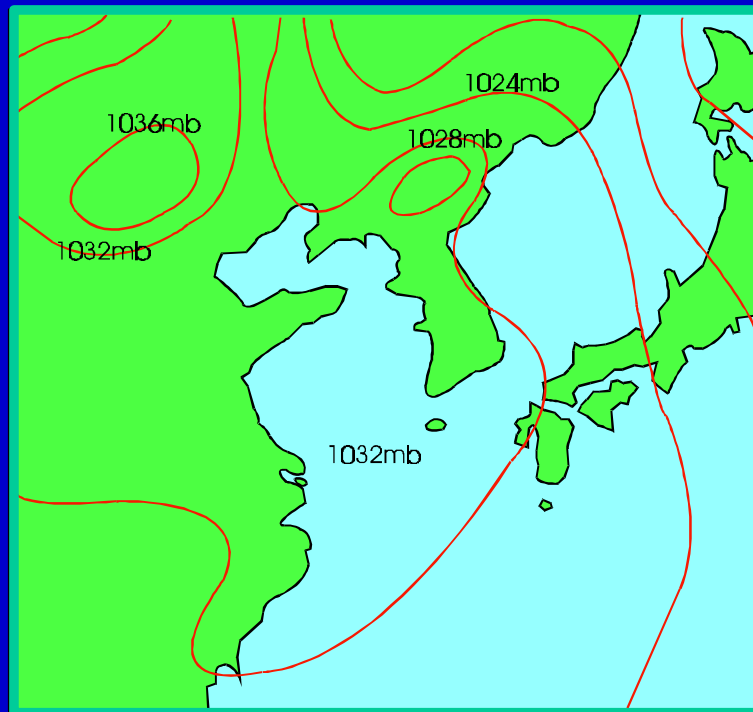
Goal

Goal

Goal

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Item #2 : A Map



- To ensure everyone is moving in the right direction



Critical Success Factors

```
graph TD; A[Critical Success Factors] --> B[Presentations]; A --> C[Presentations]; B --> D[Stores]; B --> E[Stores]; B --> F[Stores];
```

The diagram is a flowchart on a blue background. At the top is a box labeled 'Critical Success Factors'. Two arrows point down from this box to two separate boxes labeled 'Presentations'. From the left 'Presentations' box, a vertical line descends and then branches into three horizontal lines, each leading to a box labeled 'Stores'.

Presentations

Presentations

Stores

Stores

Stores

PARKnSHOP Corporate Strategies

8 Critical Success Factors

**Plans
Cascaded
Down**

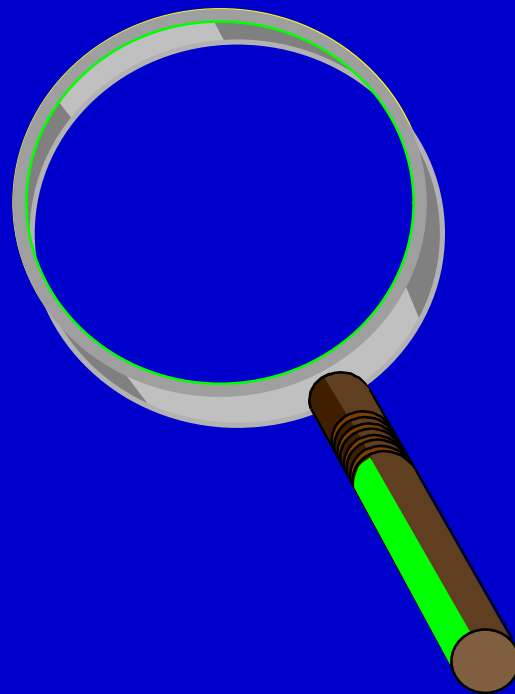
**Learning and
Refinements
Cascaded Up**

PARKnSHOP Organisation

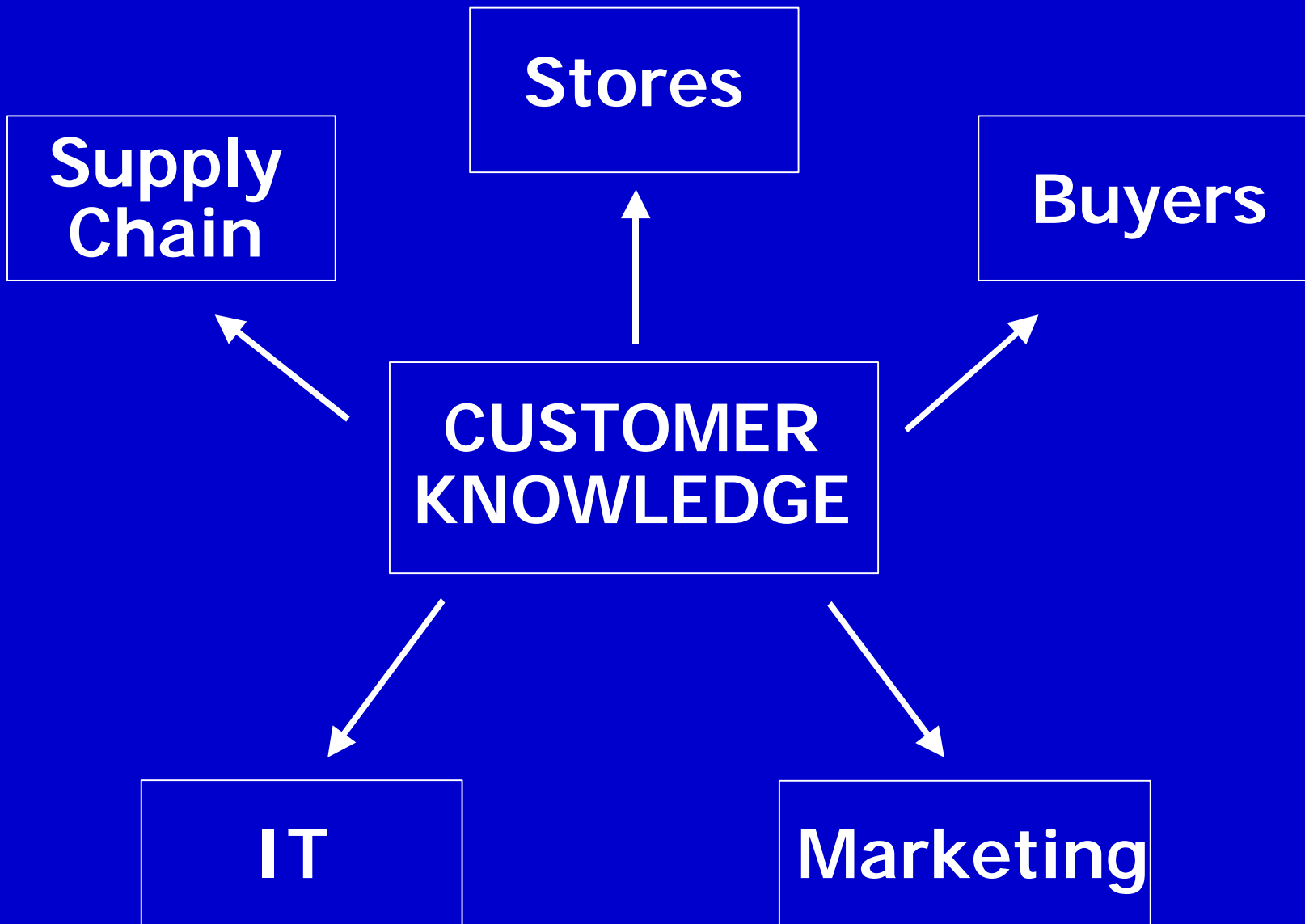


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Item #3 : A Magnifying Glass



- For close study of our customers



The Value of Good Customer Data

Good Customer Data



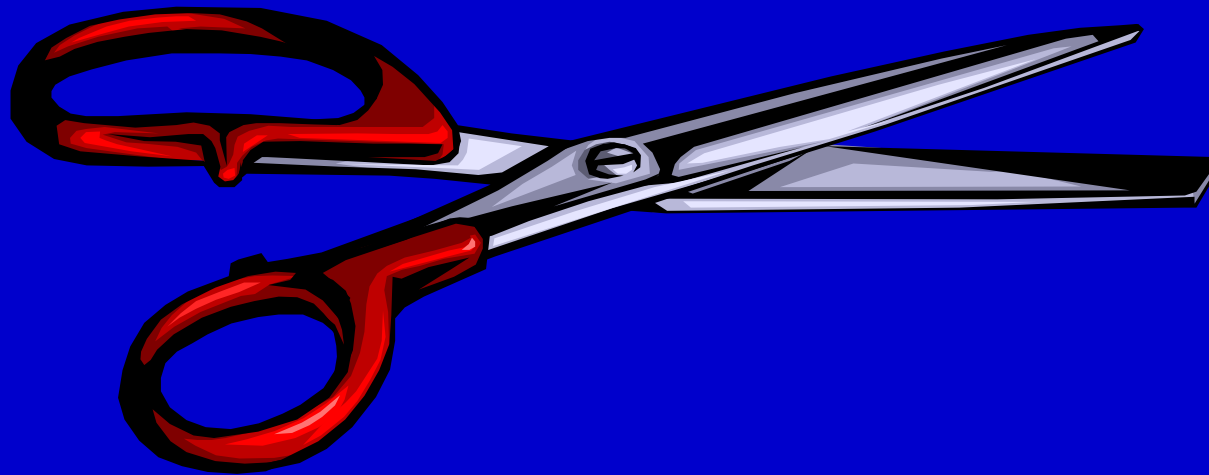
Better Decision-Making



Empowered Employees

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Item #4 : Scissors



- To cut away layers of your organisation

Flat
Organisations :

GOOD !

Multi-Layered
Organisations :

BAD !

Flat Organisations.....

- * get senior managers close to nuts and bolts
- * get junior managers involved in strategy
- * facilitate teamwork and cut down politics
- * get everyone closer to the customers

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Item #5 : A Calculator



- To encourage data-based business management

You Need Data On

- Sales
- Market Share
- Costs
- Profit
- Customers
- Competitors

Good Data.....

..... The Common Currency of
Good Decision-Making

PARKnSHOP Dynamic Scorecard

- Latest data
- Key Performance Indicators
- Enables Immediate Decision-Making and Action

PARKnSHOP Dynamic Scorecard

- Cuts down debate
- Speeds decision-making
- Makes us faster and more flexible

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Item #6 : Money !!

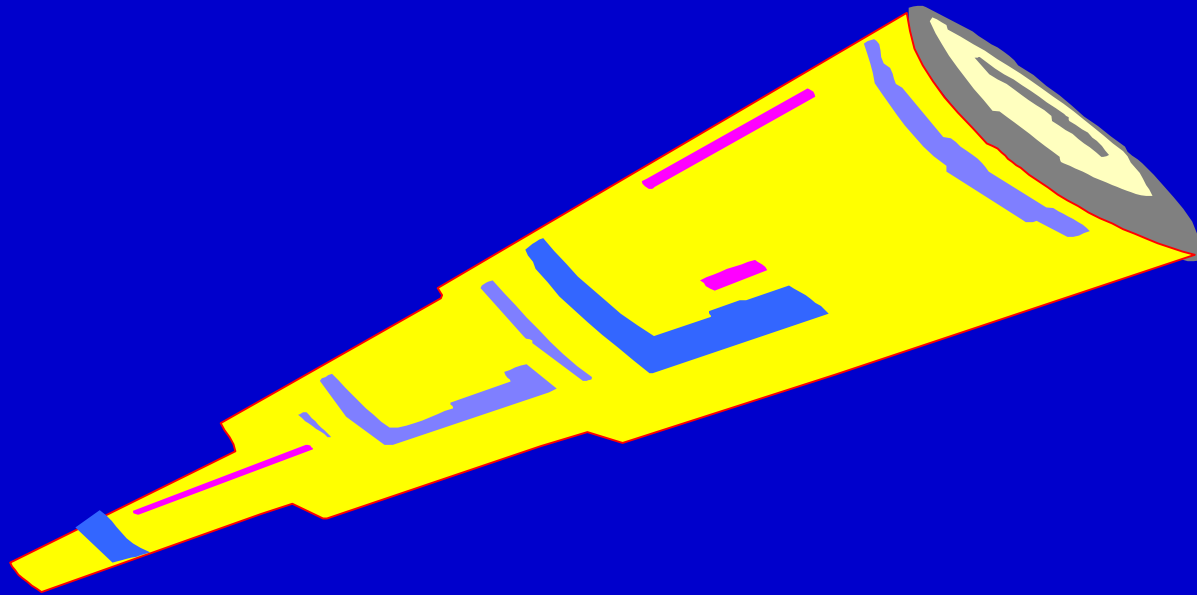


- To motivate and reward employees for Quality Management practices

The Total Quality Organisation

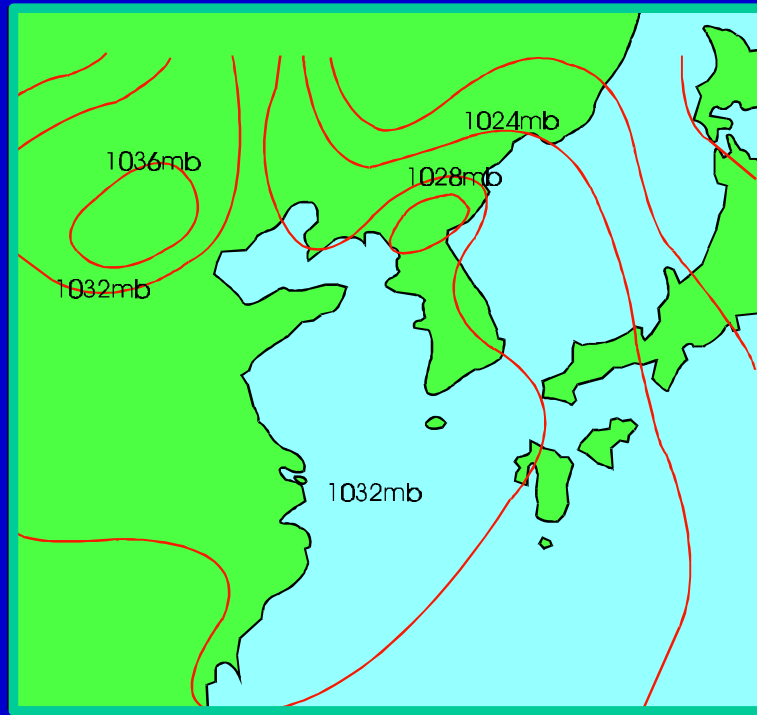
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The Total Quality Tool Kit



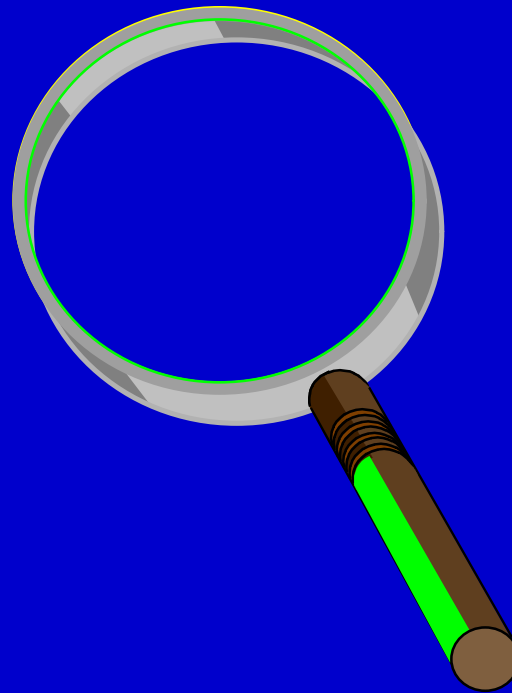
- For clear Corporate Vision

The Total Quality Tool Kit



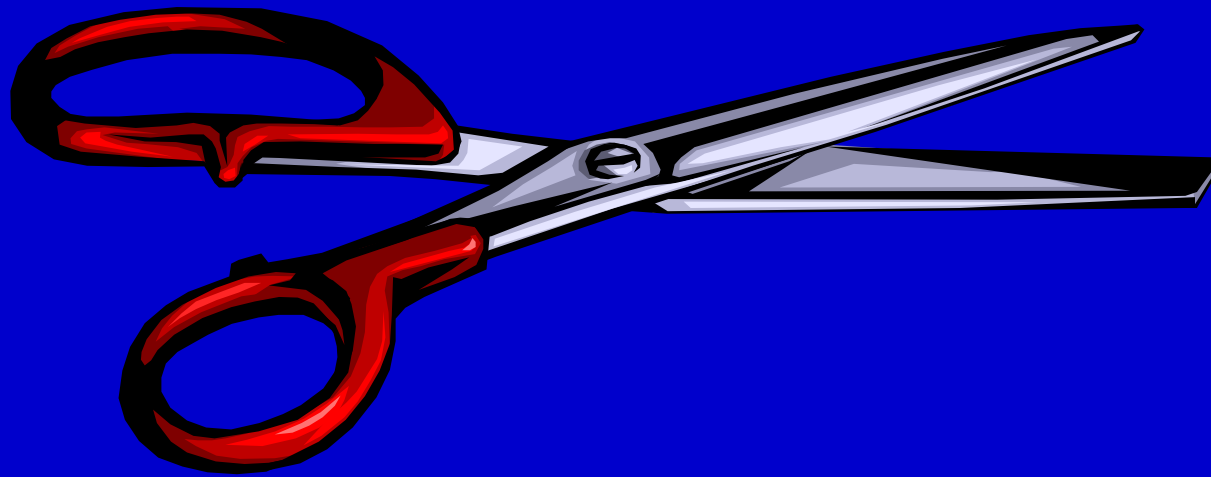
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The Total Quality Tool Kit



- For close study of our customers

The Total Quality Tool Kit



- To cut away layers of your organisation

The Total Quality Tool Kit



- To encourage data-based business management

The Total Quality Tool Kit



- To motivate and reward employees for Quality Management practices

The Total Quality Tool Kit



Yours for \$99.90

$$750,000 \times \$99.90 = \$ \$ \$ \$$$

THANK YOU