

# Lion Today

VOL. 26 NO. 1 JANUARY / FEBRUARY 2014 FOR INTERNAL CIRCULATION ONLY [www.lion.com.my](http://www.lion.com.my)

## NEW YEAR CELEBRATIONS IN AID OF CHARITY



Lion-Parkson Foundation Scholars' Programme

- ▶ Opening Of Parkson Cantavil & Centro
- ▶ Group Senior Managers Meeting
- ▶ Directors' Training On Risk Management
- ▶ Hi-Rev Appreciation Dinners



# NEW YEAR CELEBRATIONS

## 2014 CNY CALLIGRAPHY CHARITY SALE



Chong Hua Klang at Parkson Subang Parade & Klang Parade.



Chong Hwa KL at Parkson 1 Utama, Festival City & Selayang Mall.



Pin Hwa at Parkson Setia City Mall.



Kuen Cheng at Parkson Sungai Wang & Sunway Pyramid.



Confucian at Parkson Pavilion & OUG Plaza.



Tsun Jin at Parkson KLCC.

## MAHKOTA HOTEL BRINGS HAPPINESS



- ▶ Ms Anny Lim (left) and Ms Jacinta Quek (right) presenting the mock-check to Mr Ibrahim Roy.
- ▶ Cik Anny Lim (kiri) dan Cik Jacinta Quek (kanan) menyerahkan replika cek kepada Encik Ibrahim Roy.



- ▶ Some of the residents of Happiness Centre.
- ▶ Antara penghuni Pusat Happiness.

## KL FESTIVAL CITY FETES SENIOR CITIZENS



- ▶ KL Festival City management and staff with the senior citizens after their shopping spree.
- ▶ Pengurusan KL Festival City dan kakitangan dengan warga emas selepas membeli-belah.



- ▶ Tossing 'yee sang' for a prosperous year ahead.
- ▶ Menggaul 'yee sang' untuk satu tahun yang harmoni.

## 2014 CNY CALLIGRAPHY CHARITY SALE

The 2014 Chinese New Year Calligraphy Charity Sale was organized by Lion-Parkson Foundation, Parkson Corporation Sdn Bhd and six independent schools in Klang Valley namely Confucian Private Secondary School, Kuen Cheng High School, Chong Hwa Independent High School (KL), Tsun Jin High School, Pin Hua High School and Chung Hua Independent High School (Klang) over 3 weekends; on 11 & 12, 18 & 19, and 25 & 26 January 2014.

The students from the schools demonstrated their calligraphy skills and entertained shoppers with Chinese orchestra performances at 11 participating Parkson stores in Klang Valley namely Pavilion KL, Suria KLCC, KL Festival City Mall, OUG Shopping Centre, Selayang Mall, Subang Parade, Sunway Pyramid, 1 Utama Shopping Centre, Sungai Wang, Klang Parade and Setia City Mall. The charity sale was organised to raise funds for needy students in these schools.

## MAHKOTA HOTEL BRINGS HAPPINESS

Mahkota Hotel Melaka presented RM2,500 which was collected from the generosity of its guests in 2013, to Happiness Centre (Pusat Kanak-Kanak Terencat Akal Bahagia) on 15 January 2014.

Mahkota's Assistant Sales Manager, Ms Anny Lim and Assistant Marcom Manager, Ms Jacinta Quek, presented the donation to the centre's Founder, Mr Ibrahim Roy.

Happiness Centre, located at Klebang Kecil has 33 special needs inmates, aged from 2 to 40 years old under its care.

## KL FESTIVAL CITY FETES SENIOR CITIZENS

KL Festival City Mall spread the Lunar New Year cheer and shared the festive joy with 27 senior citizens from Sri Jayanthi Metta Care Centre and Upekkha Welfare Compassionate Home on 16 January 2014.

They were taken on a shopping spree in Econsave supermart where everyone took the opportunity to pick out things they wanted including those that caught their fancy.

The guests were also treated to Chinese New Year cultural performances, followed by the serving of yee sang sponsored by Sakae Sushi and light refreshments at Daily Kopitiam.

This is the third year that KL Festival City Mall is sharing the joy of all major Malaysian festivals with those who are less privileged from the surrounding areas.

## JUALAN AMAL KALIGRAFI 2014

Jualan Amal Kaligrafi 2014 sempena Tahun Baru Cina dianjurkan Yayasan Lion-Parkson, Parkson Corporation Sdn Bhd dan enam sekolah bebas di Lembah Klang iaitu Sekolah Menengah Persendirian Confucian, Sekolah Tinggi Kuen Cheng, Sekolah Tinggi (Bebas) Chong Hwa (KL), Sekolah Tinggi Tsun Jin, Sekolah Tinggi Pin Hua dan Sekolah Tinggi (Bebas) Chung Hua (Klang) berlangsung selama tiga hujung minggu pada 11 & 12, 18 & 19, dan 25 & 26 Januari 2014.

Para pelajar dari sekolah-sekolah tersebut mempamerkan kecekapan seni kaligrafi mereka dan menghiburkan para pengunjung di 11 gedung beli-belah Parkson yang mengambil bahagian di Lembah Klang iaitu Pavilion KL, Suria KLCC, KL Festival City Mall, OUG Shopping Centre, Selayang Mall, Subang Parade, Sunway Pyramid, 1 Utama Shopping Centre, Sungai Wang, Parade Klang dan Setia City Mall dengan persembahan orkestra Cina. Jualan amal ini dianjurkan bagi mengumpul dana untuk membantu para pelajar yang memerlukan di sekolah-sekolah berkenaan.



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## EDITOR'S MESSAGE

Year 2014 was ushered in with a myriad of celebrations everywhere; followed by the dawning of the Lunar Year of the Horse. As customary, many of our companies organised festive get-togethers to foster better relations amongst their employees, with some also sharing the festive spirit with the underprivileged.

The new year also sees our annual Senior Managers Meeting for the Group's divisions and operations locally and overseas to review their performance and targets in order to stay ahead in the ever competitive business environment. The new Shopping Mall and Branding teams presented their respective strategies and plans for the development of malls in the region and China, and having a Brand agency with a unique brand mix that will be a trendsetter and create differentiation in the markets we are in.

At the company level, Amsteel Mills Sdn Bhd organised a New Year Resolution meeting for everyone to reaffirm their commitment to work as a team and the need for timely delivery in achieving the company's objectives for 2014, which will be the same expectations for all the other companies in our Group.

As usual, we are featuring the activities that have taken place at our operating companies and Head Office in the following pages. Happy reading.

## UTUSAN PENGARANG

Tahun 2014 disambut meriah dengan pelbagai acara diadakan di segenap pelosok; diikuti pula dengan sambutan Tahun Kuda, Tahun Baru Lunar. Seperti biasa, syarikat-syarikat kita menganjurkan pelbagai acara untuk memupuk hubungan yang lebih baik di kalangan warga kerja mereka, manakala ada juga syarikat yang meraikan sambutan tahun baru dengan golongan kurang bernasib baik.

Mesyuarat Pengurus Kanan turut diadakan pada setiap tahun baru di mana kesemua bahagian dan operasi Kumpulan di dalam dan luar negara berkumpul untuk mengkaji prestasi dan menetapkan sasaran untuk terus maju terutamanya dalam menghadapi persaingan dalam persekitaran perniagaan yang sentiasa sengit. Pasukan Kompleks Beli-belah dan Penjenamaan turut membentangkan strategi dan perancangan mereka untuk membangunkan pusat membeli-belah di rantau ini dan juga di China, dah juga memiliki agensi Penjenamaan dengan campuran jenama unik yang bakal menjadi tren dan membezakan kita dengan yang lain di pasaran.

Di peringkat syarikat, Amsteel Mills Sdn Bhd menganjurkan mesyuarat resolusi tahun baru bagi warga kerjanya menekankan komitmen mereka untuk bekerja sebagai satu pasukan dan memastikan penghantaran tepat pada masa demi mencapai objektif yang ditetapkan oleh syarikat bagi tahun 2014. Pastinya komitmen ini turut diharapkan oleh syarikat-syarikat lain di dalam Kumpulan.

Seperti biasa, kami memaparkan aktiviti-aktiviti yang telah berlangsung di syarikat-syarikat operasi dan Ibu Pejabat dalam isu ini. Selamat membaca.

## 2014 “千联牵心” 书画暨春联义卖展

在过去的3个星期里，即2014年1月11 & 12日、18 & 19日和25 & 26日，金狮百盛基金、百盛机构有限公司与雪隆区六间华文独立中学（尊孔独中、坤成中学、吉隆坡中华独中、循人中学、滨华中学及巴生中华独中），在参与的百盛商店内联办“千联牵心”书画暨春联义卖展，所筹获的款项将捐助上述独中的清寒学生。

来自上述学校的学生，在雪隆区11间参与的百盛商店内展现书法和华乐演奏，娱乐消费者。11间选定的百盛商店包括吉隆坡柏威年广场、阳光广场、百乐广场、OUG购物中心、士拉央广场、梳邦百利购物中心、双威金字塔广场、万达广场、金河广场、巴生百利广场和实达城购物广场。此义卖展的目的是为了筹款，帮助上述学校内的清寒学生。

# USHERING IN THE YEAR OF THE HORSE

The Steel Division companies celebrated the Lunar New Year with energetic and colourful lion dance performances at their premises in Banting, Klang, Shah Alam and Pasir Gudang. The lion dance troupes entertained everyone with their thrilling performances comprising both acrobatic and traditional elements, before entering the offices to usher in good fortune.



**Amsteel Banting** : Vice President - Operations (Banting), Mr David Wayne Durnovich; GM - Works, Mr Pong Chung Kuan (5<sup>th</sup> & 6<sup>th</sup> from right respectively) and staff with the 'lions'.



**Megasteel** : Employees are mesmerised by the thrilling performance.



**Antara Steel Mills** : Executive Director, Mr Eric Cheng (right) and General Manager, Encik Rahmat Ibrahim (left) led Antara's kompang group in a rousing welcome for the 'lions'.



**Bright Steel Group** : General Manager, Mr Leslie Soo and Deputy General Manager, Mr Yoshihiro Ito joined employees to welcome the lion dance troupe at their premises.



**Amsteel Klang** organised a Lunar New Year party on 10 February 2014 where employees were treated to sumptuous food and enjoyed themselves in the games organised.





## HAPPENINGS @ AMSTEEL NEW YEAR RESOLUTION

Amsteel Klang's Heads of Department presented their department's plans for 2014 at the company's New Year Resolution meeting on 22 January 2014.

The annual meeting was held to enable the department heads to keep their staff informed, engaged and in sync with the company's business goals.



► In high spirits and all ready to give their best.  
► Bersemangat dan bersedia untuk memberi yang terbaik.



### TALK ON WILL WRITING

On 20 February 2014, Amsteel Klang organized a talk for its staff entitled "The Importance of Writing A Will" by Rockwills Corporation Sdn Bhd which among others touched on Distribution Act 1958, how to avoid assets being frozen and what can supersede a will.

## MICARES MOBILE APPLICATION ROADSHOW

Metronic iCares Sdn Bhd (MiCares) organised a roadshow to introduce the MyMed mobile application to Amsteel Klang's & Amsteel Banting's employees recently.

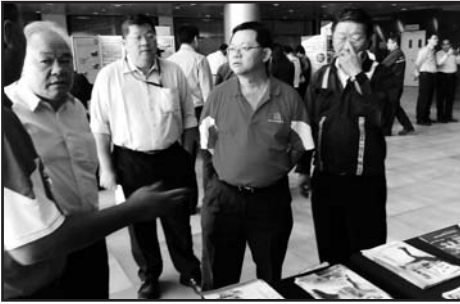
The new mobile application conveniently allows staff to view and search for updated panel clinics, view utilization of claim, request Guarantee Letter (GL) for admission/outpatient specialist treatment and provide notification for GL issuance and status.



► MiCares representatives briefing on the mobile application to Amsteel Klang's (left photo) and Amsteel Banting's (right photo) employees.  
► Wakil MiCares memberi taklimat tentang aplikasi mudah alih kepada warga kerja Amsteel Klang (gambar kiri) dan Amsteel Banting (gambar kanan).

# MEGASTEEL'S DIARY

## SHE CAMPAIGN



► Megasteel Director, Mr Paul Chan (2<sup>nd</sup> from left) visiting one of the exhibition booths.

► Pengarah Megasteel, Encik Paul Chan melawat salah satu booth pameran.



► Employees giving their full support to the campaign.

► Sokongan padu daripada warga kerja untuk kempen keselamatan.

Megasteel Sdn Bhd's Safety, Health & Environment (SHE) Department organised 'SHE Campaign 2014' to instill awareness on the importance of safety at the workplace on 18 and 19 February 2014.

Among the activities during the two-day campaign were safety exhibition, fire fighting and first aid competitions, health screening, blood donation, quizzes and contests.



► Participants of fire fighting and first aid competitions in action.

► Para peserta pertandingan memadam api dan kecemasan beraksi.



► Staff queuing for the health screening.

► Para pekerja menanti untuk saringan kesihatan.

## TRAINING ON PRESENTATION SKILLS

13 Megasteel's employees attended a 2-day workshop on "Present With I.M.P.A.C.T" on 11 and 12 February 2014 to enhance their presentation skills. Conducted by Ms Sharon Ng from CeDR Corporate Training Consulting, the participants were exposed to strategies in overcoming nervousness and ways to capture the audience's attention.



## MANAGING DEBTS EFFECTIVELY



Megasteel organised a half day talk entitled "POWER! Managing Your Debts Effectively" to promote financial wellness to employees based in Lion Steel Complex on 25 February 2014.

320 employees turned up for the talk by Agensi Kaunseling and Pengurusan Kredit (AKPK) Manager - Financial Education Department, Ms Nirmala Supramaniam.



# ACTIVITIES @ ANTARA STEEL MILLS



► Encik Rahmat Ibrahim (left) and management staff welcoming the visitors.  
 ► Encik Rahmat Ibrahim (kiri) dan pihak pengurusan Antara mengalu-alukan para pelawat.

## VISIT BY TNB

Antara Steel Mills welcomed Tenaga Nasional Berhad managers and engineers who visited the plant on 23 January 2014, and were briefed on the company's operations and products by Encik Firdaus from CEW Department.

## TRAINING PROGRAMMES

### ISO 9001: 2008



In compliance with ISO 9001 requirements, Dr Hasbullah from Anugerah HRM Consulting conducted a two-day training on ISO 9001: 2008 Internal Quality Audit for 23 executives on 12 and 13 February 2014 to expose them to the application of ISO 9001 requirements at the workplace.

## FORKLIFT

On 19 and 20 Feb 2014, the Training & Development Section with the collaboration of Johor Skills Development Centre (Puspatri) organised a training session for Antara's forklift operators to enhance their competency and compliance to the safety aspects in operating the equipment.



## 5S HOUSEKEEPING



To ensure continuous implementation of good housekeeping practices, 28 5S committee members attended a two-day training on "Implementing 5S Housekeeping" conducted by CeDR Corporate Consulting on 26 and 27 February 2014.



## POSIM PRODUCT BRIEFING

Posim Petroleum Marketing Sdn Bhd (PPM) Manager - Product & Technical Services, Ms Karen Yian May Leng conducted a briefing cum training on PPM's products for Antara's staff on 10 January 2014.

► Ms Karen Yian (4<sup>th</sup> from left) briefing on POSIM's products.  
 ► Cik Karen Yian (4 dari kiri) memberi taklimat produk.



# LION TOOLING UPDATES

## VISIT BY IKBN



► Mr Ng Beng Huat (right) providing feedback to the IKBN team.  
 ► *Encik Ng Beng Huat (kanan) memberi maklumbalas kepada pasukan IKBN.*



► Encik Abdul Hamid (right) sharing his working experience in Lion Tooling with the visitors.  
 ► *Encik Abdul Hamid (kanan) berkongsi pengalaman kerja di Lion Tooling dengan para pelawat.*

Officials from Institut Kemahiran Belia Negara (IKBN) Sepang and its consultant, McKinsey & Company Inc (Malaysia) visited Lion Tooling on 16 January 2014 to gather feedback on the performance of IKBN's graduates who are employed by the company.

They were taken on a plant tour by Assistant Manager, Mr Ng Beng Huat who spoke on his experience in hiring IKBN graduates and gave suggestions on how IKBN can enhance its students' competency and competitiveness. Former IKBN student, Encik Abdul Hamid shared his working experience in Lion Tooling with the visitors.

## APPRECIATION LUNCHEON

On 9 January 2014, Lion Tooling Sdn Bhd organised a lunch gathering in appreciation of its employees for their dedication and efforts in helping the company meet its targets and recorded better performance last year.



► Lion Tooling management headed by Mr Tan Kim Tiam (extreme right) and staff at the appreciation lunch.  
 ► *Pengurusan Lion Tooling diketuai oleh Encik Tan Kim Tiam (kanan sekali) dan kakitangan di majlis makan tengah hari.*

## CHINA PROPERTY ACTIVITIES



Changshu Lion Enterprise Co. Ltd., organised its 2013 Gala Dinner on 17 January 2014. China Property Division's Chief Executive Officer, Mr Chi Yao Geng (2<sup>nd</sup> from left), Chief Financial Officer, Mr Ng Chieng Ee (extreme right) and the staff enjoyed themselves in a karaoke session.



Changshu Lion's management presented a donation of RMB6,800 to an employee who was admitted to hospital.



Qingdao Rosemount Investment Co. Ltd., organised a 2014 Work Conference, which was attended by Mr Chi Yao Geng (middle left) and Mr Ng Chieng Ee (middle right).

# HI-REV APPRECIATION DINNERS



- ▶ PPM Executive Director, Mr Ngan Yow Chong (2<sup>nd</sup> from right) leading the toast for a better year ahead.
- ▶ Pangarah Eksekutif PPM, Encik Ngan Yow Chong (2 dari kanan) mengetuai acara minum untuk tahun yang lebih baik.

Posim Petroleum Marketing Sdn Bhd (PPM) celebrated the Lunar New Year with a series of appreciation dinners for dealers nationwide.

The first dinner was held at Sungei Way in Petaling Jaya on 5 January 2014 where more than 1,000 dealers were feted to good food and entertainment by popular artistes rendering popular and evergreen Lunar New Year songs, dances and games. Lucky dealers walked away with attractive prizes from the lucky draw.

Similar dinners were also held in Melaka, Johor Bahru, Alor Setar, Penang, Bukit Mertajam, Ipoh, Kota Bahru, Kuala Terengganu, Kuantan and the Klang Valley in recognition of the support and hard work by all the dealers to build the Hi-Rev brand into one of the leading lubricants in the country.

Full turnout by dealers at the dinners held at:



Sungei Way



Penang



Kuala Lumpur



Kota Bahru



Johor Bahru





# NEW YEAR CELEBRATION AT SECOM



In ushering in the Year of the Horse, Secom (M) Sdn Bhd management and employees in its Headquarters had a lion dance performance and Lunar New Year luncheon on 11 February 2014.

► From left: Mr Kenji Ishida, Mr Frankie Chai (centre), Mr Hiroshi Ishikawa (2<sup>nd</sup> right) and Mr Naoto Honda (right) tossing 'yee sang' with Area Leaders.

► Dari kiri: Encik Kenji Ishida, Encik Frankie Chai (tengah), Encik Hiroshi Ishikawa (2 dari kanan) dan Encik Naoto Honda (kanan) menggaal 'yee sang' bersama Ketua Kawasan.

The event was attended by three guests from Secom Japan; Mr Hiroshi Ishikawa, Mr Hitoshi Wada and Mr Naoto Honda; and Operations Area Leaders who were here for a meeting. They joined in the celebration with Director/Advisor, Mr Frankie Chai; General Manager, Mr Kenji Ishida, and staff by tossing 'yee sang' and watching the energetic lion dance performance.

## BADMINTON TOURNAMENT

The badminton tournament organised by Secom's Sports and Recreation Club on 25 January 2014 saw the participation of 74 people.

In the male category, doubles Firman and Hasan emerged champion while Saifudin & Mahadi, and Zuhailley & Hishamuddin came in second and third respectively. Atiqah & Yani

clinched the first place in the female category followed by Hamidah & Azizah in second spot.



► Warming-up before the tournament.  
► Memanaskan badan sebelum pertandingan.



► Winners in the Male and Female category respectively.  
► Para pemenang dalam kategori lelaki dan wanita.



## CAREER FAIR

Secom participated in the career fair organised by Selangor State Investment Centre (SSIC) at Stadium Tertutup Kuala Selangor on 8 February 2014. The company received many applications for the positions available such as technician, site supervisor, account supervisor, IT executive/coordinator, controller and security/security supervisor.



# LPF SCHOLARS' PROGRAMME

The Group's training arm, CeDR Corporate Consulting organised a Learning Session from 21 to 24 January 2014 for the 2012/2013 Lion-Parkson Foundation (LPF) scholars.

The 2013 scholars attended a two-day orientation programme where they were given insights into the Group's businesses and taken on site visits to Parkson, Amsteel Mills Klang and Secom; followed by another two-day programme on management modules with the 2012 batch joining in.

LPF Trustee, Dr Chua Siew Kiat in his speech at the closing ceremony, advised the scholars to participate in the social and recreational activities organised by their faculty or university or community, as these activities will enhance their communication, leadership and people management skills and team spirit. He also reminded them to be mindful of what they write or publish, and the pictures they post on social media as what goes online spreads easily.

The scholars found the sessions beneficial as they gained new knowledge and got to know the Group's businesses better.



► Site visits to Secom and Parkson Klang.  
► Lawatan ke Secom dan Parkson Klang.



► The scholars with Lion-Parkson Foundation Trustee, Dr Chua Siew Kiat; CeDR Sr Manager, Mr Kelvin Phuan and Trainer, Puan Siti Sahlah (5<sup>th</sup> 6<sup>th</sup> and 7<sup>th</sup> from right respectively).  
► Para penerima biasiswa dengan Pemegang Amanah Yayasan Lion-Parkson, Dr Chua Siew Kiat; Pengurus Kanan CeDR, Encik Kelvin Phuan dan Jurulatih, Puan Siti Sahlah (masing-masing 5, 6 dan 7 dari kanan).

## NEW YEAR GATHERING AT HQ



► God of Prosperity aka Mr Vasu bringing good fortune to all.  
► Tuhan Kemakmuran aka Encik Vasu membawa tuah kepada semua.



► Hilarious performances and games.  
► Persembahan dan permainan yang menggelikan hati.



The Head Office Social and Recreation Club organised a Lunar New Year bash themed Shanghai Night for employees at the Office Tower on 28 February 2014.

The event kicked off with a speech from Group Executive Director, Tan Sri Albert Cheng followed by a sumptuous buffet spread, games and a dance performance by 'Shanghai Noon Tonite'. Lucky staff walked away with watches, Parkson vouchers and Mahkota Hotel Melaka vouchers in the lucky draw.



► Best dressed: Mr Daniel Chew and Ms Jessie Lee.  
► Pakaian terbaik: Encik Daniel Chew dan Cik Jessie Lee.



# SENIOR MANAGERS MEETINGS



- From left: Parkson Retail Group Sr Advisor, Datuk Alfred Cheng; Group Executive Director, Tan Sri Albert Cheng; Group Executive Chairman, Tan Sri William Cheng and Group Director, Mr CS Tang at the Retail, Branding and Mall Divisions meeting.
- Dari kiri: Parkson Retail Group Penasihat Kanan, Datuk Alfred Cheng; Pengarah Eksekutif Kumpulan, Tan Sri Albert Cheng; Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng dan Pengarah Kumpulan, Encik CS Tang pada mesyuarat Runcit, Penjenamaan dan Bahagian Mall.



- From left: Antara Steel Executive Director, Mr Eric Cheng; Tan Sri William Cheng, Tan Sri Albert Cheng and Mr CS Tang at the meeting for the other divisions and HQ functions.
- Dari kiri: Pengarah Eksekutif Antara Steel, Encik Eric Cheng; Tan Sri William Cheng, Tan Sri Albert Cheng dan Encik CS Tang di mesyuarat untuk Bahagian-bahagian lain dan fungsi-fungsi Ibupejabat.

Senior managers from the Retail, Branding and Mall reviewed their divisions' performance and targets in the new financial year at the Senior Managers Meeting at the Group Head Office on 25 January 2014 followed by the other divisions and HQ functions which had their meeting on 11 February 2014.

Group Executive Chairman, Tan Sri William Cheng; Group Executive Director, Tan Sri Albert Cheng and Group Director, Mr CS Tang were present at the meetings. In his remarks, Tan Sri William Cheng urged everyone to be focused and to instill a sense of urgency given the challenging operating environment. He also urged all the divisions and HQ functions to assist and support each other to derive group synergies and benefits.

## DIRECTORS' TRAINING ON RISK MANAGEMENT

The Group's directors and members of the Risk Management Committee attended a briefing on Compliance & Risk Management initiatives on 16 January 2014. Dr Goh Moh Heng, President of Business Continuity Institute (Singapore / UK) spoke on "Crisis Communications & Handling - Building Resilience & Robustness For Corporate Governance Under Current Sustainability Regime", whilst Director of Forensic Services, Deloitte - Singapore/Malaysia, Mr David Lehmann briefed on "Ethics & Integrity Transformation Strategy and Fraud & Corruption Risk Management".



- Directors and staff listening attentively to the briefing on Compliance and Risk Management.
- Para pengarah dan kakitangan tekun mendengar taklimat mengenai Pematuhan dan Pengurusan Risiko.

**Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.25 No.6) and send your answers to the address on page 3 before the closing date: 20/5/2014. Multiple entries will be disqualified.**

# the GREAT Lion Brain Tease

**Lion Today - Vol. 26 No. 1 January/February 2014**

1. Parkson opened its ..... store under the “Parkson” brand name in Medan, Indonesia.  
a. first    b. second    c. third
2. A delegation from Construction Industry Development Board (CIDB) visited ..... .  
a. Megasteel    b. Amsteel Klang    c. Amsteel Banting
3. Amsteel Banting conducted ..... for employees working in high noise areas in the plant.  
a. Audio Visual Testing    b. Health Screening    c. Audiometric Testing
4. An HR Portal has been launched in ..... .  
a. Megasteel    b. Antara Steel Mills    c. Bright Steel
5. Secom replaced three of its ..... recently.  
a. technical vans    b. response cars    c. tech-support motorcycles
6. Antara Steel Mills participated in a ..... competition held in conjunction with the “I Nak Sihat” campaign.  
a. football    b. fishing    c. tarik tali
7. Our Group has been voted into the top ..... list in Malaysia’s 100 Leading Graduate Employers in 2013.  
a. 10    b. 50    c. 100
8. Posim participated in the Automechanika Fair in ..... to expand its export market.  
a. Shanghai    b. Nanchang    c. Jiangxi
9. Which team emerged champion in the men’s category in the Steel Division Inter-Companies Futsal competition?  
a. Amsteel Klang A    b. Megasteel A    c. Lion DRI A
10. The 2 Parkson outlets in Berjaya Megamall and East Coast Mall participated in the charity project to assist flood victims in ..... .  
a. Perak    b. Pahang    c. Johor

NAME: (Mr / Ms)

TEL. NO.:

COMPANY/DEPT (please state full address):

# CONGRATULATIONS

### Prize winners of the previous Lion Brain Tease:

Jacy Teh, Sathya Malar a/p Velusamy, Mohd Hasrul b  
Yahaya, Chia Yih Miin, Nor Zaini bt Hamzah, Ng Wei Keong,  
Low Yap Loong, Managah a/p Munusamy, Chan Ming  
Chin & Ng Sze Cheng

## Answers to the previous Lion Brain Tease

- |                     |                        |
|---------------------|------------------------|
| 1 - 20              | 6 - Gurney             |
| 2 - Amsteel Banting | 7 - Antara Steel Mills |
| 3 - Bright Steel    | 8 - Human Resources    |
| 4 - Human Resources | 9 - Bowling            |
| 5 - Secom           | 10 - 30                |



# LearningLink.....

Your Link To Learning Ideas & Resources

CeDR Corporate Consulting Sdn Bhd

No. 15, Jalan Pekan Baru 30A/KU 01, Bandar Klang, 41050 Klang, Selangor Darul Ehsan. Tel: 03-33447310 Fax: 03-33447315

## What is the STAR Competency Framework?



### Strategic Competencies

#### Strategic Envisioning

Views issues conceptually from a holistic and longer term perspective; pursues with a clear and focused direction, aligning to business objectives and goals.

#### Business Acumen

Examines scenarios in broad business context; establishes relevance, impacts and implications to evaluate business options in decision making.

#### Customer Centric

Focuses on (internal and external) customers/stakeholders needs, requirements and expectations; manages and sustains long term relationship in delighting customers.

### Lion Group Core Modules for Strategic Competencies

- MCP17 Managers Achieving Results
- ECP17 Growing As A Leader
- SCP12 Leading & Coaching Your Team

Note: Please contact your HR Dept for details of modules.

Our **STAR** Competency Framework identifies and describes the core competencies and associated behaviours we must have to deliver effective performance across Lion Group of companies.

These competencies are well aligned with our Vision, Mission, Core Values and Management Practices.

**STAR** competencies in Lion Group play a key role in our achieving business agility, growing our business and operating effectively in an increasingly challenging and competitive business environment.

The 4 overarching attributes of **STAR** are **Strategic**, **Transformational**, **Achievement** and **Relationships**.

#### Highlight:

The focus of this Learning Link's issue is on 'STRATEGIC'. The main article is on 'STRATEGIC ENVISIONING & BUSINESS ACUMEN IN ACTION...' and the 2<sup>nd</sup> article is on 'Customer Centric'.

# STRATEGIC ENVISIONING & BUSINESS ACUMEN IN ACTION...

(Extracted from: Leadership White Paper, by Catherine J. Rezak, Chairman and Co-founder of Paradigm Learning. A training and communications organization specializing in the design of business games, business simulations and Discovery Maps®.)

A simple overview of business acumen is how a business works and what it takes for the company to make money. It combines financial literacy-the ability to understand numbers on financial statements, with business literacy; recognizing how strategies, behaviors, actions, and decisions not only affect the numbers but also drive profitable and sustainable growth. For easy understanding, consider this example: In team sports, players need to know how the game is scored. To affect the score, they need to know how to play the game. In business, financial literacy is understanding the score and business acumen is knowing how to impact it.

# STRATEGIC ENVISIONING & BUSINESS ACUMEN IN ACTION...

In the context of strategic envisioning, it involves the ability to engage in big-picture thinking and to understand the organization's financial and strategic issues - the relationships between actions and consequences, and the overall view. The managers, who understand all the business drivers and key financial levers, as well as the relationships between them, are able to assess the total financial health of the business. They have a clear understanding of not only how the business works but also how it sustains profitability, so they can figure out how their contribution can positively impact the bottom line. They make more profitable decisions, influence top-line revenue generation, establish priorities, and take actions that align with organizational and customer strategy.

**In illustrating the business acumen capabilities, allow us to introduce 2 managers and their profile.**

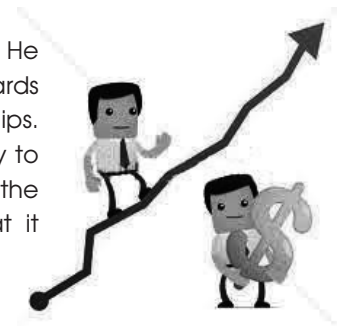
## Manager A:

Manager of an Operations Department. Experienced leader and long service employee. He prefers to keep his operations running as usual and shies away from 'changes' introduced by the company and he keeps his team under similar environment.



## Manager B:

Head of Sales Department. He focuses his department towards building customer relationships. He believes that this is the key to success and winning against the competitors. He will do what it takes to get the business.



**Now, let's compare the scenarios of the 2 managers without and with 'Strategic Envisioning & Business Acumen' ability.**

### Manager A - Operation Without Business Acumen Ability



- Does not want anything to change.
- He has all his processes in place and thinks the company is fine just the way it is.
- He does not know - or really care - where the company is going or what the competitors are doing, and neither do his people. His only focus is that his department runs well.

### Manager A - Operation With Business Acumen Ability



- He is no longer avoiding change.
- He is able to see new processes, systems, and procedures that affect his department in the context of how they support and align with the company's financial and strategic objectives.
- He is able to confidently define and use common financial terms, like assets, liabilities, equity, depreciation, and cash flow, and explain department/team goals in relation to the numbers.
- He can communicate the company's strategies effectively and engage and involve the employees in achieving them.





**Manager B -  
Sales Without Business  
Acumen Ability**



**Manager B -  
Sales With Business  
Acumen Ability**



- Aim for revenue every time - even if that means discounting products or giving services freely to keep the business from the competition.
- His department's profit is some of the lowest in the company, but he feels that the relationships he and his people are building with their customers will pay off in the long run.

- He recognizes that sales acumen - building rapport, overcoming objections, having deep product knowledge - isn't enough to drive success.
- By understanding how the whole business works and how it makes money, he can create competitive advantage in a more profitable way.
- He fully understands the impact of product discounting and/or price increases on profitability.
- Sets his team's sales strategy to create value, not just fight off the competition.
- He is as comfortable discussing metrics, throughput, ratios, and ROI with a client as he is discussing product features and benefits. And he can better coach his team to do the same.

## CUSTOMER-CENTRIC COMPANIES

**W**hat does it mean to be a customer-centric company? According to Dr. Peter Fader (Co-Director of the Wharton Customer Initiative at the University of Pennsylvania), a customer-centric company is one that looks into the customer's lifetime value and focuses marketing on high-value customer segment to increase profit.

### What is Customer-Centric?

#### CUSTOMER CENTRIC IS...

- To use customer data to better understand and segment your customer base
- To identify the BEST customers
- Direct focus on products and services for the best customers
- To use Customer Lifetime Value (CLV) to segmentalize customers



#### CUSTOMER CENTRIC IS... NOT

- Focusing on 'AVERAGE' customers
- Courting and retaining low-quality customers
- Spending less on obtaining high-quality customers



## TIPS & TOOLS FOR LEARNING

**Management Tip Of  
The Day by Harvard  
Business Review**  
(<http://hbr.org/tip>)

However, one must realize that there are differences between customer-focused companies and customer-centric companies.

Customer - Focused	Customer - Centric
Companies would ask for feedback (survey or other mechanism).	Companies anticipate future needs (look at market trends, behavior pattern, leveraging data from organization internally and externally).
Experience - feels easy and pleasant to do business.	Experience - unique and memorable, smooth process flow.
Service agent will take care of the problem when it is reported.	Analytics will inspect problem reports and call logs to feed changes in supply and production for better results. Proactive attitude.

Looking for quick, practical management tips and ideas that could help you become a better manager? Check out this site especially the management tip of the day. A new tip is featured every day from Monday to Friday. You could also access random tips from their archives. If you prefer to read the tip while on the go, download the smartphone app HBR Tips (available for iPhone and Android).

What type of company is yours? More important question is where are you heading?

# KEEPING YOU IN VIEW



There is always time to smile at the camera.  
(LGCSDP, MP3 Root Cause Analysis: Amsteel Klang & LSW - CeDR, 29-30 October 2013)



Focus and attention was so intense... even lunch was forgotten.  
(MTLC - CeDR, 26-27 November 2013)



Steady... Handle the ball with care.  
(Working with A Positive Attitude - SECOM, 19 December 2013)



Slowly does it. It is all about team work, people.  
(LGCSDP, SDP11 Planning and Coaching For Effective Results, Amsteel Klang, 8-9 January 2014)



FOCUS Is the lesson of the day.  
(Lion-Parkson Foundation Scholars program, CeDR Corporate Consulting, 24 January 2014)

## Write A Caption & Win Attractive Prizes!

Write the most creative or humorous caption in English or Bahasa Malaysia for the photograph shown (below) in not more than 20 words. Attractive prizes await the two most interesting captions which will be published in the next issue of Lion Today. The judges' decision is final and no correspondence will be entertained. Closing date: 20/5/2014.

There are no winners for last issue's caption-writing contest.



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Name: (Mr / Ms): ..... Tel. No.: .....

Company / Dept (please state full address): .....





## OPENING OF PARKSON CANTAVIL, VIETNAM

**P**arkson Cantavil, the 9<sup>th</sup> Parkson store in Vietnam was officially opened on 20 December 2013. Located at Cantavil Premier Complex Building in Ho Chi Minh City (HCMC), the store which is considered the first international department store in the eastern side of HCMC has a total retail area of 17,815 square metres covering five floors.

Parkson Cantavil offers a new world-class destination for shopping, fashion, entertainment and lifestyle services to the An Phu, An Khanh and Thao Dien residential areas which are also known as the "international village" of HCMC, as well as neighbouring districts.



## CENTRO BY PARKSON, INDONESIA



**C**entro By Parkson, the Group's 12<sup>th</sup> department store in Indonesia was opened at Bintaro Xchange Mall in Tangerang on 11 December 2013.

Occupying a retail space of 10,900 square meters over 3 levels, Centro By Parkson is one of the leading fashion and lifestyle department stores in Indonesia offering international and popular brands such as Rockport, Wakai, Hedgren, Guy Laroche, Basic House, The Executive, Free Fish, Ecco, Cache Cache, Elle, Billabong, Albeto, Samsonite, Bratpack, and many more to discerning customers.



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– Grill & Drop System  
NP: RM94.90



**RM39<sup>90</sup>**

1.7L Covered Round Casserole  
– Grill & Drop System  
NP: RM134.90



**RM59<sup>90</sup>**

2.9L Covered Oval Casserole  
– Grill & Drop System  
NP: RM199.90



**RM69<sup>90</sup>**

4.1L Covered Oblong Casserole  
– Grill & Drop System  
NP: RM239.90



**RM74<sup>90</sup>**

4.6L Covered Round Casserole  
– Grill & Drop System  
NP: RM249.90



**RM79<sup>90</sup>**

5.1L Covered Oblong Casserole  
– Grill & Drop System  
NP: RM329.90



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\*Terms & Conditions apply. All offers valid while stocks last. Receipts for the redemption of goods cannot be used to claim further stamps. Redemption stamps will be issued till 31 July 2014. Product redemptions can be made till 17 August 2014. Excludes purchase of Parkson Gift Vouchers / Parkson Gift Cards and Purchase with Purchase Items.

**THE GRANDSALE**

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