

# Lion Today

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## OPENING OF PARKSON PERDA CITY MALL



Lion-Parkson Foundation Scholars Programme

- ▶ Senior Managers Meeting
- ▶ Quiznos Opens Outlet In Penang
- ▶ Hi-Rev Appreciation Dinners For Dealers
- ▶ Creating a Performance Culture Mindset



# OPENING OF PARKSON PERDA CITY MALL



- ▶ Guests entertained by a lion dance (left photo) and (above photo) Head of Northern Stores Operations, Madam Lily Lee (right) and Parkson Perda City Mall Store Head, Mr Ravi (left) receiving the prosperity platter from the 'lion'.
- ▶ Para tetamu menyaksikan tarian singa (gambar kiri) dan (gambar atas) Ketua Operasi Stor Kawasan Utara, Puan Lily Lee (kanan) dan Ketua Stor Parkson Perda City Mall, Encik Ravi (kiri) menerima 'pinggan bertuah' daripada singa.



PARKSON  
Gold



PARKSON  
Platinum



PARKSON  
Diamond



- ▶ Parkson's privilege card can be used in Parkson in South East Asia and China.
- ▶ Kad keistimewaan Parkson boleh digunakan di gedung Parkson di Asia Tenggara dan China.

# OPENING OF PARKSON PERDA CITY MALL

Parkson's 41<sup>st</sup> store in Malaysia was officially opened in Perda City Mall in Bukit Mertajam, Penang on 29 January 2015. Located in the heart of the new Perda township, Parkson Perda City Mall which is the second Parkson store in Seberang Perai, occupies 129,780 sq ft of retail area across 3 floors and carries over 370 brands.

Director of Perda City Mall, Encik Jazelan Firhan Jaafar; Parkson's CEO, Mr Toh Peng Koon; Chief Operating Officer, Mr Law Boon Eng; General Manager – Operations, Mr Loh Chai Hoon and General Manager – Retail Properties, Mr Cheong Tuck Yee were present at the store opening.

In his welcome speech, Mr Law said, "Our first store in Seberang Prai, Parkson Sunway Carnival was opened in 2007 and we are very happy to be back after eight long

years. Our team has put together a very consumer-centric store with a wide variety of merchandise selections."

He also announced that Parkson has launched its very own privilege card, the "Parkson Card" on 1 Dec 2014. The Card is distinguished by tiers - Gold, Platinum and Diamond, and enables upfront discounts, exclusive privileges and benefits for shopping at Parkson, with additional promotions by participating merchant partners from other industries including F&B, Automobile, Hospitality, Health & Lifestyle and more. The card is a cross-boundaries privileges card that can be used in Parkson everywhere in South East Asia and China.

Parkson now has 121 stores with 41 in Malaysia; 56 in China; 9 in Vietnam; 14 in Indonesia and 1 in Myanmar.

## PEMBUKAAN PARKSON PERDA CITY MALL

**G**edung Parkson ke-41 di Malaysia telah dibuka secara rasmi di Perda City Mall di Bukit Mertajam, Pulau Pinang pada 29 Januari 2015. Terletak di tengah-tengah bandar baru Perda, Parkson Perda City Mall adalah gedung Parkson kedua di Seberang Perai. Dengan 3 tingkat ruang niaga seluas 129,780 kaki persegi Parkson Perda City Mall menawarkan lebih daripada 370 jenama.

Perda City Mall, Encik Jazelan Firhan Jaafar; Ketua Pegawai Eksekutif Parkson, Encik Toh Peng Koon; Ketua Pegawai Operasi, Encik Law Boon Eng; Pengurus Besar - Operasi, Encik Loh Chai Hoon dan Pengurus Besar - Hartanah Runcit, Encik Cheong Tuck Yee turut hadir di majlis perasmian tersebut.

Dalam ucapan alu-aluannya, Encik Law berkata, "Gedung pertama kami di Seberang Prai, Parkson Sunway Carnival telah dibuka pada tahun 2007 dan kami sangat gembira untuk kembali ke sini selepas lapan tahun. Pasukan kami telah

bertungkus-lumus menyediakan konsep gedung tumpuan pengguna dengan pelbagai pilihan barangan."

Beliau juga mengumumkan bahawa Parkson telah melancarkan kad keistimewaan sendiri, "Kad Parkson" pada 1 Disember 2014 lalu. Kad ini datangnya dalam tiga tahap - Emas, Platinum dan Berlian, dan membolehkan pemegang kad menikmati diskaun pendahuluan, keistimewaan eksklusif dan faedah untuk membeli-belah di Parkson, promosi tambahan bersama rakan kongsi perniagaan dari industri lain yang mengambil bahagian seperti F&B, Automobil, Hospitaliti, Kesihatan & Gaya Hidup dan banyak lagi. Kad ini adalah kad keistimewaan yang merentas sempadan dan boleh digunakan di semua gedung Parkson di Asia Tenggara dan China.

Parkson kini mempunyai 121 buah gedung dengan 41 buah di Malaysia; 56 di China; 9 di Vietnam; 14 di Indonesia dan 1 di Myanmar.

## 百盛柏达镇广场开业

坐落于槟城大山脚的百盛柏达镇广场正式于2015年1月29日开业。这是马来西亚第41间百盛百货商店。该新店位于柏达镇的的心脏地带，也是百盛集团在威省区开设的第二间百盛商店。新店共有三个楼层，占地12万9780平方尺，汇集超过370种品牌的商品。

柏达镇广场董事Encik Jazelan Firhan Jaafar、百盛首席执行官杜柄钧、首席营运员刘文英、营运总经理卢财雄以及集团零售产业总经理张德意。

刘文英在致开幕词时表示：“威省首间百盛百货商店是于2007年在双威嘉年华购物广场开设，我们很荣幸的能在8年后回来

这里。我们的团队是以消费者为中心，提供琳琅满目的商品供消费者选择。”

他还宣布，百盛已于2014年12月1日推出自家的优惠卡 - “百盛卡”。百盛卡分为黄金、白金和钻石3个级别。在百盛购物时可享受会员折扣、独家优惠和福利，以及来自其他行业的合作伙伴所提供的额外促销，这包括餐饮、汽车、酒店、保健与生活等等。此卡是跨国优惠卡，可于东南亚和中国百盛使用。

至今，百盛共拥有121间商店，分别有41间在马来西亚、56间在中国、9间在越南、14间在印尼和1间在缅甸。



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## EDITOR'S MESSAGE

The new year saw our annual Senior Managers Meeting for the Group's divisions and operations locally and overseas to review their performance and targets, and to overcome the increasing challenges in their businesses and operating environment. The meeting also provided the forum for everyone to keep abreast of the developments in the Group's operations covering retail, branding, property, steel and mining.

With the continuing economic uncertainties, increasing operating and production costs coupled with the implementation of the Goods and Service Tax (GST) on 1 April 2015, we must remain vigilant in reducing costs and strive to ensure improvements in productivity, delivery and customer service as well as cashflow management to stay competitive.

The Lunar New Year of the Goat was ushered in with festive get-togethers for staff and dealers to foster better relations. For the 6<sup>th</sup> year running, Lion-Parkson Foundation and Parkson Corporation Sdn Bhd organised the Chinese New Year Calligraphy Sale at several Parkson stores in Klang Valley for students from 6 participating schools to sell their calligraphy pieces to raise funds for needy students in their schools. The charity project is most laudable with the students contributing their time and efforts over three weekends to produce and sell their calligraphy work to help their fellow students.

We are pleased to feature these stories and other activities by our operating companies and the Head Office in the following pages.

## UTUSAN PENGARANG

Tahun baru menyaksikan penganjuran Mesyuarat Pengurus Kanan tahunan di mana semua bahagian dan operasi Kumpulan, di dalam dan di luar negara mengkaji prestasi dan sasaran mereka serta mencari jalan bagi menghadapi cabaran yang semakin sengit dalam persekitaran perniagaan dan operasi mereka. Mesyuarat itu juga menyediakan forum untuk warga kerja mengikuti perkembangan operasi Kumpulan yang terdiri daripada peruncitan, penjenamaan, hartanah, keluli dan perlombongan.

Dengan ketidaktentuan ekonomi yang berterusan, peningkatan kos operasi dan pengeluaran serta ditambah dengan pelaksanaan Cukai Barangan dan Perkhidmatan (GST) pada 1 April 2015, kita mesti sentiasa beringat untuk mengurangkan kos dan berusaha untuk memperkasakan produktiviti, penyampaian dan perkhidmatan pelanggan serta pengurusan aliran tunai untuk kekal berdaya saing.

Tahun Baru Cina, Tahun Kambing telah diraikan dengan penganjuran majlis ramah tamah untuk kakitangan dan pengedar bagi memupuk hubungan yang lebih baik. Untuk enam tahun berturut-turut, Yayasan Lion Parkson dan Parkson Corporation Sdn Bhd menganjurkan Jualan Kaligrafi sempena Tahun Baru Cina di beberapa gedung Parkson di Lembah Klang di mana para pelajar dari 6 buah sekolah yang mengambil bahagian menjual karya kaligrafi mereka untuk mengumpul dana bagi membantu rakan pelajar yang memerlukan bantuan kewangan di sekolah mereka. Projek amal ini patut dipuji kerana para pelajar berkenaan menyumbangkan masa dan tenaga mereka di tiga hujung minggu untuk menghasilkan karya kaligrafi dan menjualnya bagi membantu rakan-rakan mereka.

Kami sukacita berkongsi cerita-cerita serta aktiviti-aktiviti lain yang berlangsung di syarikat-syarikat operasi kita dan Ibu Pejabat di muka surat berikutnya.

# AMSTEEL KLANG'S DIARY NEW YEAR RESOLUTION



► Amsteel's team in high spirits.  
► Pasukan Amsteel dengan semangat baru.

On 28 January 2015, Amsteel Klang Operations organized its annual New Year Resolution Meeting attended by supervisory level staff and above to share the Company's long and short term plans while the Heads Of Department presented their departments' goals and commitment for the new year.

## NEW YEAR CELEBRATION



► Mr Benny Chen (right) and General Manager - Marketing, Mr William Wong receiving offerings from the 'lion'.  
► Encik Benny Chen (kanan) bersama-sama Pengurus Besar - Pemasaran, Encik William Wong menerima pemberian dari 'singa'.



► Heads of Department tossing Yee Sang.  
► Ketua-ketua Jabatan menggaul Yee Sang.

Amsteel Klang ushered in the Year of the Goat with an auspicious Lion Dance at its premises on 19 February 2015. This was followed by a speech by Senior General Manager, Mr Benny Chen; a performance by the 'God of Prosperity' and tossing of Yee Sang for good luck. Everyone enjoyed themselves in the festive celebration.



# AMSTEEL KLANG'S DIARY

## FUTSAL TOURNAMENT

Steel Division Sports and Recreation Club organised the Inter-Companies Futsal Tournament on 11 January 2015. 8 teams participated in the Men's category while the Women's category saw a fierce competition amongst the three participating teams. The winners were :

### MEN'S CATEGORY



### WOMEN'S CATEGORY



## BOWLING TOURNAMENT

28 teams participated in the Inter-Department Tournament Bowling organised by Amsteel's Sports and Recreation Club on 15 February 2015.

General Manager - HR cum Deputy President of Sports Club, Ms Kwa Seok Leng presented the prizes to the winners :

### MEN'S CATEGORY



### INDIVIDUAL CHAMPION



### WOMEN'S CATEGORY



### INDIVIDUAL CHAMPION





# MEGASTEEL'S DIARY

## BOWLING COMPETITION 2015

A total of 57 teams participated in the Bowling Competition on 15 February 2015. The winners were :



Male Champion:  
Black Hole



Female Champion:  
Hottest



Male Highest Pins:  
Haizun bin Bahrin



Female Highest Pins:  
Nurfffi Nadia bt. Zasni

## SNOOKER COMPETITION 2015

The Steel Division (Banting Operations) organised a Snooker Competition on 18 January 2015 with the winners as follows :



1. Tuan Hafiz bin Tuan Ngah – Lion DRI



2. Rosddi Taha – Lion DRI



3. Md. Razif bin Mohd Salim – Lion DRI

## ACTIVITIES @ ANTARA STEEL MILLS

### PROBLEM SOLVING & DECISION MAKING



A total of 24 participants comprising supervisors and executives attended the "Problem Solving & Decision Making" training session on 12 and 13 January 2015. Dr Hj Zainol Abdul Rani shared with the participants the effective methods and techniques for solving problems and the best approach for making decisions.



## CHRA AUDIT

On 28 January 2015, Chemical Health Risk Assessor, Dr Yasrizah bin Yahya from Occumed Consultancy & Services Sdn Bhd conducted a risk audit on Antara Steel for reassessment of Chemical Hazard Risk Assessment (CHRA) under OSH Act 1994 for another 5 years from 2015 until 2020.



# ACTIVITIES @ ANTARA STEEL MILLS

## BLOOD DONATION CAMPAIGN

A Blood Donation Campaign was held on 17 February 2015 with the collaboration of Department of Blood Transfusion, Hospital Sultanah Aminah in Johor Bahru. 79 bags of blood were collected from the 92 donors.



## LUNCH TREAT FOR STAFF

Antara Steel's Executive Director, Mr Eric Cheng threw an appreciation lunch for the staff on 26 February 2015. Everyone helped themselves to the delicious Johore specialty of Nasi Beriani and the varieties of desserts and drinks served.



## VISIT BY NIOSH

Antara Steel welcomed 28 participants of the Safety Health Officer course from NIOSH Senai who visited the plant on 11 Feb 2015, and were briefed on the safety and health procedures by Senior Executive - Safety, Encik Sariat Awang.



## FISHING COMPETITION

More than 60 people participated in the Fishing Competition organised by Antara Steel's Sports and Recreation Club at Kolam Jentayu, Cahaya Baru in Masai on 14 February 2015.

Razali Salleh emerged champion in the Heaviest Catch category, while the second and third placings went to Mohd Napi Sulong and Fairul Afizan Mohamad respectively. Brau Anak Apong won the Fastest Catch category. General Manager and Club Chairman, Encik Rahmat Ibrahim gave away the prizes to the winners.



► (Photos from left to right) Heaviest Catch category: Champion - Razali Salleh, Second placing - Mohd Napi Sulong, Third placing - Fairul Afizan Mohamad receiving their prizes from Encik Rahmat Ibrahim.  
 ► (Gambar dari kiri ke kanan) Kategori paling berat: Juara - Razali Salleh, Kedua - Mohd Napi Sulong, Ketiga - Fairul Afizan Mohamad menerima hadiah daripada Encik Rahmat Ibrahim.

► Winner of Fastest Catch category: Brau Anak Apong.  
 ► Pemenang Kategori tangkapan pantas: Brau Anak Apong.



# QUIZNOS OPENS IN PENANG

Quiznos fans in Penang made a beeline to the official opening of Quiznos @ Summerton Bayan Indah, the first Quiznos outlet outside the Klang Valley, on 1 February 2015 to savour its famed sandwiches.

The 'Sandwich Eating Competition' held required participants to finish Quiznos' 12-inch sandwich in the shortest time and saw Mr Ooi Khia Kheng bagging a one-year supply of Quiznos sandwich as the main prize.

Established in 1981, and based in Denver, USA, Quiznos is a chain designed for today's busy consumers who are looking for a high-quality, tasty, freshly-prepared

alternative to traditional fast-food restaurants. Quiznos International is partnering with Parkson & AUM Hospitality to expand its brand in Malaysia and China.

Offering unique, chef-inspired sandwiches, soups and salads, Quiznos has emerged as one of the world's premier quick-service restaurants serving flavourful combinations such as the Classic Italian, the Zesty Steak and the Baja Chicken.

Quiznos has two outlets in the Klang Valley, at 1Utama Shopping Complex and in Damansara Perdana.



▶ (Left photos) Quiznos' chef-inspired, flavourful sandwiches, and (top photo) the outlet at Summerton Bayan Indah.  
▶ (Gambar kiri) Sandwich Quiznos yang lazat, inspirasi dari chef, dan (gambar atas) outlet di Summerton Bayan Indah.



▶ Quiznos Licensee, Ms Lisa Wong (left) presenting the main prize to contest winner, Mr Ooi.  
▶ Pemegang lesen Quiznos, Cik Lisa Wong (kiri) menyampaikan hadiah kepada pemenang pertandingan, Encik Ooi.

# POSIM SPORTS CLUB AGM



Posim's Sports and Recreation Club held its 4<sup>th</sup> Annual General Meeting on 10 February 2015 to present the 2014 financial report and elect new committee members for 2015/2017.

Immediate Past President, Mr Tin Poi Seng congratulated the new line-up comprising President - Mr Jay Loke, Treasurer - Ms Elaine Lim, Secretary - Ms Keren Yian, Committee Members - Cik Farah, En Muhammad Aizam, Cik Farisah, En Saiful, Cik Ries Fathilah, Ms Chan Lee Lee, Ms Tan Siew Li, Cik Maisarah, Cik Noralis, Mr Dawson Chai, Mr Toh Wooi Ming and Mr Jeffrey Chu.

# AID FOR FLOOD VICTIMS



Posim Sports and Recreation Club organised a donation drive amongst its members, staff and friends in aid of the flood victims in the East Coast states recently.

The items collected such as mineral water, milk formula, baby diapers, instant noodles, rice, blankets, pillows and clothes were delivered to TLDM Bukit Jelutong for distribution to the flood victims. The Sports Club also contributed groceries worth about RM5,000.



# APPRECIATION DINNERS FOR HI-REV DEALERS



► Mr Ngan Yow Chong (right) and Ms Valerie Poon (left) with greetings from the lion dance troupe.  
 ► *Encik Ngan Yow Chong (kanan) dan Cik Valerie Poon (kiri) menerima ucapan selamat daripada kumpulan tarian singa.*



► About 1,200 dealers all dressed in full HI-REV colors at the dinner in Penang.  
 ► *Kira-kira 1,200 pengedar HI-REV di Pulau Pinang hadir memakai baju HI-REV.*



► HI-REV dealers with Posim management and staff.  
 ► *Pengedar HI-REV bersama pengurusan dan kakitangan Posim.*



► Ms Valerie Poon and Marketing Manager, Mr Kenny Chuah staunchly promoting the HI-REV brand.  
 ► *Cik Valerie Poon dan Pengurus Pasaran, Encik Kenny Chuah bersemangat mempromosikan jenama HI-REV.*



► A Top Achiever receiving his prize from HI-REV Management team.  
 ► *Pemenang Pencapaian Cemerlang menerima hadiah daripada pihak pengurusan HI-REV.*



► Lucky draw winner (centre) receiving the 'mock' key to his motorcycle prize.  
 ► *Pemenang cabutan bertuah (tengah) menerima replika kunci motosikalnya.*

Posim Petroleum Marketing ushered in the Year of the Goat with a series of appreciation dinners attended by more than 8,000 Hi-Rev dealers nationwide. The dinner kicked off in Alor Setar on 16 January 2015, followed by Penang, Bukit Mertajam, Ipoh, Kuala Lumpur, Melaka, Johor Bahru, Kota Bharu, Kuala Trengganu and Kuantan.

Posim Executive Director, Mr Ngan Yow Chong, and General Manager, Ms Valerie Poon presented the Top

Achievers with HI-REV Gold Pendant Awards in recognition of their efforts. In her welcome speech, Ms Poon expressed her heartfelt appreciation for the dealers' continuous support, and reiterated Management's commitment to work closely with them to improve profitability and mutual growth in the coming years.

Everyone enjoyed themselves with the performances by renowned artistes, dances, acrobatic shows and lucky draws.



# SECOM AID FOR FLOOD VICTIMS

Secom (Malaysia) Sdn Bhd's staff passed the hat around to ease the burden of their colleagues assigned to Rohm Wako Electronics (M) Sdn Bhd in Kelantan who were badly affected by the floods which hit the East Coast states recently.

On 2 January 2015, Senior Manager - Security Guards Division, Mr Masato Horiuchi; Senior Executive - Operations, Encik Abdul Rahim Bujang and Human Resource Officer, Encik Nazri Abu Bakar presented the financial aid from the company and staff contributions to the affected staff.



► Mr Horiuchi (front, right) and Encik Rahim (front, left) with Secom staff at Rohm Wako.  
 ► Encik Horiuchi (depan, kanan) dan Encik Rahim (depan, kiri) bersama-sama dengan kakitangan Secom di Rohm Wako.

# APPRECIATION FOR VIGILANT STAFF

Security Guards, Jotiu Sikawal, Muhamad Zamri Mohamed Noor, Mohd Yassin Ibrahim and Peter a/l Arulandy who are based at Toyota Auto Body (Malaysia) Sdn Bhd received due recognition from the management of Secom for their success in foiling a smuggling attempt at their assigned premises.

Mr Raymond Christy a/l Anthony Samy who is assigned to Wonderland (Pusat Hiburan) Mahkota Parade in Melaka received an appreciation letter and token from his superior, Mr Paul Soosai and HR Manager, Cik Marlia Ramli for arresting an intruder at his assignment place.

Congratulations to all and keep up the good work.



► (From left) Peter a/l Arulandy, Mohd Yassin Ibrahim, Muhamad Zamri Mohamed Noor and Jotiu Sikawal proudly displaying their recognition letters.  
 ► (Dari kiri) Peter a/l Arulandy, Mohd Yassin Ibrahim, Muhamad Zamri Mohamed Noor dan Jotiu Sikawal gembira menunjukkan surat penghargaan yang diterima.



► Mr Paul (centre) presenting the appreciation letter and a token to Mr Raymond (left), witnessed by Cik Marlia (right).  
 ► Encik Paul (tengah) menyampaikan penghargaan kepada Encik Raymond (kiri), diperhatikan oleh Cik Marlia (kanan).

# TEAM-BUILDING WORKSHOP



35 participants attended a team-building Workshop on "Awesome Team" to instil greater teamwork, communication and leadership skills and to boost their attitude and confidence.

Among the activities in the two-day session were The Number Punch, Team Amazing Race, Electric Maze and Corner to Corner. Everyone had a great time and came away fully charged with a most positive work attitude.

► All participants fully charged with a most positive work attitude.  
 ► Semua peserta dengan semangat kerja yang lebih positif.



# PARKSON INDONESIA SHARES THE JOY WITH STREET CHILDREN



- ▶ Mr Gui Cheng Hock (back row, centre) with Parkson Indonesia's management and staff, and the children and representatives from Sahabat Anak and 1001 Buku Community.
- ▶ Encik Gui Cheng Hock (baris belakang, tengah) dengan pihak pengurusan dan warga kerja Parkson Indonesia bersama wakil dan anak-anak dari Sahabat Anak dan 1001 Buku Community.

- ▶ A storytelling session in progress.
- ▶ Sesi bercerita sedang berlangsung.

Parkson Indonesia has initiated "Parkson Shares the Joy with Street Children Through Storytelling", an event under its "Parkson Cares Educare" program on 13 February 2015 at Parkson Lippo Mall Puri in Jakarta.

This program aims to improve the children's reading skills by sparking their interest and encouraging them to read.

"Parkson works with several communities and inspires our employees as storytellers to engage with the participants

in order to instill the reading interest among these children and their guardians, from an early age" said Mr Gui Cheng Hock, Group COO of PT. Tozy Sentosa.

Ayo Mendongeng community supported the storytelling sessions with workshops to train Parkson's employees as storytellers. Parkson also collaborated with Sahabat Anak by contributing school supplies, and 1001 Buku Community on their "Mobile Library" for children.

## 2015 CNY CALLIGRAPHY CHARITY SALE



- ▶ Chinese drum and orchestra performances by the students at Parkson outlets.
- ▶ Persembahan gendang dan orkestra Cina oleh para pelajar di outlet Parkson.

- ▶ Students displaying their beautiful calligraphy pieces for sale.
- ▶ Pelajar menunjukkan hasil kaligrafi mereka yang menarik untuk dijual.

For the sixth consecutive year, Lion-Parkson Foundation collaborated with Parkson Corporation 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, Chung Hua Independent High School (Klang) and Kwang Hua Private High School to organize the 2015 Lunar New Year Calligraphy Charity Sale in aid of needy students in these schools.

The students demonstrated their calligraphy skills and attracted shoppers with Chinese orchestra performances over 3 weekends; on 24 & 25 January, 31 January & 1 February, and 7 & 8 February 2015 at 11 participating Parkson stores at Pavilion KL, KL Festival City Mall, Suria KLCC, 1 Utama Shopping Centre, OUG Plaza, Sunway Pyramid, Setia City Mall, Klang Parade, Sungei Wang, NU Sentral and IOI City Mall Putrajaya. The charity sale managed to raise RM196,483.25.



# SENIOR MANAGERS MEETING



- ▶ Tan Sri William Cheng with (from left to right) Mr CS Tang, Tan Sri Albert Cheng and Mr Eric Cheng, urging everyone to be focused.
- ▶ Tan Sri William Cheng bersama (dari kiri ke kanan) Encik CS Tang, Tan Sri Albert Cheng dan Encik Eric Cheng, menggesa semua Pengurus Kanan untuk kekal fokus.

- ▶ All ears at the Senior Managers Meeting.
- ▶ Mendengar amanat Pengerusi Kumpulan dengan tekun.

Senior managers from the Group's business operations reviewed their divisions' performance and targets for the new financial year at the Senior Managers Meeting at the Group Head Office on 16 January 2015.

Group Executive Chairman, Tan Sri William Cheng; Group Executive Director, Tan Sri Albert Cheng and Group Director, Mr CS Tang, and Antara Steel Executive Director, Mr Eric Cheng were present at the meeting. In his remarks, Tan Sri William Cheng stressed on the need for everyone to be proactive, focused and inculcate a sense of urgency given the challenging operating environment.



- ▶ Group discussions on targets and moving forward in the new year.
- ▶ Perbincangan berkumpulan untuk sasaran dan terus maju di tahun baru.

## TRAINING FOR DIRECTORS: GST & TRANSFER PRICING



On 13 January 2014, our Group's Directors attended a training session on "The Key Factors of Goods and Services Tax (GST) Implementation" and "Transfer Pricing" by BDO Malaysia's Senior Advisor, Advisory & GST, Mr Ng Swee Weng, and Executive Director for Tax, Mr Philip Yeoh Keng Jin respectively.







# LEARNING SESSION FOR LION-PARKSON FOUNDATION SCHOLARS

The Group's training arm, CeDR Corporate Consulting organised a Learning Session from 27 to 30 January 2015 for the 2013/2014 Lion-Parkson Foundation (LPF) scholars.

The 2014 scholars attended a two-day orientation programme with insights into the Group's businesses and were taken on site visits to Parkson and Amsteel Mills Klang;

followed by another two-day workshop on "Ready for Takeoff" with the 2013 batch joining in. The workshop by Dr Lai Chong Teng was packed with after-graduation career strategies and hands-on ideas on how to kick-off their careers and propel them to greater heights.

LPF Trustee, Dr Chua Siew Kiat in his speech at the closing ceremony, advised the scholars to participate in social and recreational activities which 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 including pictures on social media as what goes online spreads easily.



- ▶ Dr Chua Siew Kiat (seated, centre) with Dr Lai Chong Teng (left), CeDR Senior Manager, Ms Penny Chong (right) and LPF scholars at the closing ceremony.
- ▶ Dr Chua Siew Kiat (duduk, tengah) bersama Dr Lai Chong Teng (kiri), Pengurus Kanan CeDR, Cik Penny Chong (kanan) bersama penerima biasiawa LPF di majlis penutup sesi.



**Introduction site visit to Amsteel Klang & sharing session with ex-scholar**



**Site visit to Parkson IOI City Mall & activity on Drum Cycle Action**



**Closing ceremony**



**Workshop on Ready for Takeoff**





# LearningLink.....

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## THE ONE ABOUT TEAM HARMONY



*Teamwork - The process of working collaboratively with a group of people in order to achieve a goal. Teamwork is often a crucial part of business, as it is often necessary for colleagues to work well together, trying their best in any circumstance. Teamwork means that people will try to cooperate, using their individual skills and providing constructive feedback, despite any personal conflict between individuals. As a continuation of our series on teamwork, this article focuses on the crucial steps in achieving team harmony.*

Here's a fun fact to kick off this article - when we began preliminary research, we uncovered the fact that Team Harmony was the name chosen by His Majesty the late King Hussein of Jordan for the international string of horses that would tour and compete with HRH Princess Haya in pursuit of her Olympic dream. How's that for a great analogy of teamwork?

Firstly, you need someone with vision - in this case, it was His Majesty the late King Hussein. Then you need a great product - the horses. Finally, a superior team to plan and execute - the trainers and riders.

If any one part of this team decides to throw a tantrum and stage diva antics, there goes the careful planning and execution. All down the proverbial drain.

So with this lead in, what can we say about building and maintaining a harmonious team? Before that, to begin with, what is a harmonious team? Simply put, it is a team that works well together.

A leader's ability to create a collaborative environment through open communication and mutual understanding is undoubtedly becoming a critical leadership skill in today's faster-paced and increasingly connected world. Top teams work together in a particular and distinct way and usually have a set of team 'values' to guide them. There are 5 characteristics of particular importance for successful teams.

### Mutual respect

This defines how people in the company interact with each other and the respect they show for everyone at all levels.



### People say what they think

Foster an environment which promotes the value of open communication.



### Honesty and trust

Managers need to build the positive circle of trust. Trust breeds co-operation which in turn breeds commitment, accountability and attention to results. This increases trust and so the spiral of trust becomes a self-fulfilling prophesy.



### Commitment and loyalty

Leading customer quality is the job of everyone, not just those in direct contact with the customer. Objectives need to be set to ensure that everyone shares in the commitment to customer quality and business success.



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# BUSINESS BRIEFING ON CREATING A PERFORMANCE CULTURE MINDSET



- ▶ Ms Dan Fong Shin (left picture) and Ms Aline Pasang (right picture) presenting on STAR Competencies and Performance Management Process respectively, to the Group's CEOs and Heads of Department.
- ▶ Cik Dan Fong Shin (gambar kiri) dan Cik Aline Pasang (gambar kanan) masing-masing menyampaikan 'STAR Competencies and Performance Management Process', kepada CEO Kumpulan dan Ketua-ketua Jabatan.



- ▶ Tan Sri Albert Cheng (centre) with Mr Suresh Menon (left) and Ms Aline Pasang (right) in the Q&A session which invited questions and comments from the participants.
- ▶ Tan Sri Albert Cheng (tengah) dan Encik Suresh Menon (kiri) bersama Cik Aline Pasang (kanan) di sesi soal jawab yang mendapat sambutan daripada para peserta.



Group HR organised a briefing on Creating a Performance Culture Mindset – STAR Competencies and new Performance Management Process to Drive Our Business Success for the senior management in the Group and operating companies on 28 January 2015.

Group Executive Director, Tan Sri Albert Cheng delivered the opening remarks with CeDR Senior HRD Manager, Ms Dan Shin Fong presenting on STAR

Competencies in driving individual, team and business performance, and Senior Manager – Group Talent & Leadership, Ms Aline Pasang giving an overview on the Group's revised Performance Management Process (PMP).

The open discussion and Q&A session that followed saw Group HR Director Mr Suresh Menon elaborating on how the STAR Competencies and enhanced PMP will help to contribute to the Group's sustained future growth.



**Attitude to risk taking**

An organisation needs to know where it stands in terms of innovation and risk. Is it conservative, or does it like to be at the forefront of innovation? It is all very well for a company to say they encourage risk-taking and innovation. The test comes when something goes wrong – does the management team stay supportive?

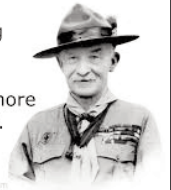


...and one additional point for the leaders - Listen and observe to understand team dynamics and individual motivations

As the team's leader, your focus should be on spending more time on listening and observing what your team members have to say; to understand what they hope to accomplish, what would make them feel like they are contributing in a meaningful fashion, and how to make them outward-focused on the team's needs instead of inward-focused on their own.

If you make listening and observation your occupation, you will gain much more than you can by talk.

Robert Baden-Powell



Regardless of what field or industry you operate in, the ability to build and empower constantly-evolving teams while maintaining team harmony has become a leadership necessity.

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Artist's impression

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