

Lion Today

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PARKSON RETAIL ASIA LISTED ON SINGAPORE STOCK EXCHANGE



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PARKSON RETAIL ASIA LISTED ON SINGAPORE STOCK EXCHANGE



- ▶ A toast to the successful listing of Parkson Retail Asia Limited on the Singapore Stock Exchange.
- ▶ Meraikan kejayaan penyenaiaan Parkson Retail Asia Limited di Bursa Saham Singapore.



- ▶ Mr Gan Seow Ann, President of Singapore Stock Exchange (left) presenting a souvenir to Tan Sri William Cheng.
- ▶ Encik Gan Seow Ann, Presiden Bursa Saham Singapore (kiri) menyampaikan cenderamata kepada Tan Sri William Cheng.

COMMUNITY RELATIONS

LAUNCHING OF CHINESE NEW YEAR CALLIGRAPHY CHARITY SALE



- ▶ Schools' representatives and guests at the launch and admiring the calligraphy works on display.
- ▶ Wakil sekolah dan jemputan di majlis pelancaran dan mengagumi hasil kaligrafi yang dipamerkan.



- ▶ Puan Sri Chelsia Cheng demonstrating her calligraphy skills (left), and introducing Master Zhi Qing's work (right & inset).
- ▶ Puan Sri Chelsia Cheng mendemonstrasi kebolehan kaligrafi (kiri), dan memperkenalkan hasil kaligrafi Master Zhi Qing (kanan & gambar kecil).



PARKSON RETAIL ASIA LIMITED LISTED ON SINGAPORE STOCK EXCHANGE

On 3 November 2011, Parkson Retail Asia Limited (PRA) made its debut on the Singapore Stock Exchange (SGX) at S\$1.05 a share, 12% above its initial public offer price of S\$0.94.

PRA's offer of 147 million shares was 1.1 times oversubscribed, with 136.2 million shares sold in an international placement and 10.9 million sold in a public offer. The offer also featured a 15% over allotment option, all of which was allocated to the placement.

At the SGX listing ceremony, our Group Chairman and

CEO who is also PRA Non-Executive Chairman, Tan Sri William Cheng, in his speech said, "The Parkson name is well-known and we have developed a well-established store network with an efficient and highly competitive business model. I am confident that Parkson will continue to succeed in achieving all of our growth targets. We will continue to focus on productivity, and will continue to enter countries with a strong growth potential".

The proceeds of the IPO will be used to open new stores in Malaysia, Indonesia, Vietnam and Cambodia as well as for IT investment and maintenance capital expenditure.

PENYENARAIAAN PARKSON RETAIL ASIA LIMITED DI BURSA SAHAM SINGAPURA

Tarikh 3 November 2011 merupakan kemunculan sulung Parkson Retail Asia Limited (PRA) di Bursa Saham Singapura (SGX) dengan harga S\$1.05 sesaham, 12% lebih tinggi daripada harga tawaran awam permulaan iaitu S\$0.94.

Tawaran sejumlah 147 juta saham PRA itu melebihi 1.1 kali ganda langganan, dengan 136.2 juta saham dijual secara penempatan antarabangsa manakala 10.9 juta dijual secara tawaran awam. Ianya juga merangkumi 15% opsyen pentuntukan lebihan di mana semuanya telah diperuntukkan kepada penempatan.

Pada majlis penyenaraian PRA di SGX, Pengerusi Kumpulan dan

Ketua Pegawai Eksekutif yang juga Pengerusi Bukan Eksekutif PRA, Tan Sri William Cheng, dalam ucapannya berkata, "Jenama Parkson sudah terkenal dan kami telah membangunkan rangkaian stor yang mantap dengan perniagaan yang cekap dan model yang sangat kompetitif. Saya yakin Parkson akan terus berjaya dalam mencapai semua sasaran pertumbuhannya. Kami akan terus memberi tumpuan kepada produktiviti, dan akan terus masuk ke negara-negara yang mempunyai potensi pertumbuhan yang kukuh".

Hasil IPO itu akan digunakan untuk membuka stor baru di Malaysia, Indonesia, Vietnam dan Kemboja serta untuk modal pelaburan IT dan perbelanjaan penyelenggaraan.

COMMUNITY RELATIONS

LAUNCHING OF CHINESE NEW YEAR CALLIGRAPHY CHARITY SALE

The Lion-Parkson Foundation kicked off its annual Chinese New Year Calligraphy Charity Sale in aid of needy students in four schools on 30 December 2011 at KL Festival City Mall in Setapak, Kuala Lumpur.

Foundation Chairman, Puan Sri Chelsia Cheng demonstrated her calligraphy skills and presented her 'dragon' inscription to KL Festival City Senior General Manager, Mr Gui Cheng Hock. Several others from Xian's Calligraphy Centre and calligrapher from Beijing, China, Master Zhi Qing also displayed their skills with their pieces sold and the proceeds contributed to the charity fund.

Guests were entertained by a Chinese Orchestra and Chinese Yoyo performance by the students of Tsun Jin High School.

The demonstration and sale of the calligraphy pieces by students from the four schools was held in 9 Parkson outlets in the Klang Valley; in KL Festival City, Pavilion KL, KLCC, The Mall, OUG Shopping Complex, Subang Parade, Sunway Pyramid, Selayang Mall and 1 Utama Shopping Centre over two weekends before Chinese New Year.

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NEW YEAR MESSAGE

FROM

GROUP CHAIRMAN & CEO

2011 had been a very difficult year for our steel manufacturing operations while our retail business continued to perform well and our property and other businesses fared satisfactorily. The local flat steel industry comprising hot rolled coils (HRC), cold rolled coils (CRC), coloured sheets and downstream flat products was adversely affected by rampant duty-free imports of grades that can be produced locally. This had eroded our market share and threatened the sustainability of our flat steel operations. In addition, the rising costs of production especially cost of raw materials and utilities namely electricity and natural gas had also affected our steel businesses.

We shall continue to work with the authorities on plugging the import loopholes and enforcing the conditions of the National Steel Policy to safeguard the interests of local manufacturers. Discussions are ongoing with potential strategic partners to help grow our steel operations through the transfer of technology, improved quality and better access to overseas markets. In the face of increasing cost and demand for raw materials, we are also exploring opportunities in iron ore and coal mining which will enhance our steel operations and create substantial value-add from extraction of the ore to finished product.

In the retail sector, Parkson opened 9 new stores in 2011 with 6 in China, one in Malaysia and 2 in Vietnam. It also ventured into the Indonesian retail market through 7 Centro department stores and one Kem Chicks supermarket, making a total of 104 stores operated by Parkson in these 4 countries. Its operations in Malaysia, Vietnam and Indonesia were listed on the Singapore Stock Exchange under Parkson Retail Asia Limited on 3 November 2011. The newly-built KL Festival City mall in Setapak, Kuala Lumpur with Parkson as the owner and anchor tenant represents the Group's investment in establishing and managing shopping malls.

Our Malaysian economy is expected to grow at an average of 5-6% in 2012 with the continuing weak global economy pressured by Europe's debt crisis and the US economic slowdown. Though the Asian economies fared better especially China and India which recorded strong economic growth during 2011, it will not be sufficient to compensate for the slowdown in the advanced economies. Our economic growth will have to be largely driven by domestic demand while sustaining our export levels. The implementation of projects under the Economic Transformation Programme and the 10th Malaysia Plan should help provide the boost for domestic growth with increased demand for building materials including steel products. Consumer spending will be spurred by the 2012 Budget measures which include cash assistance for eligible households and students which will benefit the retail sector.

Our operations must be prepared to face all these challenges and look for opportunities in an increasingly open and competitive environment. Our facilities must be in place and our staff adopt continuous learning to upgrade their skills and keep abreast of new ideas and technologies.

I would like to thank all our staff for your continuing hard work and dedication to enable the Group to carry on despite the difficulties and challenges faced. My appreciation also goes to all our customers, business associates, shareholders, directors and the government authorities for their support and cooperation. I wish you all a happy new year.

Tan Sri William Cheng

PENGERUSI KUMPULAN & KETUA PEGAWAI EKSEKUTIF

Tahun 2011 merupakan satu tahun yang amat sukar untuk operasi pembuatan keluli kita manakala perniagaan runcit kita pula terus menunjukkan prestasi yang baik sementara bahagian hartanah serta perniagaan lain menunjukkan perkembangan memuaskan. Industri keluli rata tempatan yang terdiri daripada gelung gelek panas (HRC), gelung gelek sejuk (CRC), kepingan keluli berwarna dan produk hiliran rata terjejas teruk akibat import bebas cukai yang berleluasa bagi gred yang boleh dikeluarkan dalam negara. Ini telah menghakis bahagian pasaran dan mengancam kemampuan operasi keluli rata kita. Di samping itu, kenaikan kos pengeluaran khususnya kos bahan mentah dan utiliti iaitu elektrik dan gas asli turut menjejaskan perniagaan keluli kita.

Kita akan terus bekerjasama dengan pihak berkuasa untuk menangani kelemahan import dan menguatkuasakan syarat-syarat Dasar Keluli Negara untuk melindungi kepentingan pengeluar tempatan. Perbincangan berterusan dengan rakan-rakan strategik yang berpotensi untuk membantu mengembangkan operasi keluli kita melalui pemindahan teknologi, meningkatkan kualiti dan mendapatkan akses yang lebih baik untuk bahagian pasaran di luar negara. Dalam menghadapi peningkatan kos dan permintaan untuk bahan-bahan mentah, kita juga mencari peluang dalam industri bijih besi dan perlombongan arang batu yang akan meningkatkan operasi keluli kita dan mewujudkan nilai tambah yang lebih besar daripada pengestrakan bijih sehingga produk siap.

Dalam sektor runcit, Parkson telah membuka 9 buah gedung baru pada tahun 2011 dengan 6 buah di China, 1 di Malaysia dan 2 di Vietnam. Ia juga turut menerokai pasaran runcit Indonesia melalui 7 buah gedung serbaneka Centro dan sebuah pasaraya Kem Chicks, menjadikan keseluruhan gedung kendalian Parkson di 4 negara berjumlah 102 buah. Operasinya di Malaysia, Vietnam dan Indonesia telah disenaraikan di Bursa Saham Singapura di bawah Parkson Retail Asia Limited pada 3 November 2011. Kompleks KL Festival City yang siap dibina di Setapak, Kuala Lumpur di mana Parkson adalah pemilik dan penyewa utama, merupakan

pelaburan Kumpulan dalam pembinaan dan pengurusan pusat membeli-belah.

Pertumbuhan ekonomi Malaysia dijangka lebih perlahan, kira-kira 5-6% pada tahun 2012 ekoran kelemahan ekonomi global yang tertekan dengan krisis hutang di Eropah dan kelembapan ekonomi Amerika Syarikat. Walaupun perkembangan ekonomi Asia adalah lebih baik terutama China dan India, yang mencatatkan pertumbuhan ekonomi yang kukuh pada 2011, ia tidak cukup untuk mengimbangi kelembapan ekonomi maju. Pertumbuhan ekonomi negara kita sebahagian besarnya akan dipacu oleh permintaan dalam negeri dan pada masa yang sama mengekalkan tahap eksport kita. Pelaksanaan projek-projek di bawah Program Transformasi Ekonomi dan Rancangan Malaysia Ke-10 harus membantu memberikan rangsangan bagi pertumbuhan dalam negeri dengan peningkatan permintaan bagi bahan binaan termasuk keluli. Perbelanjaan pengguna akan didorong oleh langkah-langkah Bajet 2012, termasuk bantuan tunai untuk isi rumah dan pelajar-pelajar yang layak akan memanfaatkan sektor runcit.

Operasi kita mesti bersedia untuk menghadapi semua cabaran ini dan mencari peluang dalam persekitaran yang semakin terbuka dan berdaya saing. Fasiliti kita mesti berada di landasan yang betul sementara warga kerja kita mengamalkan prinsip pembelajaran berterusan untuk meningkatkan kemahiran mereka serta mengikuti perkembangan terkini ide dan teknologi baru.

Saya ingin mengucapkan terima kasih kepada semua warga kerja atas kegigihan dan kerja keras untuk membolehkan Kumpulan meneruskan operasi walaupun berhadapan dengan pelbagai kesukaran dan cabaran. Terima kasih juga kepada para pelanggan, rakan perniagaan, pemegang saham, pengarah dan pihak berkuasa kerajaan atas sokongan dan kerjasama mereka. Selamat menyambut tahun baru.

Tan Sri William Cheng

CORPORATE

UPDATE

百盛零售亚洲于新加坡上市

百盛零售亚洲有限公司(PRA)于2011年11月3日在新加坡证券交易所(SGX), 以每股1.05新元上市, 比94仙新元发售价高出12%。

百盛零售亚洲以1.1倍的超额认购来发售147万股股票, 136.2万股配售予国际投资者及新加坡投资者, 10.9万股则成功被公众认购。它也提供额外15%的配售股。

金狮集团主席及执行长, 同时也是百盛零售亚洲非

执行主席丹斯里钟廷森致词表示, “百盛是个著名品牌, 我们已开发一套完善的门店网络, 有效率及具高度竞争力的商业模式。我相信百盛将继续迈向我们的增长目标并取得成功。我们将继续专注于生产力, 继续进驻有强劲增长潜力的国家”。

首次公开售股所得的款项将用在马来西亚、印尼、越南和柬埔寨增设新商店, 以及资讯工艺投资和维持资本开支。

LION STEEL COMPLEX HEALTH CAMPAIGN

More than 700 people participated in the Lion Steel Complex Health Campaign which was held on 9 and 10 November 2011 to raise awareness on the importance of healthcare.

The campaign themed "Take care of your body and it will take care of you for life", was jointly organised with Lion's Club, and featured health screening, blood donation, health talks and exhibition by local

authorities, government agencies and healthcare companies.

About 150 litres of blood were collected from the blood donation by 424 donors.



▶ Diabetes screening.
▶ *Saringan kencing manis.*



▶ Screening before donating blood.
▶ *Saringan sebelum menderma darah.*



▶ Blood donation in progress.
▶ *Kakitangan menderma darah.*



AMSTEEL MILLS' 10TH CA SIGNING CEREMONY

Amsteel Mills Sdn Bhd and the Metal Industry Employees Union (MIEU) sealed the company's 10th Collective Agreement (CA) on 11 November 2011 with several improvements to the terms and conditions of employment.

Director - Group HR, Mr Suresh Menon and MIEU Secretary, Mr Rajasekaran represented Amsteel Mills and the union respectively. The new CA which was concluded in the spirit of maintaining industrial harmony is for the period 1 May 2011 to 30 April 2014.



▶ From left / *Dari kiri*: Amsteel Banting GM, Mr Pong Chung Kuan; GM - HR, Ms Kwa Seok Leng; Amsteel Klang Senior GM, Mr Chen Kwong Fatt; Director - Works, Ir Dr Loh Fook Guan; Director - HR, Mr Suresh Menon; Senior Manager - IR, Mr M Selvaraju; Executive Secretary - MIEU, Mr G Rajasekaran; President - MIEU, Encik Samsudin bin Usop; Chairman - Works Committee, Encik Kamaruddin Abd Karim; Vice Chairman - Works Committee, Mr Muniandy a/I Manirasu and Secretary - Works Committee, Mr Murugan a/I Arumugam.

AMSTEEL MILLS KLANG: BLOOD DONATION & HEALTH SCREENING

Amsteel Klang organised a Blood Donation & Health Screening Campaign as part of its employees' well-being initiatives. The campaign was part of the Lion's Club of Kuala Lumpur Pantai Hills' annual community project with Amsteel Klang to replenish the National Blood Bank and also to provide free health screening and awareness to all employees.

74 bags of blood were collected and about 170 employees benefited from the free health screening.



MEGASTEEL UPDATES: RECOGNITION AWARD FROM SSIC

On 3 December 2011, the Selangor State Industrial Center (SSIC) had an award presentation ceremony honouring 10 companies with major investments in the state. Megasteel QA Senior Manager, Ir Haji Sabruden Suren received the award from Selangor Menteri Besar, YAB Tan Sri Dato' Seri Abdul Khalid Ibrahim (right photo, centre) witnessed by Selangor Exco for Investment, Industry and Trade, YB Theresa Kok (right).



VISIT BY PROTON OFFICIALS



Officials from national car maker, Proton Holdings Berhad visited Megasteel recently. They were briefed on the company's operations and products by QA Senior Manager, Ir Haji Sabruden Suren and management staff from the production and marketing departments, and visited the plant.



HELPING HAND FOR STAFF

Megasteel management and staff extended a helping hand to Encik Zulkifley Sabakmin who lost his home when fire engulfed his house in Kampung Labohan Dagang. General Manager-HR, Mr Lee Seng Tian and HR Manager, Encik Roseli Mansor presented the contribution to Encik Zulkifley.

PAINTBALL MATCH

Team Shasha The Killerz representing staff at Wisma Lion defeated 25 other teams in the Inter-Department Paintball Match organised by Megasteel Sports and Recreation Club on 13 November 2011. Second and third placing went to Dysected, also from Wisma Lion and LF Power from Steel Making Plant respectively. Club Chairman, Encik Rosli Yaacob presented the prizes to the winners.



Champion - Shasha The Killerz



1st Runner-Up - Dysected



2nd Runner-Up - LF Power

MEGASTEEL UPDATES: IPMC FUTSAL MATCH

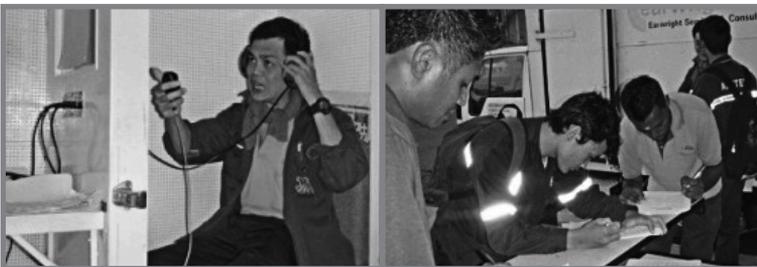


- ▶ Megasteel teams emerged second in both the male and female categories.
- ▶ *Kumpulan dari Megasteel masing-masing memenangi tempat kedua dalam kategori lelaki dan wanita.*

Megasteel sent a team each for the male and female categories in the Futsal Match organised by Kuala Langat District Industrial Park Management Committee (IPMC) on 18 December 2011. Private companies and government agencies in the districts of Kuala Langat and Teluk Panglima Garang participated in the tournament.

The Megasteel teams took home RM700 each for emerging second in their respective category. SSIC Chairman, Datuk Jabbar Ahmad Kembali presented the prizes to the winners.

AMSTEEL BANTING ACTIVITIES:



AUDIOMETRIC TEST 2011

As stipulated in the Factories & Machinery (Noise Exposure) Regulation 1989, Amsteel Mills Banting has adopted noise management control measures in its plant and organised an audiometric test for its employees to ensure their well-being.



DEEPAVALI CELEBRATION

The Deepavali rituals of "light flow" by the administration staff and "light up" by Director - Works, Ir Dr Loh Fook Guan and General Manager - Works, Mr. Pong Chung Kuan marked the start of the festive celebration at Amsteel Banting on 24 November 2011.

In the spirit of 1Malaysia, the event saw a good turnout by the staff who enjoyed the delicious lunch spread and array of Indian traditional cookies served.



- ▶ Group photo of Deepavali committee members with the management, consultants and guests.
- ▶ *Gambar berkumpul Ahli Jawatankuasa Deepavali bersama pihak pengurusan, konsultan dan tetamu.*

HAPPENINGS @ ANTARA: VISIT BY JOHORE MASTER BUILDERS ASSOCIATION



- ▶ Encik Rahmat Ibrahim (right) and plant personnel led the guests on a plant tour.
- ▶ *Encik Rahmat Ibrahim (kanan) dan warga kerja kilang membawa tetamu melawat kilang.*

A 22-member delegation from Johore Master Builders Association led by its President, Mr Cheng Loek and Vice President, Mr Lim Thai San visited Antara Steel Mill on 3 November 2011.

The visit was organised to foster closer working relations between the two organisations. Amsteel's marketing team, led by General Manager - Sales, Mr William Wong joined in the visit.

On hand to welcome everyone were Executive Director, Mr Eric Cheng; General Manager, Encik Rahmat Ibrahim; QC Manager, Encik Zakaria Mahat; HR Manager, Mr Tan Boon Min and other management staff. The guests were taken on a tour of the Steel Plant and Rolling Mill.

ERT MOCK DRILL

The scenario - a lorry hit the storage area where inflammable items were stored which caused a fire. While the Emergency Response Team (ERT) members tried to control the fire, a distress call was made to Balai Bomba Pasir Gudang. The driver and some employees were injured.

Held on 28 December 2011, the ERT led by its Commander, Encik Bonsu Salam sprang into action to help the casualties and control the fire. The fire engines from Balai Bomba Pasir Gudang added 'real drama' to the drill which was held as part of the Fire Department's annual requirement.



- ▶ Mock drill in progress.
- ▶ *Dril olok-olok sedang berlangsung.*

QUIT SMOKING CAMPAIGN



Johor has declared itself a 'smoke-free state' after Melaka. On 27 and 28 December 2011, the Steel Plant and Safety & Health Department initiated the 'Quit Smoking Campaign' to promote a healthy lifestyle and create awareness on the hazards of smoking.

According to the Johor Health Department, Antara is the second company in Johor to launch such a campaign. Since the launch, 15 workers have successfully quit smoking and are encouraging the others in the progression stage to do the same.

Among the activities held during the campaign were quizzes, video shows, and consultation and tips on how to quit smoking. Posters and flyers on Johor state's 'Quit Smoking Campaign' were on display.

AIDIL ADHA CELEBRATION

On 6 December 2011, members of the Badan Kebajikan Islam Antara (BKIA) gathered at the company's residential premises, Block 86 & 87 for the Aidil Adha celebration.

10 cows were slaughtered for 'Qurban' with the meat distributed to members and the underprivileged in the surrounding areas. A lucky draw was held for the members present which added to the merriment.



- ▶ All busy at the meat packing and distribution area.
- ▶ *Suasana sibuk di kawasan pembahagian daging.*

HI-REV SPONSORS SEPAH THE MOVIE



► Shooting of the movie in progress.
 ► Penggambaran filem sedang berlangsung.



► From left: Mamat, PPM Marketing Manager Mr Kenny Chuah, Shuib, Jep and PPM staff posing in front of Hi-Rev's logo.
 ► Dari kiri: Mamat Pengurus Pemasaran PPM, Encik Kenny Chuah, Shuib, Jep dan kakitangan PPM bergambar di depan logo Hi-Rev.

Posim Petroleum Marketing Sdn Bhd, the distributor of Hi-Rev lubricants sponsored the making of a movie entitled "Sepah-The Movie" to be screened sometime in March 2012.

The main cast features Raja Lawak Season 3 champion, Kumpulan Sepah which consists of Mamat, Jep and Shuib. The romance - comedy storyline revolves around three factory workers who are also motor-cross enthusiasts. HI-REV's sponsorship is in the form of materials and product collateral to portray the mock-up of a motor-cross track.

MAHKOTA HOTEL'S DIARY: CHRISTMAS CHEER

Mahkota Hotel Melaka feted 25 special people from the Beautiful Gate Foundation for the Disabled - Melaka Centre to a scrumptious Christmas dinner on 19 December 2011. They also received Christmas cookies from the hotel's Santa Claus and his assistant, Santa Rina.

The special children of the Malacca Happiness Center had a pleasant surprise when the hotel staff visited them on 21 December 2011. General Manager, Mr Edward Lau presented a cheque for RM3,040 raised from the hotel guests' generosity to the center's founder, Mr Roy Collar.

Assistant Catering & Banquet Manager, Ms Christine Choo who was dressed as Santa Rina and Director of Sales & Marketing, Ms Cindy Lim brought cheer to the children with their chocolates and warm smiles, along with a fruit cake, cookies and daily necessities.



► Guests from the Melaka Center of Beautiful Gate Foundation For The Disabled with Mr Edward Lau (white shirt, behind) and Ms Cindy Lim (left).
 ► Tetamu daripada Melaka Center Beautiful Gate Foundation For The Disabled bersama Encik Edward Lau (baju putih di belakang) dan Cik Cindy Lim (kiri).

COOKING DEMO WITH SWEDISH ACTOR



► Lights, camera, and action at Mahkota Hotel.
 ► Sedia untuk penggambaran di Mahkota Hotel.



► Mahkota Hotel chefs with the crew after the shooting session.
 ► Chef Mahkota Hotel bersama krew selepas sesi penggambaran.

In collaboration with Melaka's Tourism Promotion Division, a Singapore-Sweden video crew filmed a cooking demonstration at Mahkota Hotel by its chefs. The video featured a famous Swedish actor, Kjell Bergqvist and a senior couple on a culinary adventure in Melaka. The program is aimed at promoting Malaysian culinary to the world, especially to Europe.

2011 HAPPENINGS

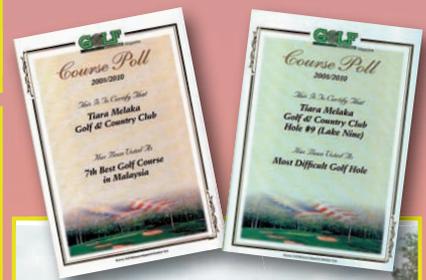
January - February

- A. Lion-Parkson Foundation organised its 2nd Chinese New Year Calligraphy Charity Sale in aid of needy students in four independent schools.
- B. Parkson opened its 7th store in Vietnam on 15 January 2011. Dubbed the new pearl of South Saigon, Parkson Paragon is the 5th store located in Ho Chi Minh City.
- C. Changshu Lion completed the Athens Precinct under Phase 1A of D' Venice Residence Project, two months ahead of the SPA Completion Date of 30 March 2011 and started handing over the units to purchasers on 21 January 2011.
- D. Zigong Parkson located in Phase 3, Xinmei, Huixing Road in Sichuan, China was officially opened on 24 January 2011.



March - April

- E. Parkson China in collaboration with Tsinghua University of Beijing sponsored the first Parkson-Tsinghua Journal Research Paper Award on "History of Twentieth Century China and Overcoming The Earthquake Era". Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng and Tsinghua University officials presented the awards to the winners on 19 April 2011.
- F. Our Group participated in the Malaysian Career & Training Fair (MCTF) held at Mid Valley Mall from 15 - 17 April 2011. Staff from Group HR and our steel and retail operations were present to brief job seekers.
- G. Lion-Parkson Foundation contributed RM1 million to the Associated Chambers of Commerce & Industry of Malaysia (ACCCIM) Socio-Economic Research Centre. The Prime Minister, Dato' Seri Najib Tun Razak witnessed the handing over of the contribution by Foundation Chairman, Puan Sri Chelsia Cheng to ACCCIM.
- H. Tiara Melaka Golf & Country Club was voted 7th Best Golf Course in Peninsular Malaysia in the Golf Malaysia Course Poll 2008-2010 by Golf Malaysia Magazine.

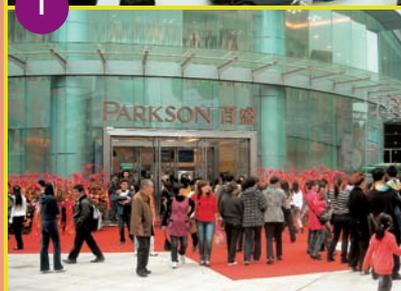


- I. Parkson Yueyang in Hunan, China relocated to bigger premises in Light Macro Commercial Plaza on 16 April 2011. Parkson had opened in Yueyang in late 2003 and has become a popular shopping destination.



May - June

- J. Lion-Parkson Foundation organized a motivational seminar on 20 June 2011 for the students shortlisted for its scholarship and educational loan awards for the new academic year. Foundation Chairman, Puan Sri Chelsia Cheng; Head of Department of Chinese Language & Literature in Tsinghua University in Beijing, Professor Liu Shi; Foundation Trustee, Dr Chua Siew Kiat and Senior Manager from CeDR Corporate Consulting Sdn Bhd, Mr Kelvin Phuan spoke at the seminar.



PARKSON STORES OPENING IN

Parkson Kunshan, opened on 5 November 2011
Retail area - 30,000 square metres

CHINA



Parkson Zhangjiakou, opened on 30 December 2011
Retail area - 43,000 square metres

CHINA



Parkson Sibü re-opened on 1 December 2011
Retail area - 62,451 square feet

MALAYSIA



MALAYSIA, CHINA & VIETNAM

Parkson Changzhou City Center, opened on 24 December 2011
Retail size - 30,312 square metres

CHINA



Parkson Liupanshui, opened on 31 December 2011
Retail area - 25,000 square metres

CHINA



Parkson Landmark 72, opened in Hanoi on 2 December 2011
Retail area - 35,600 square metres

VIETNAM



2011 HAPPENINGS

July - August

K. For the 21st year running, Lion-Parkson Foundation awarded scholarships and educational loans to 6 deserving students pursuing their education in local universities. The awards were presented by Foundation Chairman, Puan Sri Chelsia Cheng on 4 August 2011.



L. The Selangor State Exco members and state agencies' officials led by Menteri Besar, Tan Sri Dato Seri Abdul Khalid Ibrahim visited our Steel Complex in Banting on 22 July 2011. The visit was part of the state's one-day 'Mesra dengan Rakyat' (Get-to-Know-the-People) session.



M. Tianshan Parkson, the fourth Parkson store in Shanghai opened for business on 5 August 2011. It is located in Changning District, one of the most internationalised districts, west of Shanghai.



N. On 26 July 2011, Ototek Sdn Bhd received Boon Siew Honda's 'Best JIT Delivery 2010' award for supplying IRC tyres and tubes to the Honda assembly plant in Prai, Pulau Pinang.



September - October

O. Parkson opened its 37th store in Malaysia at KL Festival City Mall in Kuala Lumpur on 20 October 2011. KL Festival City is a new shopping complex owned and managed by Parkson Holdings Berhad.



P. Parkson Nanning Xinan Shangdu, the second Parkson store in Guangxi region was opened on 30 October 2011, making it the 48th Parkson store in China.



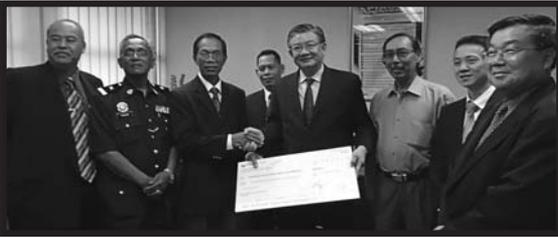
Q. Secom's security officers, Rajendra Bahadur Basnet and Chandra Kumar Shresta received certificates of recognition for their dedication and commitment in ensuring a high level of security at a client's premises, Menara Standard Chartered.



R. Staff of Parkson Corporation and Estee Lauder Companies Malaysia joined hands for the second year running in a month-long campaign themed "Beautiful Earth" to reduce the use of one-time plastic and paper bags and raise money to rehabilitate the mangrove forests in Sungai Sepang Kecil through its "A Bag for a Tree" project.



SECOM'S DIARY: SPECIAL DIVIDEND TO SHAREHOLDERS



On 30 November 2011, Secom (Malaysia) Sdn Bhd paid a special dividend to its shareholders, namely Ayer Keroh Resort Sdn Bhd, Secom Co Ltd and Koperasi Polis DiRaja Malaysia (KPDRM).

Secom Director / Advisor, Mr Frankie Chai presented the cheque to KPDRM Chairman, Dato' Amir Sulaiman, witnessed by Secom Director, Dato' Anuar Bashah; GM, Mr Kenji Ishida and Senior Manager, Jonathan Choong.

FIRST AID TRAINING

Secom organised a two-day training on First Aid for its staff from the operations, sales, technical and administration departments. Conducted by St John Ambulance Malaysia, the training was held to equip them with basic first aid skills. A certificate was given to those who excelled in the examination which was held at the end of the session.



INDUCTION TRAINING

New static guards attended an induction training held at the Johor Bahru depot from 5 to 9 December 2011. Conducted by HR Manager, Ungku Abdullah; Operations Manager, Amzani and Security Management, Asrul; the areas covered in the training were roll call, responsibilities and job scope, property inspection, report writing, HR matters and standard operating procedures.

YAZHOU ZHOUKAN AWARD FOR PARKSON

Parkson Holdings Berhad received an award at the 24th Anniversary Reception and Awards for 1,000 Global Chinese Businesses organized by Yazhou Zhoukan Ltd in Hong Kong on 13 December 2011.

Mr Tan Hun Meng, Parkson China Chief Operating Officer (Southern Region) received the award on behalf of Parkson.

Parkson operates a chain of department stores in Malaysia, China, Vietnam and Indonesia. It currently has 104 stores in these 4 countries and expects to open its first store in Cambodia in 2013 with plans to expand its footprint into the Philippines, Thailand and Myanmar.

It is positioned as a fashionable, lifestyle and family department store targeting the middle to upper-middle classes with merchandise tailored to appeal to the local consumers and offer them what they need.



► Mr Tan Hun Meng (1st row, 4th from left) in a group photo with other award recipients and receiving the award (inset) from the organizer.

► Encik Tan Hun Meng (baris pertama, 4 dari kiri) dalam gambar berkumpul dengan para penerima anugerah dan menerima anugerah (gambar kecil) daripada penganjur.



Talk On COMPETITION LAW



Our Group Legal Department organised a talk on "Competition Law" on 15 December 2011 to introduce the Competition Act 2010 which came into force on 1 January 2012. The Act is applicable to all commercial activities undertaken within and outside Malaysia that affect the competition in the domestic market. Its purpose is to promote economic development by promoting and protecting the process of competition; and encouraging efficiency, innovation and entrepreneurship, which promotes competitive prices, improvement in quality of products and services and wider choice for consumers.

The talk by Mr Tay Beng Chai, Managing Partner of Messrs Tay & Partners covered the following salient features of the Act :

Malaysia Competition Commission (MyCC)

- ◆ Responsibility to enforce and administer the Competition Act 2010.
- ◆ Appeal against MyCC's decision to Competition Appeal Tribunal.
- ◆ Decision of Tribunal is final and binding on parties.

Basic Concepts

- ◆ Market definition - competition exists within markets defined by geographical areas and products. This helps determine market share.
- ◆ Relevant Market Definition
 - A market in Malaysia or in any part of Malaysia (the focal area).
 - In relation to goods and services that are substitutable or competitive to relevant goods or services (the focal products and substitute products).
- ◆ Market power - a firm with huge market share generally has market power to fix prices and conditions of sale.
- ◆ Horizontal agreements - agreements between enterprises within the same level of production or distribution.
- ◆ Vertical agreements - agreements between enterprises at different levels of production or distribution.

Horizontal Agreements – Assessments Required

- Information Sharing reduces uncertainty competitors face and therefore reduces competition. Can result in some form of price coordination.
- Restriction on Advertising reduces competition too.
- Standard Agreements pose barrier to new improved ideas and barrier to new entrants.

Vertical Agreements

Generally less harmful than horizontal agreements. Singapore Competition Act exempts vertical agreements. EU has also moved to regulate vertical agreements.

Vertical Agreements Involving Price

- ◆ Resale Price Maintenance (RPM) usually seen as uncompetitive. Downstream enterprises or retailers cannot compete on price.

- ◆ Exceptions - relief if can prove 'significant identifiable technological, efficiency or social benefits' if RPM is allowed.

Vertical Non-Price Restrictions

- ◆ Tying Customer buying a product (tying product) - must also buy the tied product which customer does not want.
- ◆ Minimum Purchase Buyer - must buy all or most of the supplies from Seller, or otherwise Seller won't sell at all or will not give the discount or volume discount.

Distributorship Agreements

- ◆ Exclusive appointment over a geographical territory - limits intra-brand competition.
- ◆ Exclusive customer allocation - also limits intra-brand competition.
- ◆ Higher threshold - MyCC will not examine if both Seller and Buyer market share are less than 30% and exclusivity is less than 5 years.

What is 'Abuse' of Dominance?

- ◆ Unfair selling or purchase prices or trading conditions.
- ◆ Limiting or controlling production or market access, technological development or investment.
- ◆ Refusing to supply to a particular customer.
- ◆ Apply different terms to different trading partners.
- ◆ Predatory behaviour towards competitors.
- ◆ Buying up scarce supply of intermediate goods or resources required by competitors.
- ◆ However, a conduct is not an abuse by a dominant player if it has reasonable commercial justification or represents a reasonable commercial response to market entrant or market conduct of a competitor.

Financial Penalty

- ◆ Section 40 - where there is a finding of infringement, the financial penalty could be up to 10% of worldwide turnover of an enterprise over the period of infringement.

ANNUAL GENERAL MEETINGS

The Group's public listed companies, Parkson Holdings Berhad held its Annual General Meeting (AGM) on 5 December 2011 while Lion Corporation Berhad and Lion Diversified Holdings Berhad held theirs on 21 December 2011.

The AGMs for Lion Forest Industries Berhad and Lion Industries Corporation Berhad were on 22 December and 27 December 2011 respectively. Two non-listed companies, Lion AMB Resources and ACB Resources Berhad held their AGM on 20 December 2011. All the AGMs were held at Level 16, Office Tower, No. 1 Jalan Nagasari (off Jalan Raja Chulan), 50200 Kuala Lumpur.



- ▶ Lion Industries Corporation Berhad Directors listening attentively to one of the shareholders (inset) during the company's AGM.
- ▶ Pengarah Lion Industries Corporation Berhad memberikan sepenuh perhatian kepada salah seorang pemegang saham (gambar kecil) semasa Mesyuarat Agung Tahunan.

PARKSON CARES EDUCARE 2011



► Performance by Siri Jayanti Sunday Dhamma School choir.
 ► Persembahan daripada koir Siri Jayanti Sunday Dhamma School.



► Datuk Seri Wee Ka Siong (left) officiating the launching of Parkson Cares Educare 2011 with Puan Sri Chelsia Cheng (right) and Ven Siri Wimala (centre).
 ► Datuk Seri Wee Ka Siong (kiri) melancarkan Parkson Cares Educare 2011 bersama-sama Puan Sri Chelsia Cheng (kanan) dan Ven Siri Wimala (tengah).



► Puan Sri Chelsia Cheng (left) shopping for school essentials for the needy school children.
 ► Puan Sri Chelsia Cheng (kiri) sedang membeli-belah peralatan sekolah untuk kanak-kanak sekolah yang memerlukan.

Lion-Parkson Foundation and Parkson Corporation Sdn Bhd held the launching of Parkson Cares Educare which was officiated by Deputy Minister of Education, Datuk Seri Wee Ka Siong, Foundation Chairman, Puan Sri Chelsia Cheng and Educare Chairman, Venerable Siri Wimala, on 26 November 2011.

Educare ties in with Parkson's yearly Back-To-School Charity Drive for the public to buy and contribute school supplies such as school uniforms, bags, shoes, stationery etc for needy school children in Malaysia.

The handover ceremony of the collection from Parkson stores nationwide worth about RM50,000 was held at KL Festival City Mall in Setapak, Kuala Lumpur on 17 December 2011. Puan Sri Chelsia



► Puan Sri Chelsia Cheng (fourth from left) handing over the Educare collection to Ven Siri Wimala witnessed by Tan Sri William Cheng (3rd from left), Parkson's management and Hwa Tai Industries' representative (2nd from right).
 ► Puan Sri Chelsia Cheng (empat dari kiri) menyerahkan hasil kuitipan Educare kepada Ven Siri Wimala disaksikan oleh Tan Sri William Cheng (tiga dari kiri), pasukan pengurusan Parkson dan wakil dari Hwa Tai Industries (dua dari kanan).

Cheng, accompanied by Group Chairman & CEO, Tan Sri William Cheng handed over the collection to Venerable Siri Wimala. Lion-Parkson Foundation also contributed RM25,000

in cash while Parkson Corporation donated RM12,000 worth in kind. Hwa Tai Industries Berhad also supported this charity event with its RM5,000 contribution in kind.

LGMAF CONTRIBUTES TO MEDICAL CAMP

Lion Group Medical Assistance Fund (LGMAF) contributed RM7,885 for the purchase of medicine for the medical camp organised by the Rotary Clubs of Bukit Kiara Sunrise and Shah Alam on 20 November 2011 at the Community Hall in Section 27, Shah Alam.

LGMAF Trustee, Puan Sri Datin Coleen Herbert represented the Fund at the opening ceremony officiated by the Mayor of Shah Alam, Dato Mohd Jaafar Mohd Atan. This is the 5th year LGMAF is contributing such aid for the medical camp.



► Puan Sri Datin Coleen Herbert (left photo) receiving a souvenir from the organiser witnessed by Dato Mohd Jaafar Mohd Atan (centre), and (right photo) viewing the array of medicine sponsored by our Fund.
 ► Puan Sri Datin Coleen Herbert (gambar kiri) menerima cenderamata daripada penganjur disaksikan oleh Dato Mohd Jaafar Mohd Atan (tengah), dan (gambar kanan) melihat pelbagai ubatan sumbangan LGMAF.

2012 NEW YEAR WISHES AND RESOLUTIONS



Norrah Idrus, Property Division
May the new year bring many opportunities and all efforts become great achievements and all dreams fulfilled.



Abdul Rahman Sulaiman, Secom
A job rightly and sincerely done however humble is noble.

Jefferey Cheong Ngiook Soo,

Property Division

My 5 Champion Sales Attitude for 2012 :

I never see failure as failure but as

- a learning experience
- negative feedback to change course of my direction
- an opportunity to develop my sense of humour
- an opportunity to practice techniques and to perfect my performance
- the game I must play to win



Norkhairi Abdul Mohamed, Secom

Kestabilan antara masa bekerja dan bersukan agar dapat melahirkan generasi yang sihat dan sejahtera pada tahun 2012 dan di masa akan datang. Perbanyakkan aktiviti-aktiviti yang dapat mengeratkan hubungan antara warga kerja Kumpulan.



Amy, Parkson

I aim to accept every challenge as a learning process and push myself further to exceed expectations. Play harder and work smarter; a balance to happiness at home and workplace.

Aileen Chong, Parkson

To help bring forth positive energy as I aim to give at least one person I meet at work a genuine compliment every day and be specific with what I appreciate about that person. I will polish my writing skills as I believe that it is essential in nearly every job function while poor writing skills can undermine one's credibility and chances for advancement.



Tammy Foo, Parkson

I believe that there is nothing more thrilling than the feeling of finally 'getting something' be it learning something new, happiness from spending time with loved ones, experience from different culture when you travel and etc. Hence, my new year resolution is to embrace experience with an open mind and heart.

Melissa, Lion Group HQ

My wish for a good new year starts with a smile and ends on a happy note. My resolution is to keep on moving with overflowing, evergreen peace, love, joy and believing that in doing better, we can achieve success together. God Bless All in the New Year.



Muhammad Yandoi Abdullah, Lion Group HQ

The greatest pride is the one that drives a person to do his/her best even when no one is looking.



Ms Lee Tsui, Secom

React fast and with

Enthusiasm,

Sincerity and always

On time.

Live my life fully

Undertake

To do the best

In everything I do and will

ONLY be

Satisfied when it is fully completed

Tan Boon Min, Antara

Work harder and create a joyful environment.



Nuraika, Antara

To be physically fit and lead a healthy lifestyle.

Nazri Alias, Megasteel

Saya berharap tahun 2012 menjadikan segala impian satu kenyataan dan kita semua dapat hidup sebagai 1Malaysia, dalam kesejahteraan.



Wong Pui Tze, Lion Best

My resolution is to lower my cholesterol level in view of my weight gain. I will follow the doctor's advice to exercise at least 3 days a week. A healthy lifestyle will open up more avenues for me to achieve my goals.

Tan Ming Yan, Lion Best

I wish to: 1) learn and be proficient in at least two new IT-related skills
2) improve my fitness/stamina and conquer Mt. Kinabalu
3) visit and explore new countries to broaden my horizon





INFO LINK

DESIGN ORGANIZATION

Is your organization well-designed? And how do you know? What does a well-designed organization look like, and how does it feel to work there? And how is it different from a poorly-designed one?

Many people equate organization design with an organization's structure: The words "lean" and "flat" are used to describe organization design as well as its structure. In fact, organizational design encompasses much more than simply the structure: **Organization design is the process of aligning an organization's structure with its mission.** This means looking at the complex relationship between tasks, workflow, responsibility and authority, and making sure these all support the objectives of the business.

When it comes to good organization design, it's a question of getting the right balance - getting the right controls, the right flexibility, the right incentives; and getting the most from people and other key resources.

Types of Organization Structure

Characteristics of a hierarchical structure versus an organic structure:

Characteristic	Hierarchical structure	Organic structure
Complexity	High - with lots of horizontal separation into functions, departments and divisions	Usually lower - less differentiation or functional separation
Formality	High - lots of well defined lines of control and responsibility	Lower - no real hierarchy and less formal division of responsibilities
Participation	Low - employees lower down the organization have little involvement with decision making	Higher participation - lower level employees have more influence on decision makers
Communication	Downward - information starts at the top and trickles down to employees	Lateral, upward, and downward communication - information flows through the organization with fewer barriers

Examples of hierarchical organization structures:

Functional Structure: The advantage can be efficiency and economies of scale where functional skills are paramount. The main disadvantage is that functional goals can end up overshadowing the overall goals of the organization.

Divisional Structure: The advantage here relates to local results, as each division is free to concentrate on its own performance. The disadvantage is that functions and effort may be duplicated.

Examples of organic structures include:

Simple Structure: The advantages are efficiency and flexibility, and responsibilities are usually clear. The main disadvantage is that this structure can hold back growth when the company gets to a size where the founder or CEO cannot continue to make all the decisions.



Matrix Structure: The advantage is that the organization focuses on divisional performance whilst also sharing functional specialist skills and resources. The (often serious) downfall is its complexity – effectively with two hierarchies, and with the added complexity of tensions between the two.

Network Structure: The advantage is this structure is very flexible and often can adapt to the market almost immediately. The disadvantage is inevitable loss of control, dependence on third parties and the complexity of managing outsource and sub-contract suppliers.

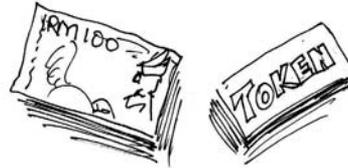
Here are just some of the many things that you can consider when thinking about the structure of your organization.

Strategy - The organization design must support your strategy. If your organization intends to be innovative then a hierarchical structure will not work. If however, your strategy is based on low cost, high volume delivery then a rigid structure with tight controls may be the best design.

Size - The design must take into account the size of your organization. A small organization could be paralyzed by too much specialization. In larger organizations, on the other hand, there may be economies of scale that can be gained by maintaining functionally specialist departments and teams. A large organization has more complex decision making needs and some decision making responsibilities are likely to be devolved or decentralized.

Environment - If the market environment you work in (customers, suppliers, regulators, etc.) is unpredictable or volatile, then the organization needs to be flexible enough to react to this.

Controls - What level of control is right in your business? Some activities need special controls (such as patient services in hospitals, money handling in banks and maintenance in air transport) whilst others are more efficient when there is a high degree of flexibility.



Incentives - Incentives and rewards must be aligned with the business' strategy and purpose. When these are misaligned, there is a danger that units within the organization become self-serving. Using the

earlier example of a company that wants to grow by acquiring new customers, the sales team is incentivized on customer retention, and therefore is self-serving rather than aligned with the business purpose.



There is much more to organization design than deciding on its structure. This list shows just some of the facets of organization design that can be taken into account in thinking about this. With each stage of growth or each change, the organization design needs to be reassessed and realigned as necessary. The list can also help you identify issues that might be causing team problems or holding back your business.

Sources:

- 'What is Organizational Design' – an article by Roy H. Autry, MBA, Ph.D; Inovus Inc
- www.mindtools.com/pages/article

ALIGNING HUMAN RESOURCE (HR) STRATEGIES TO THE BUSINESS

BUSINESS MANAGERS NEED KNOWLEDGE ON HR. HR SPECIALISTS NEED TO KNOW THE BUSINESS.

When both work together to define and implement HR policies and practices, they will be able to support the financial success of the organization.

ESSENTIAL ASPECTS OF A HR STRATEGY

The Society for Human Resources Management has highlighted several essential aspects of HR for business and HR managers to work on to develop a workforce that will support the organization's strategic objectives:

Recruitment and Selection - HR can take the lead in adjusting the recruiting and selection processes and ensuring that the immediate and longer term needs are met while the managers' involvement and input in the recruitment and selection process will help to ensure the hiring of suitable people.



Employment Law - It is important for the organization to comply with various acts and legal regulations related to employment so as to reduce the organization's exposure to expensive litigation and judgments in the industrial court. This will require close cooperation and communication

between the HR specialists and line managers particularly if the organization has chosen to take a proactive approach.



Compensation and Benefits - The organization will need to develop a compensation and benefit plan that achieves a delicate balance. HR, with input from the managers must develop compensation strategies that balance financial resources with employee expectations.

Employee Development - Employees with the right skills and knowledge are more productive. Training and development contribute to employees' readiness to address the new technology and customer standards. Line managers, who have the closest understanding of the product requirements, can partner with the HR specialists, who have understanding of developmental strategies, to build a development and succession plan to meet long-term workforce needs.

Performance Management - Clear performance goals coupled with timely coaching and development opportunities are the main ingredients of an effective performance management process. While HR manages the implementation of the Performance Management System, the line managers have the most opportunities to manage their team members' performance on a day-to-day basis.

HR STRATEGIES ALIGNED TO BUSINESS STRATEGIES

HR strategies that support business strategies are often derived from a clear understanding of the business environment, the core business processes that lead to the company's service or product offering to customers and key people/ competencies that are needed.

Below is an example of two companies in the same industry adopting different HR strategies because of the way they run their business.

Both Gap and Nordstrom are retail companies that sell clothing but with different business strategies. **NORDSTROM**

focuses on the high-end market and seeks to establish long-term relationships through superior customer service. **GAP** on the other hand, focuses on the broader consumer market with more of a self-service approach than Nordstrom.

The difference in their HR strategy is seen in the way they recruit, hire, train, evaluate and reward sales associates.

Gap's HR Strategy
Gap tends to hire younger, more mobile employees who may stay with the company for a year or less before moving on to a different retailer. They tend to be paid a market rate, with little in the way of pay for performance.
Nordstrom's HR Strategy
Nordstrom seeks more experienced sales associates, the ones who want a career in retail sales. In order to attract and retain them, they provide a highly commission-based pay system that both motivates customer service and retains performing associates who would find it difficult to make as much money at competitors.

If you are a HR specialist, you will find that the HR department can no longer function solely as administrative support. If you are a manager, you are probably discovering that being involved in HR matters will increase your effectiveness in managing the business. When managers and HR specialists work together to define and adjust workforce strategies, there is a clearer understanding of the business (the environment, the core business processes and key people/ competencies). This will result in a better alignment of HR strategies to the business.

Sources:

- 'Aligning Business and HR Strategies For a Changing Economy' - an article by Boise State Center for Professional Development, Boise State University
- Human Resource Strategy: Adapting to the age of globalization by Patrick M. Wright, Ph.D - SHRM Foundation's Effective Practice Guidelines Series

SHARING CeDR's GOOD NEWS



At the recent PSMB* 2011 Conference & Exhibition held on 12 & 13 September 2011, CeDR Corporate Consulting Sdn Bhd was awarded a 'Certificate of Appreciation' for active involvement in reskilling and up-skilling Malaysian employees under the Human Resource Development Fund.

Mr Kelvin Phuan, Principal Consultant of CeDR (extreme right), received the certificate from Y.B. Senator Dato' Maznah binti Mazlan, Deputy Minister of Human Resources during the opening ceremony at the conference.

This is the second time that CeDR has received this certificate; the first being in year 2001.

*Pembangunan Sumber Manusia Berhad

KEEPING YOU IN VIEW



The art of STICKING something to a wall... Watch and learn.
(Nestle FLM training, CeDR, 20-21 Sept 2011)



"Wait a minute! You mean to say I just won RM1 million ?? Really? Really?"
(Parkson - 'Working with A Positive Attitude', CeDR, 20-21 Sept 2011)



"Now, as undercover agents, make sure you guard these documents with your life!"
(Parkson - 'Working with A Positive Attitude', CeDR, 20-21 Sept 2011)



"I made a reservation for one person... Ahh, here it is!"
(Talent TALK seminar, CeDR, 25 Aug 2011)



"This little piggy went to the market... This little piggy sat at home... Now, any questions?"
(Talent TALK seminar, CeDR, 25 Aug 2011)



Poor baby! Well at least someone is helping. The others look lost..
(PSMB Train the Trainer session, Kuching, 26 - 30 Sept 2011)



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: 16/3/2012.



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



Name: (Mr / Ms): Tel.

No.:

Company./Dept (please state full address):



Artist's Impression Only

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