



ORIENTATION TO KINOHIMITSU OUTLET



The first part of this chapter covers topics on managing the team. It indicates staff roles and responsibilities, conduct, attire and grooming.

The second half of this chapter covers information to orientate each staff to the configuration of the Kinohimitsu outlet.

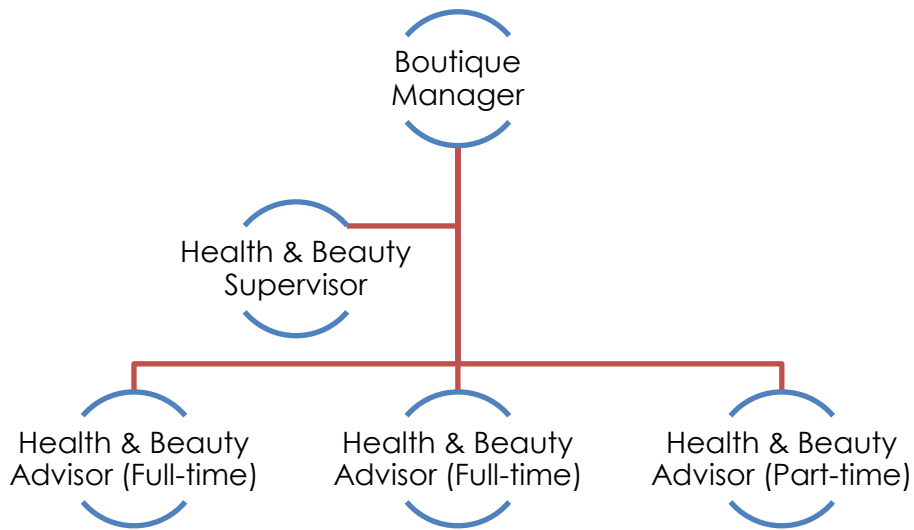
B-1 Our People

People management skills are essential as all staff are expected to work as a team to achieve sales targets set. Each staff is expected to know his/her roles and responsibilities well and be familiar with how the Kinohimitsu outlet operates.

At Kinohimitsu, we believe strongly in empowering our staff; hence, the outlet operates with the objective of attaining maximum flexibility, with little hierarchy or job specialisation. Each staff is given the opportunity to understand and excel in almost all areas of the outlet's operations.

B-1-1 Boutique Reporting Structure

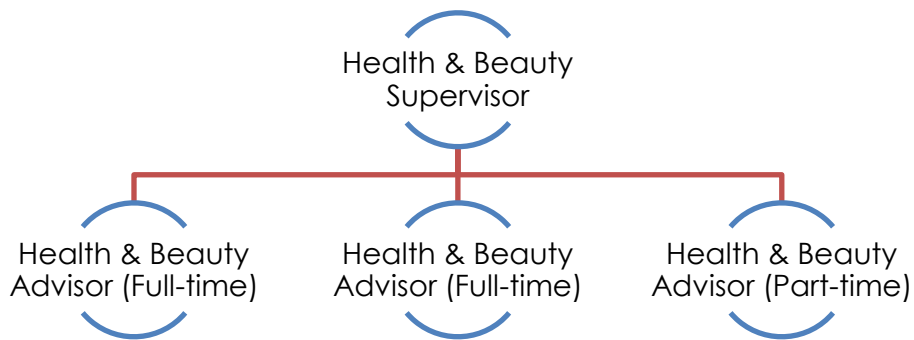
Each Kinohimitsu Boutique is managed by a Boutique Manager, assisted by a Health & Beauty Supervisor, leading a team of 3 to 4 full-time or part-time Health & Beauty Advisors.



In the event that the Boutique Manager is not on duty, the Health & Beauty Supervisor would need to be present in the Boutique.

B-1-2 Beauty Bar Reporting Structure

Each Kinohimitsu Beauty Bar is managed by a Health & Beauty Supervisor, and assisted by a team of 3 to 4 full-time or part-time Health & Beauty Advisors.



B-1-3 Roles & Responsibilities

Boutique Manager

As the key person leading the Kinohimitsu Boutique, the Boutique Manager is expected to be knowledgeable in the Boutique's

operations, while taking on supervisory responsibilities in the following areas:

Human Resource Management

- Staff Rostering
- Document monthly payroll for processing by Headquarters (HQ)
- Staff Conduct and Discipline
- Staff Training and Mentoring

Sales Management

- Motivate and work with team to meet sales targets set
- Conduct sales analysis and monitor sales of product categories
- Ensure that all Boutique transactions are captured in the POS system
- Generate and send daily sales report
- Ensure that sale prices for all displayed items are tagged

Customer Service Management

- Investigate any negative feedback received
- Manage and resolve complaints received from customer

Inventory Management

- Monitor and control stock levels
- Restock fast-moving items
- Assist HQ in managing stocktakes

Internal Communications Management

- Inform staff on the latest updates and announcements after monthly retail meetings
- Communicate all memos sent by the HQ

- Take action on all announcements/reminders stated in the Communication Book
- Gather feedback on outlet operations from team
- Update team on any new promotional mechanics
- Conduct pre-shift briefing

Visual Merchandising

- Ensure that all products are neatly arranged based on the existing visual merchandising guidelines.
- Ensure that all instructions from the HQ sent are duly communicated and reflected.

Health & Beauty Advisors

The Health & Beauty Advisors maintain the smooth operational efficiency of the outlet while working as a team to ensure that sales targets are met. This includes three broad areas, **Outlet Readiness, Merchandise Readiness, Heart and Attitude Readiness.**

The Boutique Manager or Health & Beauty Supervisor would also be taking on these operational functions to ensure that smooth Boutique operational efficiency is achieved:

Outlet Readiness

Creating an outlet environment that is enjoyable for customers and team-mates.

- Maintain cleanliness and tidiness of the outlet throughout the day
- Ensure that outlet fixtures, operational tools and equipment are in good, working condition
- Ensure that marketing collaterals are properly displayed and updated
- Ensure that safety standards in the outlet are met

Merchandise Readiness

Ensure that products are 100% ready for sale to the customer.

- Ensure products and accompanying tags/labels are displayed neatly
- Monitor fast-moving products and inform Boutique Manager or, Health & Beauty Supervisor to restock items that are running low
- Replenish product display shelves and brochure racks
- Conduct stocktakes

Heart & Attitude Readiness

To work as a team to bring about the highest level of customer service.

- Always be ready and enthusiastic in serving customers
- Provide recommendations based on the needs of each customer
- Provide beauty tips, and suggestive-selling
- Work as a team to meet and exceed sales target
- Boost sales by informing customers on sales promotional activities taking place
- Handle feedback and requests in a professional manner

B-1-4 Staff Code of Conduct

As representatives of the company and to uphold our professional image, the following guidelines on Staff Code of Conduct should be adhered to:

1. Staff should be punctual for work so as to allow sufficient preparation time prior to operation.
2. All staff should seek the permission of their immediate superior if they need to leave the premises.

3. Staff should maintain eye contact with, smile at, and greet customers at all times.
4. Staff should observe their body language at all times. "Action speaks louder than words". Never stand with back facing customer.
5. Staff should observe their posture, do not slouch.
6. Staff should not consume food at service area in view of customers.
7. Smoking is strictly forbidden within the premises.
8. Personal belongings such as the mobile phone should be kept appropriately and not be publicly displayed at the work areas.
9. Staff are not allowed to take any Kinohimitsu items out of the outlet without purchasing it (except for staff entitlement).
10. Staff have to adhere to the Outlet's rules & regulations for making any staff purchase.
11. Opened and unused Kinohimitsu drinks in the outlet must be thrown away.
12. Disciplinary action will be taken, if staff is found to be responsible for any misconduct, negligence or mis-selling.

B-1-5 Staff Uniform Guidelines

Without Jacket



With Jacket



- Clean, neat and pressed dress with belt.
 - Name tag on left chest.
 - Black, covered shoes with short heels.
- Clean, neat and pressed dress with belt.
 - Clean, neat and pressed black jacket.
 - Name tag on left chest.
 - Black, covered shoes with short heels.

B-1-6 Grooming & Personal Hygiene

Hair:

- Clean, neatly trimmed
- Long hair or fringe must be tied up or gelled and kept tidy

Make-up:

- Female staff may be required to put on light makeup, at least foundation and lipstick/gloss

Nails:

- Fingernails must be kept clean and neatly trimmed
- Only nude or clear-coloured nail polishes are allowed

Jewellery/Accessories:

- No jewellery except for a simple single pair of ear studs, a plain necklace and not more than 1 ring on each hand, for female staff

Tattoos:

- No tattoos on body or parts of the body, which are visible to the customers

Special care must be taken by all staff to ensure that they do not have any bad breath or body odour. To prevent bad breath and body odour, the following may be observed:

- Use an antiperspirant or deodorant
- Use light fragrance
- Brush teeth after meals especially after eating any pungent smelling food, such as garlic and onions, etc (use a mouth spray if you need do)
- Drink water regularly throughout the day
- Floss teeth and brush tongue regularly

B-2 Our Concepts

This section highlights the different items to note with regard to the outlet environment, key equipment, tools and consumables which the staff will be using while operating the outlet.

B-2-1 Outlet Space





B-2-2 Product Display



- Ensure crate display boxes are filled with empty display bottles.
- Ensure display shelves look full of products, are neat and tidy.



- Ensure respective marketing collaterals are displayed accordingly.
- Ensure actual products are tagged with security tags.



- Ensure a full range of sampling products is displayed neatly with the current promotion material.
- Ensure all marketing brochures are replenished and available.

B-2-3 Product Packaging

Only packaging materials emblazoned with the Kinohimitsu logo may be used within the outlets. Staff are to ensure that each outlet is well-stocked with product packaging materials at all times.



Woven Bags

B-2-4 Storage Units



- Ensure sampling bottles and drinks are chilled and stored neatly.
- Ensure products are stored based on batches (earlier batches outside).

B-2-5 Cleanliness Guidelines

Good and effective products are important but if the customers are greeted by a less-than-welcoming, clean shopping environment, they may not even wish to look at the products. Here are some cleanliness guidelines.

- Ensure the outlet area is litter-free and floor is clean and dry
- Ensure all the lights are in good working condition and the outlet area is brightly lit
- Ensure all glass, metal and mirror surfaces are clean and free of fingerprints
- Ensure all shelves are free of dust and products are displayed neatly
- Ensure outlet area is clutter free. All boxes, packaging and operational items must be stored away from the customer's view and all walkways must be unobstructed
- Ensure the outlet area smell 'clean and fresh', without odours from food or other unpleasant smell. Eating is not allowed at the

premises at any time and rubbish bins should be emptied regularly

- Ensure all areas (including Promotion Islands, Sampling Islands, Beauty Bar and Ring Backdrop) are clean and neat

B-3 Our Customer

B-3-1 Customer Profile

Kinohimitsu's vast product offering is widely popular and appeal especially to the young female working executives from the age of 25.



Coming from the mid-higher income group of the workforce, our customers are educated and well-informed of the current marketing offerings. Therefore, it is important that we are trained and well-equipped with the necessary knowledge and skills in beauty care, to better serve our customers.

B-3-2 Customer Service Guidelines

Service Language and Efficiency

When interacting with customers, staff should:

1. Make immediate eye-contact with the customer and stop existing task.
2. Greet incoming customers politely in a pleasant tone and with a smile: 'Good Morning/Afternoon/Evening Ms/Mdm/Sir, welcome to Kinohimitsu.'
3. Thank outgoing customers with: 'Thank you Ms/Mdm/Sir, see you at Kinohimitsu soon.'
4. Maintain eye contact when speaking to customers at all times.
5. Listen attentively when a customer is speaking. Do not interrupt.
6. Be observant to customers' needs.
7. Converse in a clear tone.
8. Avoid using local lingo or slang.
9. If possible, address customer by name.

When interacting with customers over the phone, staff should:

1. Always try to answer calls by the third ring.
2. Greet the customer and introduce yourself professionally: 'Good Morning/Afternoon/Evening, this is Kinohimitsu at OG Orchard [outlet location]. This is Nicole [name] speaking, how may I help you?'
3. Always answer the phone and converse with a smile and a friendly tone, as it helps customers to feel the sincerity.
4. Listen attentively to the customer and take note of the purpose of the call in order to determine how to assist the customer.
5. Assist the customer appropriately.

6. End the call politely: 'Thank you, Ms/Mdm/Sir. Have a nice day.'
7. If you are unable to handle an issue raised by the customer, ask him/her for contact details to facilitate follow-up by higher management: 'I'm sorry, Ms/Mdm/Sir, I am unable to answer your query. May I have your name and contact number so that my Health & Beauty Supervisor can call you as soon as possible?'

B-3-3 Top 5 Frequently-Asked-Questions (FAQs) by Customers

Q1. Do you take these products yourself?

A1. *Yes, I have tried a few but because we have a huge range of products so I can't possibly try them all. But over my course of work here, I've seen colleagues and regular customers getting very good results.*

Q2. How soon can I expect to see results?

A2. *It depends on individuals. We have heard positive feedbacks from customers after 2 weeks of regular use but it is really dependent on the current skin/health conditions of each individual.*

Q3. Will I find lower prices on your products elsewhere?

A3. *We cannot give you any promises. But rest assured that we are very competitive in terms of promotions and free gifts.*

Q4. Why should I buy from you here when I can also buy the same product at a convenient store near my house?

A4. *You're welcome to make your purchase at any stores that carry our products. But please be informed that the other stores may be running different promotions as the ones in our outlets.*

Q5. Is there a membership program and what are the privileges?

A5. *Yes, we are launching our membership program very soon and you may register your interest with us now to receive first hand news when it is available.*