



## WINSON GROUP HOLDINGS LTD

# ‘Selflessness’ is Success Secret for Silent Soldier of Service

Low profile JOHNNY SZE chairs Winson Group Holdings Ltd., a company he started in 1978 with no capital but a burning desire to serve the land and the people he called his own. He succeeded. Here’s how.

**Q**uite the unassuming, friendly guy-next-door kind of gentlemen you’d perhaps never associate with corporate success, Johnny Sze, (as chairman) oversees the destiny of Winson Group Holdings Ltd., a company devoted to a wide range of property services in Hong Kong and China.

Since 1978, his company has grown from a little known back-street North Point operator to command the respect of Hong Kong’s services sector for its cost-effective, professional, committed brand of simple, straight-forward, value-for-money offerings.

### Steady Growth

“My mission has been the same from day one – to offer the best-value to our customers and to do this, I run my company as if it were my family,” says Sze.

Survival (for as long as it has) is no mean feat for any company, leave alone one that began as an uphill struggle, from zero finance.

Persistence and devotion to craft have kept the flame of enterprise burning bright, and care for his employees has ensured loyalty and best-business practices which have translated into rich market applause for this soldier of service.

At the seat of all the company’s key services, is Sze’s mission – corporate sustainability.

“Specialist cleaning, pest manage-



**Johnny Sze: “We are operating in a culture that understands the value and importance of relationships and growth alongside its partners. So the more successful our customers are, the faster and bigger we grow too.”**

**“We think long term. We constantly ask for customer feedback which we incorporate into our internal quality improvement programmes which run right through the management chain from the top right to the point-of-service.”**

ment, stone care, waste recycling and supply of environment cleaning products remains part of our founding services, from where we have grown to include facility and property management services, and assets management in China.

“We have grown exponentially in China too which is a market ripe for time-tested, quality-tested, tailor-made services like those we offer.”

## You're Always First

“Individual customer care has been the hallmark of our service simply because as the sector expands to include more competition and the penetration of the Internet with its social networking gains momentum, customers are growing more discerning,” says Sze.

“To build a loyal customer base that becomes your best advertisers you have to be personalized and care for the customer’s needs. You have to be reliable and attentively listen to what the customer wants. Today’s customer retention is all about added-value.

“Staff training and technology is key to achieving this but there is another factor. You need people who enjoy serving others! This is the cornerstone for success in our business. Service of your fellow human being is either a true calling or not. You can’t fake this. We are proud to say Winson has such people and this is our true asset.”

**“Sharing expertise and global know-how locally in every market we enter and operate in, is the way forward for us as we continue to invest in our business and people.”**

The company is a decent-sized player supplying services to sizeable corporates, developers, government departments, universities, public utilities, in Hong Kong and China.

It has bagged the ISO 9001, ISO 14001, the OHSAS 18001 and works closely with a wide range of CSR-based programmes/committees to ensure a corporate sustainability while being socially responsible to the community.

## Glocal Footprint

Think global, act local is the way forward for the Winson Group, says Sze citing his company’s success in China as a case in point.

“You need to bring world-class



training and products and put them in the hands of local colleagues. This not only upskills and empowers the locals thereby contributing to the local economy but it also closes the communication gap there between service provider and customer.

“Sharing expertise and global know-how locally in every market we enter and operate in, is the way forward for us as

we continue to invest in our business and people.”

## Think Different

What makes Winson Group different is perhaps a question asked frequently by potential customers.

“We think as customers, not service providers,” says Sze.

“That’s simple because we ourselves live in Hong Kong and we know what quality of service we expect from companies like Winson.

“When we work with customers we consider not only what they currently need but also their future needs. We think long term. We constantly ask for customer feedback which we incorporate

into our internal quality improvement programmes which run right through the management chain from the top right to the point-of-service.

“Our checks and balances ensure consistency in quality and continuous improvement and the image and success of our customers is a serious concern for us. We are operating in a culture that understands the value and importance of relationships and growth alongside its partners. So the more successful our customers are, the faster and bigger we grow too. This is how we think differently.

“We offer low-cost, high-efficiency, and value-added services to our markets thus providing a win-win solution for our customers. We stay competitive by exceeding our own expectations and focussing on our customer’s needs,” concludes Sze.

The editors and publisher’s of the Mediazone Group take pleasure in congratulating Winson Group Holdings Ltd., for making it to this year’s prestigious list of Hong Kong’s Most Valuable Companies. ■

For additional information please visit [www.winsongroup.net](http://www.winsongroup.net)