

## SINGER ASIA TO LAUNCH SINGER RETAIL ACADEMY

**July 2008** – The Singer Asia Executive Committee recently approved the implementation of the ‘Singer Retail Academy’.

The Singer Retail Academy (SRA) is a human resources initiative designed to significantly enhance the training and career development of staff employed at the retail shops and the field supervisory personnel. **The SRA has been developed in conjunction with Graff Retail, a Canadian human resources consultancy company specialising in the retail industry.**

Mr Kamal Shah (Senior Regional Vice President and Chairman Singer Pakistan) will coordinate the implementation of the various aspects of the Academy together with the human resources departments and operations teams in each country.

The key objectives of the SRA can be summarized as follows:

1. To design 20 new training courses covering all aspects of field operations
2. To develop more effective training techniques extending the distribution, frequency and quality of training
3. To award a ‘Singer Diploma’ to individuals that complete all courses relating to their specific function
4. To significantly reduce staff turnover by enhancing the opportunities, career planning, the working environment and job satisfaction
5. To improve the orientation afforded to new shop staff and to develop the hiring processes
6. To introduce more effective performance evaluation techniques for shops and supervisory personnel
7. To implement morning meetings in every shop, every day to enhance communication and training

The SRA will commence on 1 January 2009 and will certainly become the backbone of Singer Asia’s human resources strategy.