



FJ BENJAMIN

F J BENJAMIN LAUNCHED WSQ DIPLOMA IN RETAIL MANAGEMENT SEES INAUGURAL INTAKE GRADUATE

*Diploma programme targeted at senior retail operations staff is a joint partnership
between retailer F J Benjamin Holdings and Temasek Polytechnic*

SINGAPORE, 16 July 2010 – A diploma programme specifically created to help senior retail operations staff manage their continuing professional development has seen its inaugural intake of 10 students graduate.

Luxury and lifestyle retailer, F J Benjamin Holdings Ltd, together with Temasek Polytechnic launched the Workforce Skills Qualifications (WSQ) Diploma in Retail Management programme in late 2008. The course includes modules that address areas from merchandising, service excellence and retail operations to marketing strategies and finance. The holistic programme ensures that employees will acquire critical retail knowledge while applying a wide range of capabilities for decision making in a dynamic environment.

Mr Chan Kah Guan, Director of Professional Development Centre said, “ It has been a fruitful partnership with FJ Benjamin, their experience in the retail business coupled with our expertise in education, enabled us to design a course structure of great relevance to the industry. We believe the graduates would find the training they’ve received beneficial in the real world. Moving forward, we will continue to work with FJ Benjamin to explore more courses that would develop competencies that are relevant to their organisation.”

With course fees fully subsidized by employers and the WDA, employees have to undergo a stringent selection process to qualify for enrolment. Besides positive performance appraisal ratings, they have to display aptitude and potential to be groomed for management positions within their organization.

Mr. Nash Benjamin, CEO of F J Benjamin Holdings Ltd said, “Our company has long held the belief that employers have a responsibility to provide personnel with professional academic opportunities that will enable their career progression. I’m very proud of the 10 graduating cohort, half of whom have been identified to assume an acting managerial role post graduation and are due for promotion in the coming months.”

F J Benjamin has clocked over 22,000 hours in employee training since 2009 and adopts a practical approach when selecting courses for personnel to attend.

Beyond convention training programs concerned with customer relations and selling skills, the company has also introduced a ‘Styling for Success’ programme that equips retail team members with working knowledge on the fundamentals of fashion and essential styling techniques.

With statistics from the Singapore Tourism Board showing a rise in travellers from destinations such as the Middle East, Russia, Thailand and China, classes conducted recently include those in Arabic, Russian, Thai and Mandarin languages, which aim to equip staff with the ability to provide top-notch service to this emerging group of customers.

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About F J Benjamin Holdings Ltd (www.fjbenjamin.com) – F J Benjamin Holdings Ltd is a leader in building brands and in developing retail and distribution networks for international luxury and lifestyle labels across Asia. Its portfolio includes fashion and lifestyle brands like Banana Republic, Celine, Gap, Givenchy, Goyard, Guess, La Senza, Raoul, Sheridan, and timepiece brands such as Bell & Ross, Chronotech, DeWitt, Girard-Perregaux, Guess?, Gc, Marc Ecko, Nautica, Rado and Victorinox Swiss Army. It also has an interest in St James Holdings Ltd.

About Temasek Polytechnic (www.tp.edu.sg) – Temasek Polytechnic (TP) is a significant contributor to the field of para-professional education in Singapore. TP currently offers 52 full-time diploma courses in the areas of applied science, business, design, engineering, humanities & social sciences and informatics & IT. It also offers over 40 part-time courses, up to the advanced diploma level. TP students undergo a holistic learning system that combines hands-on experience, character education and relevant life skills, in an enriching learning environment. The Polytechnic has also infused global realities into its programmes and developed a mindset on campus that embraces socio-cultural diversity. These approaches ensure that TP graduates are economy relevant, future relevant and life relevant.

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