





Singapore Event 2002-3













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COURTS Singapore

Our Market

- Courts is an international company, originated in the United Kingdom. Specialising in retailing home furnishings, electrical and IT products.
- Employing over 3,000 people worldwide and averaging sales of a £2 million a day

Our Mission

- We fulfil dreams. We strive by providing affordable home products with personalised services for all our customers.

Our Achievements

- December 2002 - Gold and Silver Winners in Service Excellence Awards by Singapore Retailers Association.
- December 2002 - Retail Country Gold Award by Singapore Retailers Association, (Courts, Jurong Point, Suntec City, Sun City).
- October 2001 - Best Retail Event of the Year "The Courts Cup Manchester United Asia Tour" by Singapore Retailers Association.
- Most Transparent Company Award (Commercial) by Securities Investor Association (Singapore) for 3 years in a row 2000, 2001, 2002.

Our Products

- An approachable brand which conveys value and price, making aspirational products affordable to you.
- We are strategically located and designed to become a job attraction with "everything for the home under one roof"
- Strong catalogue sales and in-store sales with an online website and electronic mail ordering.

Our Promotions

- A strong emphasis is placed on the attributes of affordability, quality, range and style.
- Creative innovation reflected in Courts' press and branch promotions, direct mail, and even in its choice of media.
- Courts works closely with many local charities including the Singapore Red Cross Society, Community Chest, National Kidney Foundation and Dover Park Hospice.

Our Values

- We go all out to create special experiences for our customers.
- We value a fun, open and motivated working environment.
- We strive to create a skilled and knowledgeable team.
- We value equal opportunities.
- We value people, their ideas and to seek to build careers.

Things you didn't know about Courts

- Courts' first store started by trading like a normal business in Rochford in the 1960s, before relocating to its current location in 1970.
- The group employs a workforce of more than 3,000 people - and it's still growing.
- Courts opened its first store in Singapore located on Orchard Road in 1978.
- Courts was the first sponsor of the 2001 Manchester United Singapore tour and a 2002 sponsor of the 2002 World Cup Soccer (Singapore coverage).
- The new Courts Home store is 10,000 sq. ft. and applications for different locations are still open, including retail outlets.

www.Courts.com.sg

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** Data on file





































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