

How to make values live in your organization

Values exist in every workplace. Your organization's culture is partially the outward demonstration of the values currently existing in your workplace. The question you need to ask is whether these existing values are creating the workplace you desire.

Do these values promote a culture of extraordinary customer care by happy, motivated, productive people? If not, you will want to:

Identify the values that currently exist in your workplace;

determine if these are the right values for your workplace; and change the actions and behaviors by which the values are demonstrated, if necessary.

"Within the organizations I have had the opportunity to serve, the core values were communicated by actions mostly - in the ways in which business is conducted on a day-to-day basis, and not so much in words directly spoken or written. **about.com**



OFFICE ADMINISTRATOR / SECRETARY WANTED

Excellent English and computer skills essential. Experience advantageous, but School Leavers/Graduates welcome. Remuneration is negotiable.

Call: 0773011550 or Email: CV to surani@intermarc.lk

VACANCIES

Are you looking for a job with excitement? If you do, we certainly have a place for you.

We are a well established company engaged in the Hospitality and Entertainment industry.

We need enterprising young ladies with a sound knowledge in English and Sinhala to handle basic accounting practices and with an apt for clerical, correspondence and filing procedures. Computer literacy is essential. School leavers will be considered.

Send in your Bio Data with the names of 02 non-related referees within one week to

The Manager Administration
The Marquee Company Lanka (Pvt) Ltd.
599 A, Nawala Road, Rajagiriya.

e mail: marquees@sltnet.lk

VACANCY

HOTEL MANAGER

A PRESTIGIOUS HOTEL CHAIN WITH A BOUTIQUE RESORT ON THE SOUTH COAST HAS AN IMMEDIATE VACANCY FOR A HOTEL MANAGER.

THE SUITABLE CANDIDATE SHOULD HAVE,

- A GOOD PERSONALITY AND CHARISMA
- AN EXCELLENT COMMAND OF THE ENGLISH LANGUAGE
- MINIMUM 5 YEARS EXPERIENCE IN A SENIOR POSITION IN A STAR GRADE HOTEL; PREFERABLY HOTEL CHAIN
 - BE BETWEEN 25 TO 45 YRS OF AGE
 - BE PRESENTABLE
 - BE SELF MOTIVATED

AN ATTRACTIVE AND NEGOTIABLE SALARY PACKAGE AWAITS THE SELECTED CANDIDATE.

APPLY WITH CV, TWO CHARACTER CERTIFICATES, LETTERS OF REFERENCE FROM PREVIOUS EMPLOYERS AND ONE RECENT PHOTOGRAPH.

STM 433
P.O. Box 644, Colombo.

Marketing ...

Contd. from p2

- Media or press relation (keep media informed on significant business activities and secure media coverage and positive publicity)
 - Corporate relation (promoting firm's corporate image to the key stakeholder groups through a range of PR activities.)
 - Marketing support (promoting products/services via publicity, events, press coverage etc)
 - Government relation (lobbying on behalf of the company's interests)
 - Community relation (target general public, local residents, through social programme, community involvement, sponsorships etc)
 - Financial relation (communicating with shareholders, financial media, stock market etc)
 - Employee relation (communicating & relationship building with staff)
05. Direct marketing services
Direct marketing agencies or DM specialists offer a range of services from database and mailing list development, analysis and segmentation to telemarketing, direct mail, product packaging design and display as apart of the brands distinct 'look', copywriting, mailing etc.
06. Sponsorship
The agencies that undertake sponsorship may negotiate,
- Sponsorship agreements between companies/brands and sporting or cultural events or personalities, TV programmers.
 - Product endorsements by celebrities
 - Product placement (inclusion of branded products in film, TV programmers, novels etc)
07. Creative services/ hot-shops
The agency, freelance and corporate help is available for;
- Design and layout, artwork and illustration
 - Concept development and copy writing
 - Print production
 - Photography and photographic services
 - Film, video and audio production, web page designing.
08. Other services

In addition to all above, the marketing department may deal with many providers of services related to promotional event and activities such as event organizers, event managers, venue managers, hotel/restaurant staff, exhibition organizers etc Ranjan Saheed
CHARTERED MARKETER
B.A (Hons) (SJ), Dip. M. (S.L), PGDM (UK),
CIM (UK), MCIM, MSLM
(Senior Management consultant and Lecturer)
The Writer is a Chartered Marketer, Senior Management Consultant and Lecturer,
Aquinus Faculty of Marketing and Management

Freedom to Innovate, opportunity to prosper.

Since 1948, we at Hemas have continuously enriched the lives of Sri Lankans through our business in FMCG, healthcare, leisure, transportation and power generation. Our FMCG portfolio includes an array of personal care, home care and food brands which have won the hearts and minds of the local consumers. Our leading brands have been awarded super brand status, in addition to winning numerous awards including the 'Brand of the Year' and 'Best Local Brand' at SLIM Brand Excellence Awards for three consecutive years. In addition, our state-of-the-art manufacturing facility in Dankotuwa has been the recipient of numerous industry awards; certifying that we are at the pinnacle of industry manufacturing standards. Our brand new innovations centre not only provides facilities for 20 in-house scientists but also for Sri Lankan academics to conduct research.

We have a deep understanding of our customers and through this understanding we have given rise to innovative ideas to bring them closer to our brands. Encouraged by a positive market sentiment and a strong financial performance, we plan to develop existing markets and enter new market categories. Identifying opportunities overseas, we also plan to invest in regional markets, and thereby grow our business.

We have high expectations for our company and therefore are on the search for visionary, ambitious entrepreneurs who have the passion and drive to build strong Sri Lankan brands. They must have an independent streak and a fire to face up to any challenge. The ability to define and formulate strategies while having the conviction and confidence to make your dreams a reality is a must. If you are up for the challenge in any of the following areas :

- Brand Management
- Channels & Channel Development
- Finance and Management Accounting
- Manufacturing
- Research & Development
- Strategic Sourcing

Please email your resume **on or before 02nd August 2010** to Head of Human Resources, careers.consumer@hemas.com

The shortlisted candidates will be informed within 2 weeks. Strict confidentiality of applicants will be maintained.

www.hemas.com

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