



BESPOKE UNIFORMS SPECIALIST — CRAFTING PROFESSIONAL IMAGE FOR FRONTLINE STAFF

制服專家 | 打造前線人員專業形象 |

Chang Wah helps craft a professional image for companies in Macao by tailor-making bespoke uniforms.
振華製衣廠有限公司為澳門企業度身打造制服，提昇它們的形象。

Clothes make the man, and an impeccable company uniform helps elevate a company's authoritative image in the eyes of consumers. With over twenty years of experience in garment manufacturing, Chang Wah Garment Manufacturing Co. Ltd. has flourished alongside Macao's economic boom. With the local enterprises becoming more international, Chang Wah has evolved its business strategy from relying solely on export orders to dedicating its garment expertise to bespoke uniform tailoring—helping craft a professional image for Macao's conglomerates, small companies and hotels. For businesses in search of one-stop professional uniform production and services, Chang Wah's goodwill and unparalleled craftsmanship has made it the top choice for the city's companies.

常言道：先敬羅衣後敬人。一套得體大方的制服不單能改善個人外觀，更能加強企業的專業形象。擁有二十多年製衣經驗的振華製衣廠有限公司，因應澳門經濟起飛、企業國際化的時勢，最初以出口訂單為主要業務，之後決定調整經營策略，以「制服專家」的定位成功立足於澳門市場，為各大企業、機構及酒店等提供一站式服務。由設計、生產以至售後服務，振華都能一手包辦，自然成為本土制服行業的不二之選。

優質制服 展現優秀企業形象

澳門經濟隨著旅遊娛樂業起飛；成功吸引眾多國際投資者到臨後，對制服的需求亦大大增加。振華堅信的理念是「優越企業形象，由優質制服開始」，因此早著先機，以本地制服市場為主要目標，亦憑著二十多年來累積的經驗，成為各大企業製造制服的首選；雖

Facing page: A professional outlook helps constitute a positive impression.

對頁：專業的形象會讓人留下良好的印象。



Clockwise from top: Fabric swatches; Chang Wah has a team of professional staff.

順時針由上起：布版；振華擁有一支專業的團隊。

Impeccable uniforms for an impeccable corporate image

With global investors pouring in, the rapid development of Macao's entertainment industry has fuelled the demand for world-class staff uniforms. Following the philosophy - "impeccable corporate image begins with impeccable staff uniforms", Chang Wah has long understood that a well-tailored and fittingly designed uniform can enhance a corporate image. In fact, the company has risen to the top of this highly competitive industry not only because of more than two decades of experience, but also because of its ability to consistently exceed customers' expectations. The company's one-stop uniform production and services is a seamless combination of modern designs, immaculate tailoring, professional manufacturing and thoughtful storage services. Its no-nonsense and professional attitude have attracted a distinguished clientele of Macao's leading businesses and Chang Wah remains dedicated to providing each and every one of them with a distinctive and memorable image.

Outstanding reputation, extensive experience and excellent word of mouth recommendations have helped the designers and employees of Chang Wah master their art and develop sensitivity towards the details of a uniform that would complement a company's corporate image. In recent years, Chang Wah introduced its own brand, Normanoé, with a



然新的競爭對手不斷湧現，但振華所提供的一站式服務配合創新得體的設計、優秀的剪裁、專業的製作程序以及制服成品及物料的倉儲附加服務，在市場上依然屹立不倒，居於業界龍頭位置，讓客戶們無須多費心思就能享有完整的服務，並展現鮮明的形象。

多年累積的信譽、經驗和口碑讓振華擁有一批優秀的服裝設計人員和潮流觸覺敏銳的前線業務員，業績得以持續發展，近年更成功建立了自家品牌「諾曼奴」，以男仕高級休閒服裝為品牌的主要路線，其專業工藝及精巧設計均能突顯品牌優越之處，為行政人員塑造舒適優雅的形象。



focus on premium men's casual clothing. The designs are detail-orientated and can reflect the wearer's lifestyle and tastes—providing a contemporary professional look for management level personnel.

Product expansion to fulfil customers' needs

With a team of dedicated and proficient staff, Chang Wah endeavoured to expand its range of products to better serve the needs of its customers. Alongside Macao's rapid economic development, Chang Wah sees a growing need not only for uniform production and services, but also for supplementary products such as tablecloths for restaurants, chair covers and covers for outdoor barriers, marquees and many other textile-related items. For businesses that demand quality products and services, Chang Wah thinks ahead to fulfil their needs and wants—thus, further cementing an already solid relationship that was initially built upon Chang Wah's strength in bespoke uniforms.

Listen to what customers want and act on what they say

Since Chang Wah's inception, its guiding principle has been to "listen attentively to understand and satisfy the needs, wants and desires of customers". Following this principle, the company serves its clients genuinely and professionally every step of the way. Chang Wah believes that employees are its greatest asset and the key to success and it is through their constant pursuit of excellence that the company has excelled despite vigorous competition throughout the years. Chang Wah is able to celebrate its success today because of its unified dedication to unparalleled quality—allowing it to establish a loyal following and to continue to serve its clients with the best that can be provided. ^M

“Chang Wah believes that “impeccable corporate image begins with impeccable staff uniforms”.

振華相信「優越企業形象由優質制服開始」。^M”



Clockwise from top: Uniforms in vibrant colours; Operation Manager Mr. Lu.

順時針由上起：顏色鮮艷的制服；營運經理余先生。

開拓產品範圍 為客戶提供多元選擇

擁有一支優秀專業技術團隊的振華，又豈會只有一項巧手之作？在發展制服上取得超卓成績後，振華因應澳門各大企業的不斷拓展開發出各項配套產品，例如餐廳用的餐檯布、椅套、戶外工作用的鐵馬套、婚禮用的裝飾布帳等，產品款式多元化，為餐飲業帶來更多選擇之餘，亦能讓不同界別、不同層次的機構或企業都能各取所需，無需大費周章到處尋覓，因而振華與客戶建立了鞏固而互信的良好關係。

細心聆聽 瞭解客戶真正需要

從成立之始，振華一直堅守著「任何時間都要細心聆聽、瞭解客戶需要」的宗旨，並以真誠和專業的服務態度對待每位顧客；除此之外，振華更深信每位員工都是公司的重要資產，亦是與公司一同成長的重要因素，因此非常重視團隊精神；在員工上下一心、目標一致的情況下，振華能為顧客提供最佳服務，多年來面對著種種困難，振華團隊也能在互勵互勉的精神下從容化解，共同開創更輝煌的業績。^M

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