

Big on values

A commitment to great service and staff development keeps the JUMBO Group of Restaurants going strong

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Despite Singapore's fickle dining scene, the home-grown JUMBO Group of Restaurants has stood the test of time.

In fact, what started out as a small seafood restaurant at East Coast Seafood Centre called JUMBO Seafood in 1987 has now morphed into five outlets in Singapore and one in Shanghai. The Group is now a multi-dining restaurant group specialising in local and Asian cuisines.

JUMBO's other brands are JPOT Hotpot Singapore Style, Ng Ah Siu Bak Kut Teh, Chui Huay Lim Teochew Cuisine, J Café – Singapore's Local Delights, YOSHIMARU ramen bar and Singapore Seafood Republic.

Despite its growth, the fundamental values of the Group have remained the same and are the cornerstone of its success.

Ms Christina Kong, the senior director of HR and Corporate Affairs, shares: "At JUMBO, we have fundamental values called PRIDE for short. We are passionate, show respect for others, maintain integrity, practice diligence and aim for excellence."

So integral are these PRIDE values to the Group that it looks for candidates with qualities that are aligned with these values.

Explains Ms Kong, "When we recruit staff, we firstly try to ensure

that there is a fit with our organisation because we recruit employees with a long-term view in mind."

Corporate values aside, the Group firmly believes that the quality of its employees and their development through training are important in supporting the strategic vision of the company.

Staff go through rigorous training before commencing their jobs, and throughout their careers with the Group to upgrade their skills and knowledge. Training and skills upgrading are also a means of career advancement within the Group.

The training that employees undergo also reinforces the Group's corporate values, as being well-equipped in their functional responsibilities and beyond helps staff to exemplify these values more deeply through their work.

Said Ms Kong, "Employees who are confident in their jobs are able to provide better service and go beyond expectations."

Because talent retention is crucial, the Group keeps outstanding employees motivated by offering a clear career path with opportunities for advancement, incentives, as well as a staff welfare programme.

Ultimately, in the service industry, it is the dedication of the staff and



their passion for their work and the customers that lead to excellence in all areas of operations. It is for this reason that JUMBO places emphasis on the human capital factor.

"We want our staff's passion and dedication to come across when they interact with customers. We believe happy employees deliver better service, and will result in satisfied customers."