

Business: overview

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Also Maxim group have the Surplus Bread Donation Programme which started in 2009. About 70 Maxim's Cakes joined this programme in order to donate the surplus bread to the elderly or poor. It can show Maxim's sympathy to our community. It has been donated more than 150,000 to the people who are needed. Moreover, Maxim's also held some visiting. In the mild-autumn festival, Maxim invited Kelly Chance to visit Jockey Club Chemung Hang Children & Youth Integrated Services Centre so that Kelly Chance and 50 children celebrated mild-autumn festival together.

Kelly also represented Maxim to give the angry bird moonscape to the children. It is not only the promotion of the moonscape, but it can show Maxim care for the children. Furthermore, Maxim held Mother's Day Cake Design Competition. It invited Maxim's Cakes, SST, James' and Acclaim to participate in this competition. About 20 families joined this competition. They design the beautiful cake and donated to the charity. Also Maxim also donated 4000 breakfast coupons to SST, James. This activity can also let children and their father/mother to have a chance to communicate and do something.

Maxim's awarded the caring company for arrears started in 2009. This award is appreciated Maxim for their contribution in community. This is the second year for Maxim to offer A Little Heart for our environmental programme. This programme was provided to the estate to recycle the newspaper, metal and the plastic. After recycling, the resident will award some environment score, the score can use in different Maxim's Group, such as Maxim's Cake, Remarkably, Genii sushi and more. Also, the estate which participated in the programme was increased by 11 to 30. O that we can see Maxim are trying

to protect our environment. In mild-autumn festival Maxim recycled 600 moonscape tins and provide them to the art performance, and then the builder use these recycle tins to build a mild-autumn rower . This Is not only for the exhibition or celebrating the mild-autumn festival , but also can promote the awareness of recycling and environment message to the public. Maxim got the prime award for this award. This award can affirm Maxim's effort for the environment friendly and protection.

Such as some Maxim's group use the save energy measures so that reduce about 1400 tons the release of the carbon dioxide Maxim's also get the Hong Kong Awards for Environmental Excellence. This award was appreciated Maxim has done a lot in the measures of CEO-friendly Such as educe the use of water, electricity and coal , recycle surplus meals or bread. Furthermore, some Maxim; s group such as Maxim's palace and Maxim's Chinese restaurant are cooperate with WFM Hong Kong to purchase and promote the environment seafood.

It can show that Maxim is awareness of the nature species and the seafood that Maxim purchased is safe However , there were some case show that Maxim was not care for the customers. A broken spoon was kept in this meal.. And in this case , the chef was very impolite . He did not apologize for his mistake and Just leave away . Another case was a set of hickey steak meal inside a steel wire. It also showed that Maxim chef was not careful for cooking the ingredients.

If our customers really eat the broken spoon or the steel wire , it may become a serious problem Moreover, Maxim cannot provide a clean kitchen

environment for cooking the food. Insects were in the fish dish, and the customers were vomiting several times and in this case, Maxim's did not face up to her complaint and Maxim denied that their meal is unsafe. Moreover, Maxim's takeaway service, there were some flies in the beef rice. In Maxim's Cake the Sausage bun could find some insect too. Also in the vegetable can find the insect. In the bun can find cockroach.

It seems that Maxim's kitchen cannot provide a clean environment to cook the meal for our customers. Furthermore, Maxim's staff is dissatisfied about Maxim's new policy of the allowance and moving factory. It affects about 1000 staff. They earn less in the new policy and some staff was forced to leave away. It shows that Maxim's do not have much care for its own staff. Maxim should provide equal promotion and opportunity and fair working conditions to the employees. In order to solve this inconvenience, Maxim provides free shuttle bus from and to the factory employee.