

# THE HALLIGRAMS

• Indonesia • Malaysia • Thailand • Singapore • Philippines • South Korea •

SEARCH ENGINE  
OPTIMIZATION

STRATEGY

MOBILE MARKETING

LAUNCH OF JIM & HALL'S

## WEBSITE



**BEACH cleaning @  
CHANGI**

Project Showcase: VM Ware

Introduction to  
**NEAR MISS**

## Why a Website is **Important** for our Business

**What** is a website? In its bare form, a website is a single domain that consists of different web pages. We should all know that by now, but surprisingly what we don't know, is the benefits a website can provide for our business and it's shocking to witness how many business don't actually have a website or online presence. If we have a business and don't have a website, we are losing out on great opportunities for your business.

A website itself can be used to accomplish many different marketing strategies to help our business grow. What are some other benefits of having a business website?

**Cost effective** - A strategically developed website and online presence solution provides tremendous benefits and costing outlines.

**Accessible around the clock**- Our website and social media accounts are accessible 24/7/365. Imagine that we want to buy from a store. We put in all the effort required to go to the store, but when we get there, it's closed. We all know how irate we feel in that situation. We'll think twice about going back given the bad taste its left. We will just find another store that is more easily accessible.

**Convenient** - What is more convenient: driving outside to look for different stores that are available to shop in, or sitting in the comfort of our own home and shopping for the products we are looking for? Smart businesses realize this and thus have their own website housing their products and services so that potential customers can browse online for the products they want to purchase or services.

**Credibility** - by building a website giving our business the opportunity to tell consumers why they should trust us and the testimonials and facts to back up those opportunities. Believe it or not, most people will search the internet for a product or service before the purchase to check the credibility first. Positive word-of-mouth about our business is likely to spread, which in turn, delivers more repeat and new business.

**Sales** - Without sales, or selling more than we spend, our business is doomed. By having an online presence allows for the sale of your products or services around the dock whoever whenever with no or hardly any limitations. The more customers and visitors we have, the more sales will generate, the happier we are and our shareholders will be!

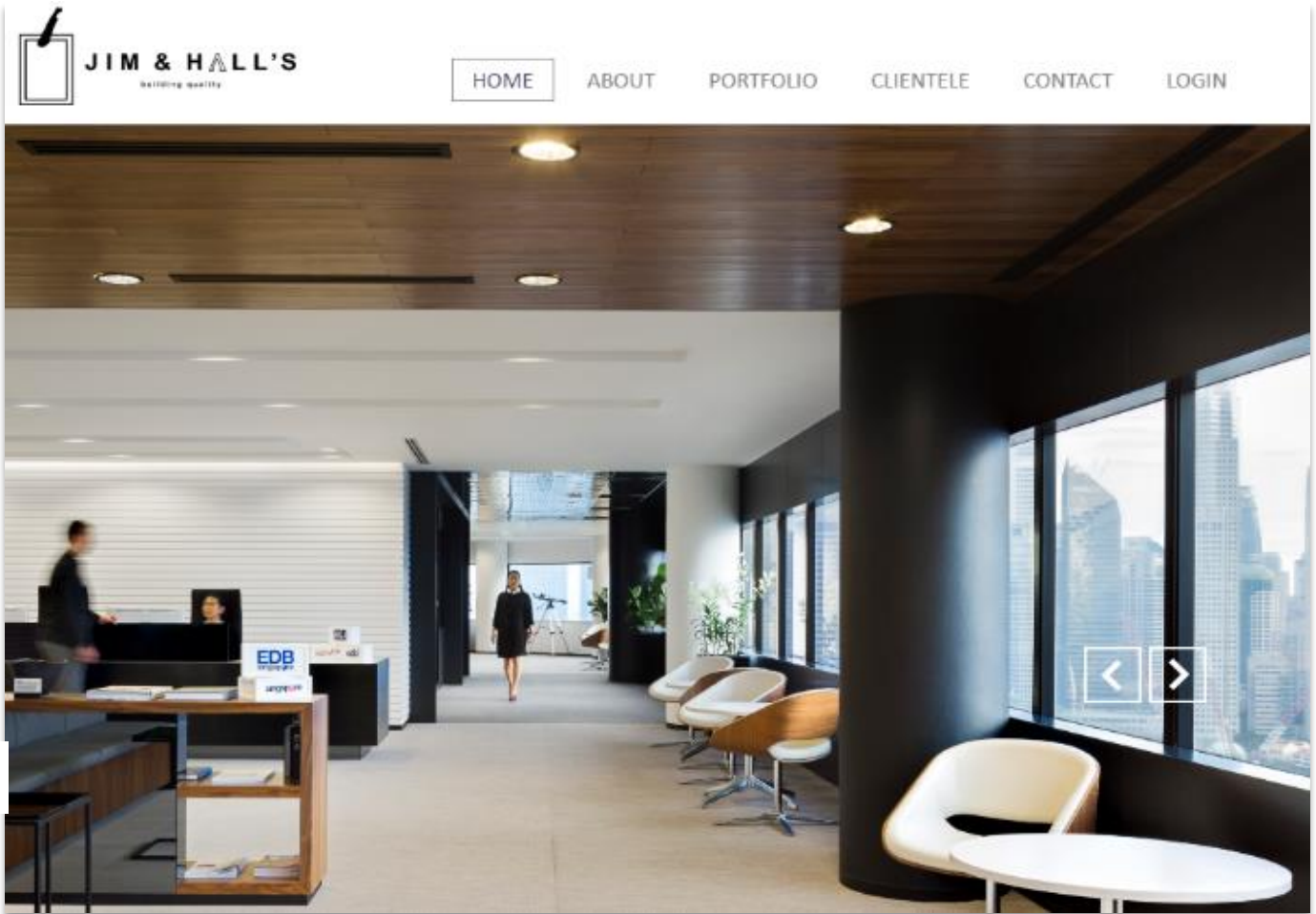
**Marketing** - there are lots of marketing strategies we can use to advertise and market our business. All online marketing strategies have been proven to be effective. Bottom Line it is imperative for every business to have a website. The more professional our website is, the more advantages we can gain.

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# WEBSITE By Esther (ADM)



TOP: Screenshot from Jim & Hall's website/

**B**efore revamping of website We acknowledge that the Jim & Hall's website undoubtedly needed an overall revamp. The website has not been updated in recent years, after attempts at upgrading fell through as efforts on close follow-ups regarding the upgrade planning were insufficient. Hence in mid-2015, Joey Ng added upgrading of the website into her agenda. This begins the development of our website which will come in a few phases. We started by sourcing website designers and shortlisted a few potential firms. FirstCom Solutions was appointed as they are an established local web hosting company with vast experiences in web development, along with reasonable cost and a realistic project timeline. Our target to launch the website is between six to nine months.

**Phase 1 - Design Concept and Initiation of Project** Confirming concept and overall layout to be used for designing entire site. Capturing comprehensive design brief through understanding all requirements in terms of functionality and design.

**Phase 2 – Designing stage** Making up 'Home' page and 'About Us' page. Confirming entire site design for programming. Populating rest of pages for the entire site. Provision of photo references.

**Phase 3 – Website Programming Development and testing of programmed website** Product uploading including project photographs.

**Phase 4 – Completion of website** Conduct onsite training to understand backend system. Launch of website. The initial start of this project was collating of all feedback from our team by FirstCom, carried out in July 2015 and involving Mok, Joey, Dolly, Esther and Amp of JHT Office through Skype conference. After a few rounds of brainstorming, the design concept was confirmed. Thereafter, Joey and Esther were actively Coordinating with FirstCom on the development of phase 2 and 3. A conscious ongoing effort was made to compile information and data for this project. We have also engaged a professional photographer to take good photographs on a few completed sites, suitable for upload on the website.

### **After revamping of website**

The new look is clean and refined, in alignment with our vision to build quality. Distinct features such as 'HOME', 'ABOUT', 'PORTFOLIO', 'CLIENTELE' and 'CONTACT' are just one click away for easy access. The focus on featuring regional portfolios exhibits Jim & Hall's core business as an interior architecture builder specialist.

The new look comes with an extension of a Content Management System platform where we self-manage the website; capable of editing content, add and remove pages, updating and uploading of project photographs to name a few. The user-friendly website includes a "LOGIN" feature for all Jim & Hall's users to access to their individual c-panel. Jim & Hall's website was released on Thursday, 28 July 2016.

# NEAR MISS

By Dennis (QEHS)

AS PART OF JIM & HALL'S HOLISTIC ENVIRONMENT HEALTH & SAFETY MANAGEMENT SYSTEM, TRACKING NEAR MISS HAS GIVEN A BOOST TO JIM & HALL'S EHS JOURNEY. IT HELPS TO PREVENT INJURIES AND ILL-HEALTH AT WORK.



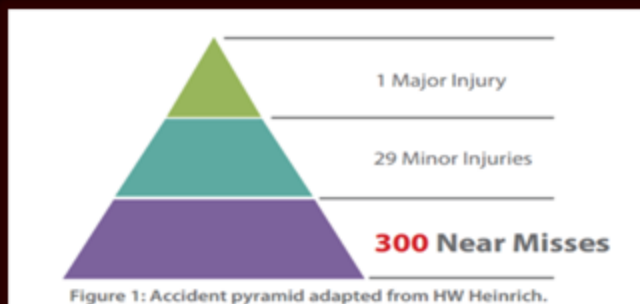
## WHAT IS A NEAR MISS

AS DEFINED BY WORKPLACE SAFETY & HEALTH COUNCIL, NEAR MISS IS AN UNPLANNED EVENT ALTHOUGH NEAR MISS DOES NOT HAD DID NOT RESULT IN ANY INJURY, ILLNESS OR DAMAGE, BUT HAD THE POTENTIAL TO DO SO.



## WHY DOES JIM & HALL'S TRACK NEAR MISSES?

IT IS A RESULT IN PERSONAL HARM OR PROPERTY DAMAGE. BY TRACKING, ANALYZING AND MANAGING REPORTED NEAR MISSES, JIM & HALL'S CAN LEARN FROM THESE ZERO-COST LESSONS AND TAKE PRE-EMPTIVE ACTION BEFORE AN INCIDENT/ ACCIDENT HAPPEN. AND IT MAKES BETTER BUSINESS SENSE TO WORK WITH NEAR MISSES TO UNCOVER AND ARREST HAZARDS AT THE ONSET BEFORE THEY ESCALATE TO OUTCOMES THAT ARE BEYOND CONTROL.



ACCORDING TO THE ACCIDENT PYRAMID ADAPTED FROM HEINRICH'S STUDY OF WORKPLACE ACCIDENTS, EVERY ACCIDENT THAT RESULTS IN A MAJOR INJURY, THERE WOULD BE 29 ACCIDENTS WITH MINOR INJURIES, AND **300 NEAR MISSES**. FROM THIS OBSERVATION, JIM & HALL'S HAS CLEARLY RECOGNIZED THAT A HAZARD CAN MANIFEST ITS PRESENCE THROUGH NEAR MISSES AND PRE-EMPTIVE ACTION CAN BE TAKEN TO ELIMINATE OR MITIGATE IT. ON THE OTHER HAND, NEAR MISS REPORTING ALSO HELPS JIM & HALL'S TO FOSTER AN OPEN & HOLISTIC EHS CULTURE WHERE EVERYONE SHARES AND CONTRIBUTES IN A RESPONSIBLE MANNER TO IMPROVE EHS FOR THEMSELVES AND THEIR FELLOW WORKERS.

## HOW DOES JIM & HALL'S TRACK NEAR MISSES?

- 1. IDENTIFY:** BRIEFING WERE CONDUCTED TO HELP ALL SITE PERSONS TO UNDERSTAND THE CONCEPT OF NEAR MISS. AND JIM & HALL'S ALSO ENCOURAGED OBSERVERS TO TAKE IMMEDIATE ACTIONS TO TEMPORARILY MITIGATE THE DANGER BEFORE REPORTING.
- 2. REPORT:** A SIMPLE NEAR MISS REPORT FORM WAS IMPLEMENTED AND ALL SITE PERSONS (FROM PROJECT MANAGER TO GENERAL WORKERS) COULD REPORT THEIR OBSERVATIONS AND SUGGESTIONS AT ANY TIME.
- 3. INVESTIGATE & INTERVENE:** INVESTIGATION WAS CONDUCTED TO EACH OBSERVATION BY JIM & HALL'S SITE EHS PERSONNEL AND FOLLOWED WITH THE IMPLEMENTATION OF PREVENTIVE ACTIONS (PERMANENT SOLUTIONS)
- 4. REVIEW:** NEAR MISS DATA CONSOLIDATION AND ANALYSIS RESULT WAS COMMUNICATED TO ALL INVOLVED STAKEHOLDERS REGULARLY. DURING THIS COMMUNICATION, FEEDBACKS WERE ALSO COLLECTED BY JIM & HALL'S TO CONTINUE ENHANCE WORKPLACE EHS.

## HOW DOES JIM & HALL'S ENCOURAGE NEAR MISS REPORTING?

- 1. COMMUNICATION:** CONTINUE PROMOTION OF NEAR MISS REPORTING WAS CONDUCTED BOTH AT JIM & HALL'S REGULAR EHS MEETING (I.E. DAILY TOOL BOX MEETING, EHS COORDINATION MEETING AND MONTHLY WSH COMMITTEE MEETING) AND REGULARLY EHS PROMOTION PROGRAM.
- 2. NO-BLAME CULTURE:** ALL THE DATA COLLECTED WILL ONLY BE USED TO LEARN AND IMPROVE – NOT TO BLAME OR PUNISH.
- 3. INCENTIVES:** DATA COLLECTED WILL BE USED AS ONE REFERENCE FOR JIM & HALL'S YEARLY VENDORS' EVALUATION.

Images Extracted from:

[https://www.google.com.sg/search?espv=2&biw=1339&bih=560&tbm=isch&sa=1&q=caution+tape&oeq=caution+tape&gs\\_l=img.3...1351676.1352949.0.1354154.0.0.0.0.0.0.0.0...1c.1.64.img...0.0.0.38Cwo-98ALM](https://www.google.com.sg/search?espv=2&biw=1339&bih=560&tbm=isch&sa=1&q=caution+tape&oeq=caution+tape&gs_l=img.3...1351676.1352949.0.1354154.0.0.0.0.0.0.0.0...1c.1.64.img...0.0.0.38Cwo-98ALM)



vmware®

Project: VMWare  
Location: 17<sup>th</sup> Floor, AsiaCenter Building, Bangkok Thailand  
Type: Design & Build for Office Space  
Area : 450 sqm.





Alaine- JHS  
Kenneth - JHS  
Steven - JHS  
John - JHS

Joe - JHS  
Nino - JHS  
Teresa- JHS



24 October -  
Substitution for  
King  
Chulalongkorn  
Day  
(Thailand)

29 October -  
Deepavali  
(Singapore, Malaysia,  
Indonesia, Thailand)

25 December -  
Christmas day  
(Singapore, Malaysia,  
Indonesia, Thailand,  
South Korea, Philippines)

5 December -  
H.M. the King's  
Birthday  
(Thailand)

12 December -  
Substitution for  
Constitution Day  
(Thailand)

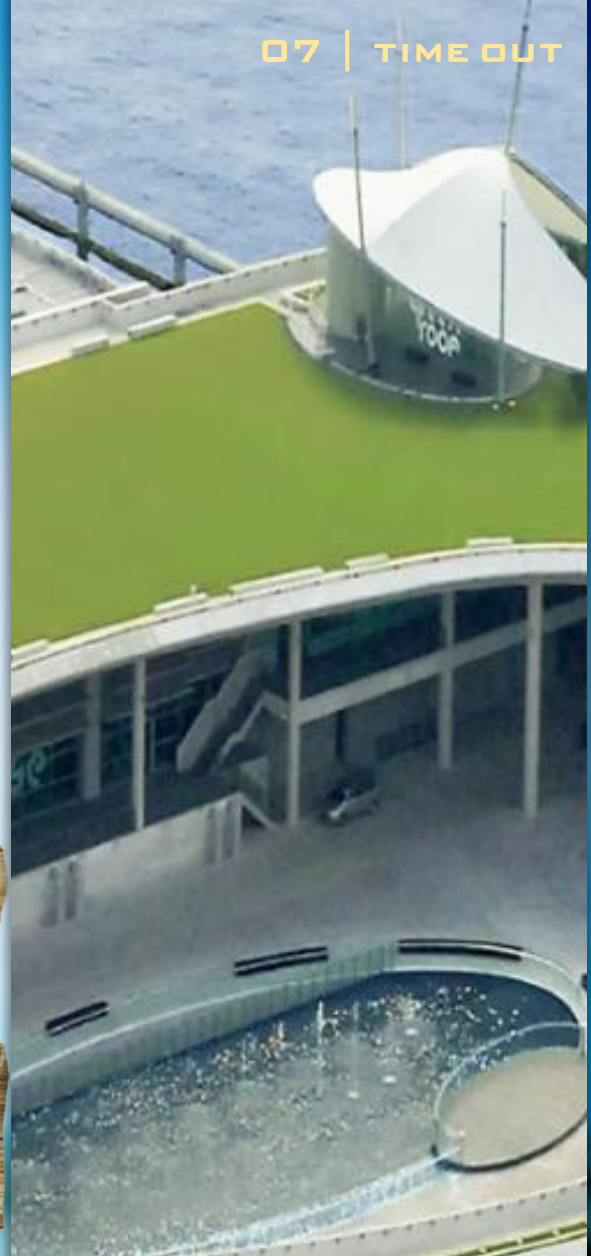
# beach

## cleaning @ CHANGI



On November 5, 2016, the JHS has a special affinity for the sea, decided to organize this opportunity for its staff members so that they could contemplate the importance of the environment while participating in an activity to help clean the beach. The day was drizzling, but cooling weather and moderate temperatures prevailed as staff members gathered at the beach to pick up garbage, sweet wrappers, cigarette butts and etc.

Through this activity, the participants learned much about their connection with the environment.



### Corporate Green Initiative

2016

As JIM & HALL'S' 3 Years Commitment to the Water Learning Trail Program, on Sep 23, 2016, JIM & HALL'S visited Marina Barrage, a project commissioned by PUB, which was officially opened on 31 Oct 2008 by Mr Lee Hsien Loong, Singapore's Prime Minister. It brings about three benefits for all residents in Singapore: a new source of water supply, flood control and a lifestyle attraction.

Exposed to Sustainable Singapore Gallery (SSG), an information and sensory extravaganza showcasing Singapore's efforts towards environmental sustainability. We, JIM & HALL'S understand more about how Singapore, a small country with limited resources, meets the needs of a fast developing community

# TIME2MOVE

## OFFICE WORKOUT

### 1 LOWER BODY STRETCH

Sit in your chair, feet flat on the floor. Extend one leg out in front of you, raising it as high as you can and hold for 2 seconds. Repeat 15 times on each leg.

15x  
EACH LEG

15 SECONDS  
HOLD



### 2 WRISTS

Stand at your desk and place your palms on the desk with your fingers facing towards you. Keep your arms straight and lower your body until you feel the stretch.

### 3 SPINAL TWIST

Sit tall in your chair, feet together. Put your left hand on the desk, hold the lower back of your chair with your right hand and twist to the right. Hold for 10 seconds. Release and repeat the twist in the other direction.

10 SECONDS  
HOLD



### 4 HAMSTRING STRETCH

Push your chair away from your desk and put your leg up on another chair or furniture of similar height to your chair. Flex your foot and lean forward (keeping your back straight). Hold for 10 seconds. Release and repeat with your other leg.

10 SECONDS  
HOLD



12-15 REPS



### 5 ANKLE ROLL

Keep your ankles loose by lifting your foot slightly off the ground and rotating each one clockwise and anti-clockwise. This is great for preventing pins and needles.

3x  
EACH  
DIRECTION



### 6 SHOULDER BLADES

Sit up straight, holding the seat of your chair and roll back your shoulders until the shoulder blades are pinched together.

12-15 REPS



### 7 CORE STRENGTHENER

Sit straight in your chair with your feet hovering above the floor and hold onto the edge of your desk with your fingers. With your core muscles engaged (rather than your arms) swivel your chair from side to side.

15  
REPS EACH  
LEG



### 8 HAMSTRING CURL

Stand behind your chair, hold onto the back for support. Bend your knee and slowly kick your left foot up towards your bum, then lower it and repeat with the other leg.

“EVERY TIME YOU  
EAT OR DRINK  
YOU ARE EITHER...  
FEEDING DISEASE  
OR FIGHTING IT.”

- Heather Morgan



## — 10 BENEFITS OF — BANANA PEELS

- Sparkling Teeth
- Removes Warts
- Eat Them
- Cures Pimples
- Reduces Wrinkles
- Pain Reliever
- Heals Psoriasis
- Heals Bites By Bugs
- Shoes, Leather, Silver Polish
- UV Protection



# EDITORIAL TEAM

Community Editor

DOLLY THAM

Chief Editorial-in-Charge

JOEY NG

Editorial Artwork

STEFFI ESPEJO

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#Jerome (DSN) #Amp (MKT) #Pang (ADM/FIN) #Sew (ADM/FIN)

## Halligans

Contact Us!!

- What's happening at your office?
  - Completed Projects ?
  - Awards ?
- Small Talks eg health or travel tips ?  
Latest technology or software ?
  - Feedback?
  - Comments ?

Photos that you have taken lately and like to share or be featured, do so on  
***The Halligram!***

Email us now at [halligram@jimhalls.com](mailto:halligram@jimhalls.com)

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