

**SME Development Fund/
Dedicated Fund on Branding, Upgrading and Domestic Sales
(Organisation Support Programme)**

Final Report of Approved Project

Project ref. no.	:	D12 002 008
Project title	:	Liability Risk Management & Business Continuity Scheme in SME Catering
Period covered	:	From <u>1/3/14</u> to <u>31/3/15</u> (dd/mm/yy) (dd/mm/yy)

1. Project Details

(Please mark with "*" if any of the following project details is different from that in the project proposal appended to the project agreement.)

Project Reference and Title

D12 002 008

Liability Risk Management & Business Continuity Scheme in SME Catering

Project Summary (in not more than 150 words)

Based on the genuine need of the SME catering to handle their liability risk, with the PEAK as the implementation agent, the Institution of Dining Art Ltd (IDA) successfully applied for the SME Development Fund and carried out smoothly the establishment and propagation of "Liability Risk Management & Business Continuity Scheme in SME Catering" (LRM) from 1 Mar 2014 to 31 Mar 2015. The LRM Project included 2 seminars, 6 workshops and 5,000 manual books, provides solutions and services to educate the catering liability risk management process including identification, control and the development of a proactive disaster recovery contingency planning to sustain business continuity.

Project Objective(s) (in not more than 80 words)

The main theme of this project is to identify, manage the liability risk including the development of a proactive disaster recovery contingency planning to sustain business continuity, with practical step by step demonstration on how to handle emergency crises and recover business activities, so as to benefit to all SME caterers.

Grantee /Collaborating/Implementation Organisation Agent

Grantee : Institution of Dining Art Limited (IDA)

Collaborating Organisation(s) :

Implementation Agent(s) : Vocational Training Council -- Institute of Professional Education And Knowledge (PEAK)

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator :	Mr. TSANG Kok-sang	IDA	39897030 39897130
Deputy Project Co-ordinator :	Mr. LI Yat-chuen	PEAK	2836-1832 2832-9443

Project Period

	<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
As stated in project agreement	<u>1/3/14</u>	<u>28/2/15</u>	12 months
Revised (if applicable)		<u>31/3/15</u>	13months

Methodology Employed

The IDA invites the Institute of Professional Education And Knowledge (PEAK) as the implementation organization, which will provide consultancy services and the production of project related activities. With the support of the SME Development Fund, joint effort of two organisations contribute to the knowledge of the SMEs to handle their liability risk management including emergency crises and recover business activities.

As the project's implementation agent, PEAK leverages its experience in the coordination, liaison and control of various functional units within the project, which includes identification of key technologies, seminar management, handbook development and website maintenance. Its responsibilities also include the production, promotion and marketing of the project including the seminars, workshops and manual; appropriate allocation and utilisation of resources; monitoring progress, inviting and assimilating comments of the project, assurance of output quality and its cost effectiveness. It works according to the following operation plan:

- 1) Formation of consultation committee
- 2) Project website construction
- 3) Working on project deliverables and promotion activities
- 4) Conduction of reporting, reviewing, and further exploration, etc.

2. Summary of Project Results

Project Deliverables

(Please list out the targeted project deliverables as stated in the project proposal appended to the project agreement and provide details of actual result achieved, including beneficiaries, for each of them.)

The main successful performance indicator is for all SME caterers to easily understand the flow and implement a risk management framework within their organizations for their long-term business sustainability, followed with in-depth solutions. Deliverables will include the following:

1. The ePortal site <http://riskmgt.smecatering.hk/> was launched at the early stage of the project and is now running by IDA free to provide online download of the powerpoint teaching notes of the seminars and workshops, and the leaflets for the essential information and basic knowledge as below:

- (a) relevant legal documents SME caterers should know;
- (b) best practices in handling risks;
- (c) updates on newest development on SME liability risk management catering issues;
- (d) real life examples;
- (e) Work cards or info cards readily available for use;
- (f) Liability Risk management and/or relative insurance solutions available on the market;
- (g) Contingency and Disaster recovery program and its procedures.

The e-version of “Liability risk management and Business Continuity manual for SME caterers” (Deliverable #3) can also be downloaded here.

2. 2 seminars and 6 workshops with details as below:

Experienced practitioners will be invited for speakers in seminars and workshops mainly from IDA together with the various supporting organizations representing the sectors of catering, insurance and risk management to enable the SME caterers to identify and handle their liability risks, to provide an interactive platform to acquire the risk control and business continuity procedures, making reference to the risk management systems or manuals adopted by large corporations and the views of insurance companies with various themes as follows:

- i. The first seminar [識責任、控風險、樂安營] 研討會 was held on 26 June, 2014 with 95 attendees.
- ii. The first series of workshop [明責任、移風險、樂安營] 工作坊 was held on 19 August, 25 August and 16 Sept. 2014 with attendees of 60, 51 and 43 respectively.
- iii. The second series of workshop [辨責任、控風險、倍安心] 工作坊 was held on 21 Oct, 19 Nov. and 9 Dec. 2014 with attendees of 53, 53 and 51 respectively.
- iv. The closing seminar [勇謀兼備，化險為易] 研討會 was held on 26 Mar. 2015 with 121 attendees.

3. 5,000 copies of [中小企餐飲業責任風險管理及業務持續運作手冊] and 2,500 leaflets for quick references. The Manual cover:

- i. Liability Risk Management ABC for SME catering;
- ii. Liability Risk Self-assessment Working Manual in step-by-step approach;
- iii. Business Continuity planning.

The Manual can also be available in our ePortal and be compiled with user friendly approach together with attractive and easy understanding diagrams, flowcharts, etc.

4. Arrange featured media reports to promote our project, raise the awareness of SME on liability risk management, and promote our manual and leaflets which will be available for their free use.

Actual Benefits to SMEs/Enterprises

(Please indicate *in clear, specific, tangible and quantifiable terms* the benefits of the project and its contribution to enhancing the competitiveness of Hong Kong's SMEs / enterprises in general or SMEs / enterprises in specific sectors / assist Hong Kong enterprises in general or in specific sectors in developing brands, upgrading and restructuring business operations, and promoting domestic sales in the Mainland, in not more than 400 words.)

<u>Target SMEs / enterprises</u>	<u>Estimated number of beneficiaries</u>
1) Small & medium caterers	220 SMEs participated the two seminars
	310 SMEs participated the 6 workshops
	Summary leaflets for 2,500 SME caterers
	Handbooks for 5,000 SME caterers
	Website: Open to all Hong Kong SMEs to download the project handbook and summary leaflets

Milestones (in chronological order)

(# Please indicate if the milestone is completed (C), deferred (D) or not achieved (N). If it is deferred, please indicate the revised completion date. For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.)

	<u>Milestone</u>	<u>Original target completion date</u>	<u>Revised target completion date (if applicable)</u>	<u>Status (C/D/N) #</u>
	(as set out in the approved project proposal appended to the project agreement)			
(a)	1. Formulation of project team and Consultation Committee 2. Discussion of the framework, contents and details for database 3. link-up cooperation partners and technical support team 4. Preparation of seminars and workshops 5. PR promotion through mass media, such as articles, press release and advertising 6. Interview and site survey with interested parties and related organizations to conduct preliminary research of market needs	1/3/2014/ — 31/3/2014		C
(b)	1. Adding, update and amend website information 2. Conduct 1 seminar and prepare workshops to share project deliverables 3. Prepare project deliverables such as websites, pamphlets, handbooks and etc. 4. Promote the self-check guidance and project deliverables through mass media, such as articles, press release and advertising	1/4/2014 — 30/6/2014		C

(c)	1. Adding, update and amend website information 2. Conduct 3 workshops to share project deliverables 3. Prepare project deliverables such as websites, pamphlets, handbooks and etc. 4. Promote the project deliverables of risk handling including relative insurance available solutions through mass media, such as articles, press release and advertising	1/7/2014 — 30/9/2014		C
(d)	1. Adding, update and amend website information 2. Conduct 3 workshops and prepare seminar discussions to share project deliverables 3. Prepare project deliverables such as pamphlets, handbooks and preliminary phase of websites involving risk management of employee injury, etc. 4. Promote the project deliverables of contingency and Disaster recovery program through mass media, such as articles, press release and advertising	1/10/2014 -- 31/12/2014		C
(e)	1. Adding, update and amend website information 2. Promote the Risk Management Manuals through mass media, such as articles, press release and advertising 3. Study and explore potential continuous development 4. Conduct the Seminar discussions to share project deliverables 5. Project activities findings, summary and conclusions	1/1/2015 -- 28/2/2015	31/3/2015	C 4. D

Reasons for Deferring or Not Achieving certain Milestones, if any.

Item (e)(4) was deferred. As the project received positive response from the industry, extended period is needed to gather more feedback for achieving best quality for the major remaining deliverable - "Liability risk management and Business Continuity manual for SME Caterers". In addition, by extending the project period, the Closing Seminar would be arranged in mid to end of March 2015, which would be a more optimal timing for the Catering Industry for alleviating the clashing of events near CNY if the Seminar is arranged in the original plan of Feb 2015.

Marketing/Dissemination Activities (in chronological order)

(Please provide details of all completed and on-going promotional and/or dissemination activities for each of the project deliverables. Such activities may include advertisements, seminars, workshops, etc.)

<u>Date/ Period</u>	<u>Description</u>	<u>No. of beneficiaries (SMEs/Enterprises*)</u> * please delete as appropriate
1/3/2014- 31/3/2015	Promotion of the LRM project through various publication and project website	>1000
26/6/2014	Promote the project through the first seminar	>100
19/8/2014	Promote the project through workshop 1	60
25/8/2014	Promote the project through workshop 2	>50
16/9/2014	Promote the project through workshop 3	>40
21/10/2014	Promote the project through workshop 4	>50
19/11/2014	Promote the project through workshop 5	>50
9/12/2014	Promote the project through workshop 6	>50
26/3/2015	Promote the project through the closing seminar	>120
After 26/3/2015	Distribution of [中小企餐飲業責任風險管理及業務持續運作手冊]	5,000
After 26/3/2015	Distribution of summary leaflets	2,500
Total no. of beneficiaries :		>9,020

Future Plan for Promoting the Project Deliverables

The project website will be continuously maintained by IDA after completion of the project.