

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

Final Report of Approved Project

Project ref. no. : D13 001 008

Project title : To promote the application of eCommerce system to
local Hong Kong SMEs

Period covered : From 01/11/13 to 31/10/14
(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

D13 001 008 To promote the application of eCommerce system to local Hong Kong SMEs.
向香港中小企業推廣電子商貿系統(e-COM)之應用計劃

Project Summary (in not more than 150 words)

Traditionally, SMEs could use the standard eCommerce portals, but it's not an optimal solution. Now it is possible for SMEs to build their own eShops by using some easy-to-use open-source (free) eCommerce system at a more cost-effective manner. A review on the market reveals that there are no similar offerings apart from general awareness seminars or workshops, or specialized, technical and expensive training on non-open-source eCommerce systems which are not tailored for SMEs. This proposed project is to enable SMEs to build and use the open-source eCommerce system through seminars, hands-on workshops, trade expos, easy-to-use eCommerce system handbook, project Website, eCommerce site competition, experience sharing and hot-line/consulting. In this project, the essential functionalities of eCommerce are covered and mastered by the SMEs, including product listing, shopping carts, customers' shopping history, transactions handling, interfacing to a trustworthy payment gateway, etc.

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

1. To promote the application of eCommerce to all local SMEs
2. To let SMEs use easy-to-use, free open-source eCommerce system to develop their own eCommerce websites to realize the benefits which are unable to be offered by general eCommerce portals
3. To raise the image of local business in the IT application

Grantee /Collaborating/Implementation Organisation Agent

Grantee : Hong Kong Internet Service Providers Association Limited (HKISPA)
Hong Kong Association of Interactive Marketing
Hong Kong Information Technology Federation
Online Service Providers Alliance (of Internet Professionals Association)
Internet Society Hong Kong

Collaborating Organisation(s) : The International Federation Against Copyright Theft - Greater China

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	: <u>Mr Lento YIP</u>	<u>HKISPA</u>	<u>8201-1109/ 3011-3108</u>
Deputy Project Co-ordinator	: <u>Mr. Yat-chuen LI</u>	<u>PEAK</u>	<u>2836-1832 / 2832-9443</u>

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	1 Nov 2013	31 Oct 2014	12
Revised (if applicable)			

Methodology Employed**1) Formation of Consultation Committee (the Committee)**

Members from HKISPA and PEAK have formed a committee to conduct and supervise the project. The committee has hosted regular meetings to monitor the project closely. The committee has ensured the project is beneficial to the SMEs in the industry.

2) Publication of Manuals and Website

The content of the manual and website is a crucial factor for the success of this project. It is comprehensive and easy to learn, so that SMEs can manage to use Magento to build their own eShops

3) Project Deliverables and Promotion

The project consultant team has developed website and manual as project deliverables to share with the industry. The Committee has closely monitored the production of project deliverables and offered guidelines where appropriate. All project deliverables are targeted at the practical use of eCommerce system for SMEs. We have organised 2 seminars (about 100 visitors for each seminar) and 10 workshops (30 participants for each workshop) so that SMEs can experience the operation and benefits of Magento. Besides traditional advertising and printed matters, we also utilized social media such as facebook to promote the project deliverables.

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.)

- 1) Opening seminar – It was held on 28 Feb 2014 at VTC Tower. Amongst the 33 attendees (mostly SMEs), more than 20 of them registered for the workshops.
- 2) Closing seminar – It was held on 31 Oct 2014 at VTC Tower. There were 48 attendees and each one has received a copy of the manual.
- 3) SME Expo – The expo was held from 5 – 7 Dec 2013 at HKCEC. We have received more than 100 name cards. More than 100 visitors have viewed our on-site demo and the presentation. One of our consultants has delivered a 20 minutes speech and joined the forum organised by TDC at the exhibition hall during the expo.
- 4) Workshops – the 10 workshops were held from 15 Feb to 5 July 2014 at Room 901, 9/F, VTC Tower. Totally, 239 SMEs have attended the workshops. All of them have successfully completed a basic eShop at the end of the workshop. Each of them has received a course handout.

Workshop No.	Date	No. of participants
1	15/2/2014	28
2	22/2/2014	28
3	4, 6/3/2014	26
4	11, 13/03/2014	18
5	3/5/2014	19
6	24/5/2014	21
7	7/6/2014	26
8	17, 19/06/2014	25
9	5/7/2014	32
10	19/7/2014	16

- 5) Manual “開源電子商貿平台指南” – We have printed 3,000 copies (full version) and 3,000 copies (simplified version) manuals.
- 6) eShop contest – There were more than 30 contestants for the competition. The award presentation ceremony was held on 31 Oct 2014 at Hong Kong Harbour View Hotel. The application started in July 2014 and the deadline was 1 Oct 2014.
- 7) Project website eshop4sme.hk – The website was launched in Dec 2013. All registrations for the seminars and workshops were done in the website. The estimated total accumulated no. of visitors to this website should be over one thousand. Also, as the major function of the Website, SMEs can obtain various project information and download the handbook from this site too. They can also request assistance by email enquiry@cms4sme.hk.
- 8) Posters, pamphlets – 2,000 posters and 2,000 pamphlets were printed. These were distributed to all visitors in the closing seminar and the PEAK reception counter at 9/F, VTC Tower. The Hong Kong General Chamber of Small and Medium Business (HKGCSMB) has mailed these to all their members. The posters and pamphlets were printed in October 2014 so that we can promote the handbook (with

table of content) and the eShop contest (with screenshots of the winners) to SMEs.

- 9) Leaflets – 3,000 leaflets were printed and distributed at the SME Expo. Another 1,000 were printed for distribution at the 2 seminars, workshops and PEAK reception counter at 9/F, VTC Tower.
- 10) Hotline – More than 100 enquiries received, particularly during the eShop contest period from July to Oct 2014. Many contestants have requested assistance to solve their technical problems.

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.)

239 SME attended the workshops

81 SME attended the 2 seminars

2,000 posters were distributed

3,000 manuals of “開源電子商貿平台指南” were distributed

3,000 manuals (simplified version) of “開源電子商貿平台指南” were distributed

6,000 leaflets were distributed through seminars, workshops, SME expo, direct mailing of support organisations and PEAK reception counter at VTC tower

Website – open to all local SMEs

30 companies joined the eShop contest

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.)

Milestone (as set out in the approved project proposal appended to the project agreement)	Original target completion date	Revised target completion date (if applicable)	Status (C/D/N) #
1. Formulation of project team and Consultation Committee	30/11/2013		C
2. Discussion of the framework, contents and specifications			
3. Link-up cooperation partners and technical support team			
4. PR promotion through mass media, such as articles, press release and advertising			
5 Interview and site survey with interested parties and related organizations to get more insights of market needs			
(a) 1. Define the content for the Manual	31/1/2014		C
2. Define the structure for the website eshop4sme.hk			
3. Prepare the promotional activities for the seminar and the workshops			
(b) 1. Organise the seminar and workshops	30/6/2014		C
2. Prepare the eShop design contest			C
3. Write the manual contents			C
4. Write the website contents			C
5. Participate the SME Expo		20 Oct 2014	D
6. Print the manual			C
(c) 7. Official launch the website			
1. Organise the workshops	30/9/2014		C
2. Announce the result of the eShop design contest		25/10/2014	D
3. Design the pamphlet for the project deliverables			C
(d) 1. Organise the seminar for the project deliverables	31/10/2014		C
(e)			

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
28 Feb 2014	Opening seminar	33
5-7 Dec 2013	SME Expo	1,000+
15 Feb to 19 July 2014	Workshops	239
July-Oct 2014	eShop contest	30
31 Oct 2014	Closing seminar/award presentation ceremony	48
Total no. of beneficiaries :		1,350+

Future Plan for Promoting the Project Deliverables

The project website eshop4sme.hk will continue to provide information for all SMEs.
