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

**Final Report of Approved Project**

Project ref. no. : D13 002 009

Project title : Hong Kong SME locksmiths hardware trade  
practitioners technologies upgrade and operations  
support

Period covered : From 1/2/14 to 31/1/15  
(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

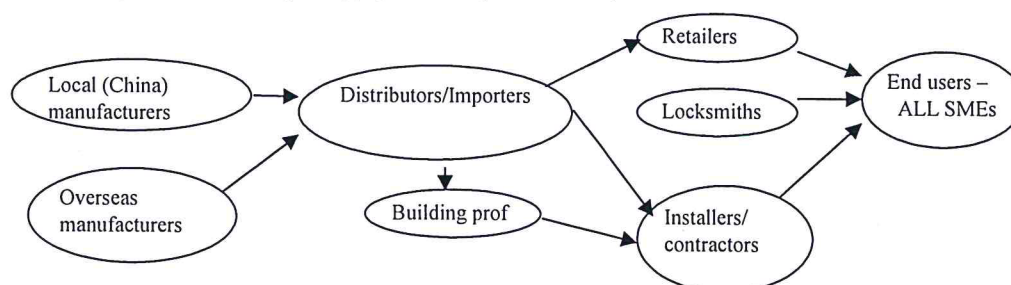
**D13 002 009 - Hong Kong SME locksmiths hardware trade practitioners technologies upgrade and operations support.**

香港中小企鎖類五金業界從業員科技推廣及經營支援

### Project Summary (in not more than 150 words)

Presently, Hong Kong has over 2,000 locksmiths and 13,000 establishments in the lock supply chain which includes the manufacturers, importers, distributors, wholesalers and retailers. There are only a small number of manufacturers and most of the lock products are imported from various countries. This industry is mainly consisted of SMEs, with a total workforce over 38,000 and annual sales turnover over HK\$3.5 billion. Their existence contributes a lot to SMEs of all industries in the field of security measures. Without their expertise and services, business owners cannot implement effective security control systems/devices to protect their property and assets possessions in a proper manner.

Hong Kong Lock Industry Supply Chain (SME level) :



Due to the limited resources, it is getting harder for the lock industry SMEs to keep in pace with the ever-increasing hardship in sustaining their business. They have to follow-up with the latest technology in lock operation and cope with the rising rental and wages costs. Lack of proper professional guide and trainings to locksmith and hardware shops result in probable poor workmanship, improper or wrong products are being applied and sold. Professional codes and conducts needed to be reinforced and followed. At the same time, the operation flow of their business has to be upgraded and modernised. They need support from the government to further develop their business.

The purpose of this project is to upgrade the standard of the lock industry and let the general SMEs know more about the importance and benefit regarding this industry. The related deliverables will include a series of tailored-made workshops, project Website, leaflets, posters and a professional codes/conduct cum latest product guide book to upgrade the lock industry standard and increase the general SME's awareness and effective utilisation of lock industry services. It is expected that the lock industry will be benefited through the well-planned and implemented activities and deliverables.

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

1. To introduce the latest lock technology
2. To introduce the new business operation technology and method to cut down the operating costs and increase sales
3. To reinforce professional codes and conducts

**Grantee /Collaborating/Implementation Organisation Agent**

Grantee : The Associated Locksmiths of Hong Kong S.A.R China Ltd

ASIS International, Hong Kong Chapter  
Hong Kong General Chamber of Small and Medium Business Ltd  
Crime Prevention Bureau/ Hong Kong Police Force  
Locksmithing Institute of Hong Kong  
Associated Locksmith of America, Asia Region  
International Professional Security Association, HK  
Door and Hardware Institute Greater China Chapter Limited  
Hong Kong Hotel Association

Collaborating Organisation(s) : Hong Kong Security Association

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. &amp; Fax No.</u>
Project Co-ordinator	: <u>Mr Siu-Sing FOK</u>	<u>Associated Locksmiths of Hong Kong S.A.R China Ltd</u>	<u>94801910 / 24876293</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	<u>1 Feb 2014</u>	<u>31 Jan 2015</u>	<u>12</u>
Revised (if applicable)	<u></u>	<u></u>	<u></u>

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

Members from ALOHK 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 learn more about the latest lock technology.

**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 introduction of



latest lock technology for SMEs in lock industry. We have organised 10 workshops (80 participants for each workshop) so that SMEs can learn the latest lock technology. Besides traditional advertising and printed matters, we also utilized social media such as Facebook and google search 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) Posters and pamphlets – after optimization and consideration on designs, 1,000 posters were printed and distributed to SMEs in the industry. The remaining budget for the poster was not utilized. Also, 2,000 pamphlets were printed and distributed to the SMEs in the industry.
- 2) Workshops – the 10 workshops were held from 8 May to 27 Nov 2014 at VTC Tower and IVE (Haking Wong). Totally, over 800 SME participants have attended the workshops. Each of them has received a course handout and the poster.
- 3) Guide book “鎖業百科” – We have printed 3,000 copies and the e-version is available on the project website for downloading and reference.
- 4) Project website and hotline - The project website [smeproject.alohk.org.hk](http://smeproject.alohk.org.hk) was officially launched in April 2014. All registrations for the workshops were done in the website. The estimated total accumulated no. of visitors to this website should be over one thousand. Also, a hotline for workshop registrations, enquires, etc. was arranged during the project period.

### 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.)

800+ SMEs attended the workshops

1,000 posters were printed and distributed to SMEs

2,000 promotional leaflets were printed and distributed to SMEs

3,000 guide books “鎖業百科” were printed and distributed to SMEs, and e-version is available for downloading from the project website

Website – open to all local SMEs in the industry

### 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> (as set out in the approved project proposal appended to the project agreement)	<u>Original target completion date</u>	<u>Revised target completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
1. Formulation of project team and Consultation Committee	28/2/2014		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			
(a) 1. Define the content for the Guide Book	30/4/2014		C
2. Define the structure for the website			
3. Define the content for the 8 workshops			
4. Design the pamphlet for the project deliverables			
(b) 1. Organise the workshops	31/10/2014		C
2. Write the Product Guide Book			
3. Write the website contents			
(c) 4. Official launch the website			
1. Publish the Guide Book	31/1/2015		C
2. Design the pamphlet for the project deliverables			

### 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> <i>*please delete as appropriate</i>
8 May to 27 Nov 2014	Workshops	700+
18 September 22 October 6 November 2014	Ad on newspapers – Headline Daily	3,000+
1 Nov 2014 – 31 Jan 2015	Keyword ad on google.com.hk and Yahoo.com.hk	1000+
Total no. of beneficiaries :		4,700+

### Future Plan for Promoting the Project Deliverables

The project website [smeproject.alohk.org.hk](http://smeproject.alohk.org.hk) will continue to be maintained by ALOHK to provide information for all SMEs in the industry

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