

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

Final Report of Approved Project

Project ref. no. : D13 002 004
Project title : “SME Retail Service Excellence” Award (Part II)
Period covered : From 15/12/2013 to 14/03/2015
(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

SME Retail Service Excellence Award - Part II (Ref: D13 002 004)

Project Summary (in not more than 150 words)

Encouraged by the positive responses from participating SMEs of SME Development Fund (SDF) project D11 004 003 in 2012/13, we sustained the effort in organizing part 2 of SME Retail Service Excellence Award by enriching the project content to enhance SMEs' competitiveness in the sophisticated market place.

An extensive series of events and learning programme have been completed on 14 June, 2015 regarding to the project objectives. They were implemented in 3 mainstreams below:

A. SME Retail Service Excellence Award Recognition thru:

- The assessment by Mystery Shoppers Programme (MSP) (From June – November 2014)
- The publicity of Award Presentation Ceremony cum Sharing Session. (Feb 2, 2015)
- The media coverage on print (AM730, HK Economic Times, Job Market & Headline Daily) and website.

B. Case Learning and On-going Sharing thru:

- SME Retail Conference (Mar 25, 2014)
- Case Learning Newspaper Supplement on Job Market (Apr 1, 2014) and HK Economic Times (Apr 14, 2014)
- Case Learning Video (14 case learning video clips)
- SME Retailers Portal

C. Experimental Learning thru:

- 14 x SME Retail Workshops (From April to November 2014)
- 4 x SME Retail Talks (Jun 27, Sept 11, Nov 13 and Dec 12 in 2014)
- 2 x Company Visit (Nov 26, 2014 & Mar 5, 2015)

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

- To encourage SMEs' quest for customer service excellence through award programme in our service-oriented economy.
- To provide a platform for fruitful management exchange and stimulate ideas for improvement among SME retailers.
- To sharpen business knowhow and management knowledge of SME retailers for greater competitiveness.

Grantee /Collaborating/Implementation Organization Agent

Grantee : Hong Kong Retail Management Association Limited

The Hong Kong Council of Social Service - HSBC Social Enterprise

Collaborating Organisation(s) : Business Centre

Implementation Agent(s) : Business Services Centre, IVE, VTC

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: <u>Ms. Ruth Yu</u>	<u>Hong Kong Retail Management Association Limited</u>	<u>Tel: 2866 8311 Fax: 2866 8380</u>
Deputy Project Co-ordinator	: <u>Ms. Iris Ng*</u>	<u>Hong Kong Retail Management Association Limited</u>	<u>Tel: 2179 9410 Fax: 2866 8380</u>

*Remark: Deputy Project Coordinator was changed with effect from 2 January 2015.

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	15 Dec 2013	14 Mar 2015	15
Revised (if applicable)			

Methodology Employed

A. SME Retail Service Excellence Award 「零售中小企 優質服務獎」

1. SME Retail Service Excellence Award

- ◆ It was a customer service competition with 100 participating SME retailers.
- ◆ The participating SME retailers were assessed through mystery shoppers programme (MSP) for 6 months during June - November 2014.
- ◆ To assess the customer service standard of the participating SME retailers, 4-22 on-site mystery shopper visits per SME retailer were arranged. Number of visit is calculated according to the number of retail outlets.
- ◆ Approximate total of 2,500 mystery shoppers visits were made in 2 phases, 1st phase in June to August and 2nd phase in September to November 2014.
- ◆ The mystery shoppers consistently assessed participating SME retailers in 3 main areas: shop environment, customers shopping experiences and process of leaving.
- ◆ Individual assessment reports were provided to each participating SME retailers.
- ◆ After the mystery shoppers assessment, a total of 17 SME retailers were selected to receive the awards and recognitions, 7 for “Category Award” 「組別大獎」 and 10 for “Outstanding Performance Award” 「卓越表現獎」.
- ◆ The criteria of winning “Category Award” is the average score ranking the highest of each category. The “Category Award” is composed of 7 categories as below:
 - 1) Beauty Products/ Cosmetics & Health Care/ Personal Care Products
 - 2) Fashion/ Accessories & Sports/ Outdoor Products
 - 3) Restaurants/ Fastfood & Food Shops
 - 4) Furniture & Home Accessories
 - 5) Watches & Jewelries
 - 6) Retail (Services)
 - 7) Specialty Stores
- ◆ The criteria of winning “Outstanding Performance Award” is the total average score ranking 1st to 10th apart from the 7 Category Awards’ winning companies.

2. Sharing Talk cum SME Service Excellence Award Presentation Ceremony

- ◆ It was a half-day closing event held on February 2, 2015 at Christian Service Family Centre Conference Hall.
- ◆ 132 attendees were turned out from 177 registrations, nearly 75 % attendance.
- ◆ 2 speakers, who are well-known in the trade, were invited to share their invaluable expertise in enhancing SME’s competitiveness in Part I of the event. They were:
 - 1) Dr. Ricky Szeto, *General Manager and Executive Director, Hung Fook Tong Group Holdings Ltd.* to share insights on “Brand Management and Innovative Marketing Strategies”.
 - 2) Mr. Peter Hung, *Director, Apple Storage (Tai Yau Storage Group Ltd.)* to share insights on “Excellent Staff and Quality Services”.
- ◆ Part II of the event is Award Presentation Ceremony to present awards to 17 winning companies by 2 honourable guests: 1) Mr. Kenneth Mak, *Director-General, TID* and 2)

Mr. Henry Yip, Vice Chairman, Hong Kong Retail Management Association.

- ◆ The event was ended by a sharing session of the overall top 3 winning companies to share their wisdom in delivering quality services.
- ◆ The event was video-taped and uploaded to SME Retailers Portal and Youtube. The video links were also shared with over 4,000 SME contacts.

3. Post Event Media Coverage on Print, Online & Mobile Apps

- ◆ Newspaper advertorial were published on AM730 (Feb 5 & 11, 2015), Hong Kong Economic Times (Feb 11, 2015), Job Market (Feb 13, 2015), Headline Daily (Feb 14 & 26, 2015), to broadcast the event highlights and the good service practices of SME award winning companies.
- ◆ Online coverage on HKRMA SME website, HeadlineJobs.com, JobMarket.com and their Facebook platform were adopted until the end of March 2015.
- ◆ Email blasting via internal and external database and video link thru HKRMA SME portal are used for event coverage.
- ◆ Mobile advertising on the selective apps platforms with prominent clicking rate, like HK Toolbar, HK Movie and SingTao News Group, were chosen to blast event news for the surge of mobile communication.

B. Case Learning Publicity

1. SME Retail Conference

- ◆ The SME Retail Conference with the theme of “Brand Management and Communication: Vision, Leadership and Strategy” was a kick-off event held on March 25, 2014 at Hong Kong Productivity Council Building Conference Hall.
- ◆ 112 attendees were turned out from 167 registrations, nearly 75% attendance.
- ◆ A total of 3 guests speakers were invited to share their success stories in brand management, brand leadership, as well as challenge and strategy in the process of establishing brands. They were:
 - 1) Dr. Royce Yuen, *CEO, New Brand New Ltd*;
 - 2) Ms. Sabrina Chu, *Founder, Kingkow (SKC Group Ltd)* ;
 - 3) Mr. Chan Ka Wai, *Executive Director & CEO of CATALO Natural Health Foods Ltd.*
- ◆ Featured stories for SME Retail Conference were published on JobMarket (April 1, 2014) and Hong Kong Economic Times (April 14, 2014).

2. Case Learning Newspaper Supplement

- ◆ Case learning newspaper supplements were mainly published on Hong Kong Economic Times (February 11, 2015) and Job Market (February 13, 2015) to share the successful tips of the awarded winning companies.
- ◆ The stories were a kind of recognition and also role models to other Hong Kong SMEs.
- ◆ The supplements were uploaded to HKRMA SME Retailers Portal and disseminated to over 4,000 SME retailers by emails for ongoing sharing.

3. Case Learning Video

- ◆ To share the successful tips, the awarded winning companies were invited to produce case learning videos.
- ◆ A total of 14 Case Learning Videos plus video highlight of all winning companies were produced after the completion of SME Retail Service Excellence Award Programme and uploaded to YouTube and HKRMA SME Retailers Portal for ongoing sharing.
- ◆ The video links were also shared with over 1,200 SME retailers by email blasting via internal and external database.

4. SME Retailers Portal

- ◆ In view of the increasing usage of smartphone, the SME Retailers Portal was enhanced with mobile version.
- ◆ SME activities and information will be updated in both desktop and mobile versions.
- ◆ The event was video-taped and uploaded to SME Retailers Portal, Youtube and mobile app. The video links were also disseminated to over 1,200 SMEs by email.

D. Experiential Learning

1. Retail Workshops

- ◆ A total of 14 workshops which are QF Level 3 accredited were organized with the assistance of the Business Services Centre of VTC in the period of April to November 2014.
- ◆ 323 attendees in total were turned out from 436 registrations in 14 workshops, approximate 74 % attendance in average.

<u>Date</u>	<u>Topics of Retail Workshops</u>
Apr 8	Master Skills in Managing Thorny Customers
May 13	Master Skills in Handling Customer Complaints
Jun 10	Art of Selling
Jun 24	Consultative Selling Skills
Jul 15	Understand Consumer Behavior
Jul 29	Master Effective Skills in Customer Service
Aug 12	Master Consultative Skills of Customer Services
Aug 26	Build Up and Winning Customer Loyalty
Sept 23	Master Adversity Quotient (AQ) & Turning Pressure to Power
Oct 14	Master the Skills of a Successful Leadership
Oct 27	Master and Understanding Emotional Quotient (EQ)
Oct 28	Master and Apply Coaching Skills
Nov 11	Effective Skills for Staff Training and Performance Appraisal
Nov 25	Motivate Staff for Better Results

2. Retail Talks

- ◆ 4 SME Retail Talks were held on Jun 27, Sept 11, Nov 13 and Dec 12 in 2014, focusing on key legislations and regulatory measures for SME retail management staff.
- ◆ 184 attendees in total were turned out from 250 registrations in 4 talks, nearly 74 % attendance in average.

<u>Date</u>	<u>Topics of Retail Talks</u>
Jun 27	Personal Data (Privacy) Ordinance
Sept 11	WIFI Network Security and Prevention of Counterfeit Bank Note
Nov 13	Trade Descriptions Ordinance

Dec 12	Competition Ordinance
--------	-----------------------

3. Retail Company Visits

- ◆ 2 company visits were held on Nov 26, 2014 and Mar 5, 2015 to visit Hong Kong Internet of Things Centre of Excellence (HKITCE) and TSL Jewelry respectively.
- ◆ 43 attendees in total were turned out from 78 registrations in 2 visits, in which only 61 registrations were shortlisted due to venue limitation, thus more than 70 % attendance in average (i.e. 43/61).
- ◆ HKITCE showcased supply chain logistics from the stage of production to retail sales and IT applications on retail industry.
- ◆ TSL Jewelry shared their valuable experience and demonstration on shop operation, visual merchandizing, customer service management, and staff training and development programmes.

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.)

Project Deliverables	Target Result	Actual Result	Beneficiaries
A. SME Retail Service Excellence Award 「零售中小企 優質服務獎」			
1. “SME Retail Service Excellence Award”	100 SME retailers	100 SME retailers	SME retailers
2. Award Presentation Ceremony cum Sharing Session*	150 participants	<ul style="list-style-type: none">- 132 participants were attended out of 177 registrations.- Nearly 75% attendance was reached.- Event highlights were covered on below:<ol style="list-style-type: none">1. AM730 (Feb 5, 2015)2. Headline Daily (Feb 14, 2015)3. Headline Daily (Feb 26, 2015)	SME retailers and public
B. Case Learning Publicity			
1. SME Retail Conference*	150 participants	<ul style="list-style-type: none">- 112 participants were attended out of 167 registrations.- 75% attendance was reached.- Event highlights were covered on below:<ol style="list-style-type: none">1. Job Market (April 1, 2014)2. HKET (April 14, 2014)	SME retailers

Project Deliverables	Target Result	Actual Result	Beneficiaries
2. Case Learning Newspaper Supplement	1200 Retailers	<ol style="list-style-type: none"> 1. Case Learning Newspaper Supplements were released on: <ol style="list-style-type: none"> (i) AM730 (Feb 11, 2015) (ii) HKET (Feb 11, 2015) (iii) Job Market (Feb 13, 2015) 2. Online Channel <ol style="list-style-type: none"> (i) SME Portal (Video sharing) (ii) HKRMA Youtube (iii) Website Online Banner <ul style="list-style-type: none"> - Headlinejobs.hk (27 Feb to 12 Mar 2015) - JobMarket.com (27 Feb to 5 Mar 2015) (iv) Mobile Apps <ul style="list-style-type: none"> - HK Toolbar (2-8 Mar 2015) - HK Movie Mobile App (2-8 Mar 2015) - Singtao Daily (9-15 Mar 2015) - Headline Daily (9-15 Mar 2015) (v) Facebook <ul style="list-style-type: none"> - Headlinejobs.hk (3 Mar 2015) - JobMarket Facebook (3 Mar 2015) 3. Disseminated to over 1,200 SME retail practitioners via email. 4. Upload to HKRMA SME Portal to share with the public. 	SME retailers and public
3. Case Learning Video	1200 SME retailers	<ul style="list-style-type: none"> - Videos of Retail Conference, Award Presentation Ceremony and Award winning companies were produced. - Video links were disseminated to over 1,200 SME retail practitioners via email. - Upload to YouTube and HKRMA SME Portal to share with the public. 	SME retailers and public
4. SME Retailers Portal	Both desktop and mobile users	<ul style="list-style-type: none"> - Case learning newspaper supplement and video were updated in both desktop and mobile version of existing website (http://sme.hkrma.org) in parallel. 	SME retailers and public

C. Experiential Learning

1. Retail Workshops*	14 workshops 350 participants	<ul style="list-style-type: none"> - 14 workshops were held - 323 participants were attended out of 436 registrations. - 74% attendance was reached in average. 	SME retailers
----------------------	--	---	---------------

Project Deliverables	Target Result	Actual Result	Beneficiaries
2. Retail Talks	4 talks 200 participants	- 4 talks were held - 184 participants were attended out of 250 registrations. - Nearly 74% attendance was reached in average.	SME retailers
3. Retail Company Visits*	2 company visits 50 participants	- 2 company visits were arranged to SME retailers HKITCE and TSL Jewelry. - 43 participants in total were attended out of 78 registrations in which 61 registrations were shortlisted. - 70% attendance was reached in average.	

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.)

SME Retail Service Excellence Award

- SME Retail Service Excellence Award encouraged SME retailers to achieve service excellence hence uplifting the overall customer service standard.
- Mystery Shoppers Programme (MSP) was adopted as the assessment tool to provide throughout assessment reports and analysis to review customer service level of participating SME retailers with useful benchmarking indicators and recommendations for improvement.
- The MSP reports showed the service performance of individual outlets, overall average performance as well as service gap against the best SME retailers.
- The figures were useful indicators for improving service level and business development.
- The recommendations helped SME retailers to understand their weaknesses and strengths as well as the business positioning to compare with same category retailers, and thus to devise improvement strategies to upgrade their competitiveness in the market.
- Based on 31 replies, 96% SMEs are satisfied with the Programme and indicated that the Award was helpful in enhancing their competitiveness in long run.

Award Presentation Ceremony

- Award Presentation Ceremony enhanced the market recognition of winning companies, appraised them as role models to other SMEs and upgraded their branding of service excellence. The Ceremony was attended by 132 participants.
- A total of 17 SME retailers were recognized for “Category Award” and “Outstanding Performance Award”. The Award winners shared their success tips with other SME retailers at the Ceremony and in the meantime 2 experts were invited to share their knowledge and experience on the topic related to “Brand Management and Quality Services” which were beneficial to SMEs.
- Based on 33 questionnaires replied, the overall satisfaction rate was 96%. Sharing from winning companies was highly appraised as an invaluable chance to learn experience from the best practices in the industry.

◆ **“Category Award” 「組別大獎」 x 7 of below categories:**

(Winners’ criteria: average score ranking the highest of each category)

1) **Category: Beauty Products/ Cosmetics & Health Care/ Personal Care Products**

Award winner: Yaca International Development Ltd. - Beaute Station

2) **Category: Fashion/ Accessories & Sports/ Outdoor Products**

Award winner: IBL Import Limited – ISABELLA

3) **Category: Restaurants/ Fast Food & Food Shops**

Award winner: Lab Made Limited

4) **Category: Furniture & Home Accessories**

Award winner: Idea & Design Furniture (HK) Ltd.

5) **Category: Watches & Jewelries**

Award winner: Manfook Jewelry

6) **Category: Retail (Services)**

Award winner: Chun Hwa Travel Agency Ltd.

7) **Category: Specialty Stores**

Award winner: A&A Audio and Video Center Ltd.

◆ **“Outstanding Performance Award” 「卓越表現獎」 x 10**

(Winners’ criteria: the total average score ranking 1st to 10th apart from the 7 Category Awards’ winning company.)

SME winning companies:

- 1) Max Long Development Ltd. – HMDiamond
- 2) Jadelink International Ltd.
- 3) ENOTECA Co. Ltd.
- 4) Bonlux (Asia) Ltd.
- 5) Sun Hing Hong Travel Agency Co. Ltd.
- 6) Christian Environmental Health Ltd.
- 7) Supreme Co.
- 8) J1 Collection
- 9) KINJI Co. Ltd.
- 10) Wedding Abroad

Retail Conference

- Retail Conference conveyed the latest retail development by sharing the successful cases of well-established retailers and exchanging useful ideas thru discussion.
- The Conference invited 3 experts to their success stories in brand management, brand leadership, as well as challenges and strategies in the process of establishing brands. During the panel discussion, participants enjoyed a vivid exchange of experiences with the speakers to encounter nowadays challenges under severe market competitions, making the Conference a success.

- Based on 54 questionnaires replied, over 96% respondents were overall satisfied with the Conference.

Case learning newspaper supplements

- Case learning newspaper supplements shared the best practices with the public and reinforced SME retailers to understand the importance of service excellence in driving business.
- The best practice of the Award winners were shared in major dailies and free newspapers generating substantial publicity and awareness.
- Supplement softcopies were disseminated thru SME database by email and uploaded to HKRMA SME Portal.

Case learning videos

- Case learning videos shared insights of customer service excellence and facilitated brand building of winning companies via online and mobile marketing channels.
- A total of 14 case learning videos were produced and shared with over 1,200 SMEs and the public via YouTube and HKRMA SME Portal for ongoing sharing.

Retail Workshops

- Retail Workshops linked to Qualification Framework Level 3 organized by Business Service Centre of VTC were practical training provided to frontline practitioners in sales and marketing, customer service and store operations.
- 323 participants attended 14 SME workshops. It reached 87% of attendance rate out of 370 successful registrations.
- Based on 313 questionnaires replied in total, almost over 96% of respondents were considerably satisfied with all kinds of workshops.
- Upon completion of workshops, the frontline practitioners will receive certificate and accumulate the credits for continuous learning in advanced certificate or diploma programmes. In the long run, it helps enhance the manpower quality and competitiveness of retail workforce.

Retail Talks

- 4 SME Retail Talks were organized, focusing on key legislations and regulatory measures for SME retail management staff.
- Based on 116 questionnaires replied in total, almost over 93% of respondents were considerably satisfied with all kinds of talks. 94% of participants said they would apply the knowledge gained in the service.

Company Visits

- 2 company visits were organized to visit Hong Kong Internet of Things Centre of Excellence (HKITCE) and TSL Jewelry. HKITCE showcased supply chain logistics from the stage of production to retail sales and IT applications on retail industry. TSL Jewelry shared their valuable experience and demonstration on shop operation, visual merchandizing, customer service management, and staff training and development programmes.
- Based on 35 questionnaires replied in total, 100% of respondents were considerably satisfied with the visits. 93% of participants indicated the services were useful in enhancing their competitiveness.

In sum, participating SME retailers showed high satisfaction rate and found the services were useful:

Services	No. of registered participant	No. of attended participants	No. of evaluation forms received	% of participants satisfied with the service	% of participants will apply the knowledge gained in the service	% of participants indicated the services were useful in enhancing their competitiveness
SME Service Excellence Award	100	100	31	100	93	97
Award Presentatio	177	132	33	97	88	91

Services	No. of registered participants	No. of attended participants	No. of evaluation forms received	% of participants satisfied with the service	% of participants will apply the knowledge gained in the service	% of participants indicated the services were useful in enhancing their competitiveness
n Ceremony						
Retail Conference	167	112	54	96	96	94
Retail Workshop	436	323	313	99	98	99
Retail Talk	250	184	116	93	94	84
Company Visits	78	43	35	100	71	93
Total	1208	894	582	-	-	-

**The difference between "No. of registered participants" and "No. of attended participants" indicated the no. of no-show participant.*

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) #
(a)	Commencement of Project	15 Dec 2013	N.A.	C
(b)	SME Retail Conference	Apr 2014	N.A.	C
(c)	SME Retail Service Excellence Award	Feb 2015	N.A.	C
(d)	Retail Workshops	Feb 2015	N.A.	C
(e)	Retail Talks	Feb 2015	N.A.	C
(f)	Company Visits	Feb 2015	Mar 2015	D
(g)	SME Retailers Portal	Mar 2015	N.A.	C
(h)	Award Presentation Ceremony cum Sharing Session	Feb 2015	N.A.	C
(i)	Case Learning Newspaper Supplement	Mar 2015	N.A.	C
(j)	Case Learning Video	Mar 2015	N.A.	C
(k)	End of Project	14 Mar 2015	N.A.	C

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 (Please specify whether they are SMEs or not)</u>	
		Total	SMEs
(1) Promotion through HKRMA Channels			
Jan 2014 – Jan 2015	(a) eDM to HKRMA SME retailers databases	1,200+	1,200+
	(b) Trade Publication Featured articles in HKRMA newsletters “Retailers” and online version (circulation of 1,300 to retailers & retail-related organizations)	1,300	N.A.
	(c) Websites Posting at www.hkrma.org and http://sme.hkrma.org	N.A.	N.A.
	(d) HKRMA Events e.g. Annual Ball, seminars, workshops, conference, focus group)	N.A.	N.A.
(2) Media Partnership			
Jan 2014 – Feb 2015	Media partnership with Hong Kong Economic Times (HKET), Job Market and AM730 are arranged for promotions of the project activities as follows: (a) SME Retail Conference - Recruitment by online banner of Job Market & HeadlineJob, eDM of Job Market and print ad of HKET & Job Market. - Post event advertorial by HKET & Job Market (b) SME Service Excellence Award - Recruitment by online banner of Job Market & HeadlineJob, eDM of Job Market and print ad of HKET & Job Market. (c) Award Presentation Ceremony - Recruitment by online banner of Job Market & HKET, Facebook of Job Market, Headline & AM730, and eDM of Job Market. - Post event winners’ supplement by HKET, Job Market, AM730, and highlight column in Headline Daily.	N.A.	N.A.
(3) Joint Promotion			
Aug 2012 – Apr 2013	Message dissemination by SME-related organizations via eDM or website posting or leaflet placement. The organizations included: - SUCCESS - HKCSS-HSBC Social Enterprise Business Centre - Hong Kong Institute of Vocational Education (IVE) - Quality Tourism Services Association (QTSA)	N.A.	N.A.

(4) Promotion			
Feb – Apr 2014	Promotion of SME Retail Conference		
	<ul style="list-style-type: none"> - HKRMA SME retailers database by eDM and telemarketing - TID SUCCESS online Newsletter by eDM - HKCSS-HSBC Social Enterprise Business Centre online page - VTC retail database by eDM - Job Market database by eDM & recruitment print ad - HKET by recruitment print ad - Job Market post-event advertorial on 1 Apr 2014 - HKET post-event advertorial on 14 Apr 2014 	<ul style="list-style-type: none"> 1,200+ N.A. N.A. N.A. N.A. N.A. N.A. N.A. 	<ul style="list-style-type: none"> 1,200+ N.A. N.A. N.A. N.A. N.A. N.A. N.A.
Feb – May 2014	Promotion of SME Service Excellence Award		
	<ul style="list-style-type: none"> - HKRMA SME retailers database by eDM - VTC retail database by eDM - Job Market database by eDM & recruitment print ad - TID SUCCESS online Newsletter by eDM - QTSA by eDM - Online search database by eDM - Leaflet postage to optical shops 	<ul style="list-style-type: none"> 1,200+ N.A. N.A. N.A. N.A. N.A. N.A. 	<ul style="list-style-type: none"> 1,200+ N.A. N.A. N.A. N.A. N.A. N.A.
Feb – May 2014	Promotion of Retail Workshops		
	<ul style="list-style-type: none"> - HKRMA SME retailers database by eDM - VTC retail database by eDM - TID SUCCESS online Newsletter by eDM 	<ul style="list-style-type: none"> 1,200+ N.A. N.A. 	<ul style="list-style-type: none"> 1,200+ N.A. N.A.
May - Nov 2014	Promotion of Retail Talks		
	<ul style="list-style-type: none"> - HKRMA SME retailers database by eDM - Outsource database (Newspower) by eDM - TID SUCCESS online Newsletter by eDM - HKCSS-HSBC Social Enterprise Business Centre online page - Job Market by eDM 	<ul style="list-style-type: none"> 1,200+ N.A. N.A. N.A. N.A. 	<ul style="list-style-type: none"> 1,200+ N.A. N.A. N.A. N.A.
Oct – Nov 2014 & Feb 2015	Promotion of Company Visits		
	<ul style="list-style-type: none"> - HKRMA SME retailers database by eDM - Outsource database (Online Marketing) by eDM - Outsource database (Direct-lead) by eDM 	<ul style="list-style-type: none"> 1,200+ 50,000 15,000 	<ul style="list-style-type: none"> 1,200+ 50,000 15,000.
Dec 2014 – Mar 2015	Promotion of SME Service Excellence Award Presentation Ceremony & award winning companies Recruitment by:		
	<ul style="list-style-type: none"> - Job Market by eDM, online banner and Facebook - HeadlineJob by Facebook - AM730 by Facebook - HKRMA SME retailers database by eDM 	<ul style="list-style-type: none"> N.A. N.A. N.A. 1,200+ 	<ul style="list-style-type: none"> N.A. N.A. N.A. 1,200+

	- Online Marketing (Outsource database) by eDM	50,000	50,000
	- B Surprise (Outsource database) by eDM	50,000	N.A.
	- TID SUCCESS e-Newsletter by eDM	N.A.	N.A.
	Post event highlight & winners' promotion by:	N.A.	N.A.
	- AM730 by advertorial (5 & 11 Feb, 2015)	N.A.	N.A.
	- HKET by winner's supplement (11 Feb, 2015)	N.A.	N.A.
	- Job Market by online banner, Facebook and winner's supplement (13 Feb, 2015)	N.A.	N.A.
	- Headline Daily by event highlight column (14 & 26 Feb, 2015)	N.A.	N.A.
	- Headline Job by online banner & Facebook.	N.A.	N.A.
	- Singtao Daily, HK Toolbar & HK Movie by mobile apps	N.A.	N.A.
	- HKRMA SME Retailers database by video link	1,200+	1,200+
	- HKRMA website & Youtube by video link	1,200+	1,200+
(5) Dissemination Activities			
Jun 2014 – Mar 2014	SME Retail Service Excellence Award	100	100
25 Mar 2014	SME Retail Conference	112	112
Jan 2014 - Mar 2015	SME retailers portal	N.A.	N.A.
Apr – Nov 2014	SME Retail Workshops	323	323
Jun – Dec 2014	Retail Talks	184	184
5 Feb 2015	Award Presentation Ceremony cum Sharing Session	132	132
5, 11 & 13 Feb 2015	Case Learning Newspaper Supplements	1,200+	1,200+
Feb – Mar 2015	Case Learning Video	1,200+	1,200+
Apr - May 2013	SME Retail Company Visit	43	43

Total no. of beneficiaries - no. of SMEs : **128,910**

no. of companies which are not SMEs : **N.A.**

Future Plan for Promoting the Project Deliverables

- The case learning newspaper supplements and videos were role modules for the SME retailers. The supplements and videos were uploaded to SME Retailers Portal for ongoing sharing.
- In order to sustain the support of SME retailers, the Association will apply for a new SME Development Fund to enhance the competitiveness and service standard of SMEs in Hong Kong.