

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

Final Report on Approved Project

Project ref. no.	:	<u>D14-001-005</u>
Project title	:	<u>To upgrade the operation of food wholesalers and retailers systematically for enhancing their competitiveness</u>
Period covered	:	<u>From 1/6/2015 to 31/5/2016</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 Summary (in about 150 words)

There are currently more than 1,000 food wholesalers and 5,000+ retailers in Hong Kong with over 100,000 employees. Many of them are traditional small businesses which require rejuvenating forces to stay competitive. Improved operation through systematic, computerized and standardized approach and upgraded image will attract new entrants and inheritance among younger generation and help enliven the total image and market position of groceries, stores and mini-supermarkets, thus making it easier for them to hire employees.

Hong Kong Provision & Grocery General Commercial Chamber (HKPGGCC), with PEAK as the implementation agent, successfully applied for the SME Development Fund and carried out smoothly the project "To upgrade the operation of food wholesalers and retailers systematically for enhancing their competitiveness" from 1 June 2015 to 31 May 2016. The project has organised a series of workshops on IT/Web applications, operation flow and logistics management, inventory control, food packaging and food safety, enabling simple e-shopping as well as website, guide book for new grocery business entrants and hotline support to achieve the objectives of the project.

Project Objective(s) (in about 80 words)

- upgrading the operations of the SME food wholesalers and retailers through systematic and tailored-made training workshops while maintaining the characteristics of the industry (e.g. varieties of goods, intimate customer service, etc) to enhance their competitiveness
- refreshing the image of this traditional industry through upgrading of operation
- enabling simple e-shopping so that busy customers can order goods and delivery
- consolidation and standardization in operations and procedures to enable new entrants to the business

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Provision & Grocery General Commercial Chamber

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	: <u>Mr. Sam Chan</u>	<u>Hong Kong Provision & Grocery General Commercial Chamber</u>	<u>Tel: 2385-1685</u> <u>Fax: 2385-1685</u>
Deputy Project Co-ordinator	: <u>Mr. Paul Choi</u>	<u>Vocational Training Council -- Institute of Professional Education And Knowledge (PEAK)</u>	<u>Tel: 6395-6266</u> <u>Fax: 2572-7130</u>

Project Period

<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
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As stated in project agreement

1/6/2015

31/5/2016

12

Revised (if applicable)

2. Summary of Project Results

Project Deliverables

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

Project deliverables 44444		Quantifiable target number (e.g. 100 participants)	Actual result achieved (e.g. 90 participants)		Reasons for not achieving the target, if applicable (e.g. The total number of registered participants was over 120. However, some of them did not show up eventually. Will strengthen promotion and try to make up for the shortfall in the following two seminars.)
			Enrolled	Attended	
Round 1	Workshop #1	50 participants	6	16	The average attendance rate in workshops has just reached about 35% of the target number 50. The average show-up rate is only about 50%. We have slightly modified the content of the workshops since the third round, then the average attendance rate for the third to fifth round rose up to about 40%. Most grocery shop owners who came to the workshop told us that they were really busy from 10am to 8pm. They cannot afford to spend 8 days to attend all the 8 workshops though they really want to. This was one of the reasons that we put 2 workshops in one day from the third round for their easier attending.
	Workshop #2	50 participants	8	10	
	Workshop #3	50 participants	6	15	
	Workshop #4	50 participants	6	9	
	Workshop #5	50 participants	10	15	
	Workshop #6	50 participants	12	10	
	Workshop #7	50 participants	10	10	
	Workshop #8	50 participants	8	6	
Round 2	Workshop #9	50 participants	32	20	It is also worth to note that totally, there were 696 attendees for the workshops.
	Workshop #10	50 participants	31	18	
	Workshop #11	50 participants	67	23	
	Workshop #12	50 participants	22	11	
	Workshop #13	50 participants	28	18	
	Workshop #14	50 participants	22	11	
	Workshop #15	50 participants	49	11	
	Workshop #16	50 participants	20	9	
Round 3	Workshop #17	50 participants	36	36	
	Workshop #18	50 participants	30	21	
	Workshop #19	50 participants	30	21	
	Workshop #20	50 participants	81	32	
	Workshop #21	50 participants	81	30	
	Workshop	50 participants	52	18	

	#22				
	Workshop #23	50 participants	52	20	
	Workshop #24	50 participants	37	17	
	Workshop #25	50 participants	37	18	
Round 4	Workshop #26	50 participants	35	19	
	Workshop #27	50 participants	35	19	
	Workshop #28	50 participants	50	30	
	Workshop #29	50 participants	50	36	
	Workshop #30	50 participants	51	21	
	Workshop #31	50 participants	51	26	
	Workshop #32	50 participants	48	16	
	Workshop #33	50 participants	48	21	
Round 5	Workshop #34	50 participants	23	7	
	Workshop #35	50 participants	5	10	
	Workshop #36	50 participants	5	16	
	Workshop #37	50 participants	31	7	
	Workshop #38	50 participants	30	12	
	Workshop #39	50 participants	30	13	
	Workshop #40	50 participants	30	18	
Publishing guide book		1,000 copies	Distribution of 1,000 copies through various channels		
Operate a hotline 2919-1545 and a website www.hkpggcc.org		Host all project materials for free download	Achieved		

Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)

(Please list out in table format if necessary.)

Event	Date	Duration	Venue	Speakers	Topic Discussed
Workshop#1	13/10/2015	1.5 hours	VTC Tower, Wan Chai	名人坊-資訊科技部顧問 Mr Frankie Tam	如何選擇最合適的資訊科技系統
Workshop#2	15/10/2015	1.5 hours	VTC Tower, Wan Chai	盛年科技顧問-首席顧問 Mr Paul Chan	如何改善日常運作工序
Workshop#3	20/10/2015	1.5 hours	VTC Tower, Wan Chai	傳承學院-策略發展總監 Mr Michael Kwong	跨世代傳承的危與機
Workshop#4	22/10/2015	1.5 hours	VTC Tower, Wan Chai	陳賢記-推廣顧問 Mr KT Chan	如何利用互聯網增加推廣工作
Workshop#5	27/10/2015	1.5 hours	VTC Tower, Wan Chai	GS1 HK-行業發展及方案經理 Mr Jackie Yuen	如何提升庫存管理
Workshop#6	29/10/2015	1.5 hours	VTC Tower, Wan Chai	中龍檢驗認證-技術總監 Mr Andy Ko	本地及出口至內地的食品常見問題與方案
Workshop#7	3/11/2015	1.5 hours	VTC Tower, Wan Chai	APT顧問服務公司-高級執行副總裁 Dr Patrick Lee	如何加強物流管理
Workshop#8	5/11/2015	1.5 hours	VTC Tower, Wan Chai	Biz-online.hk-顧問 Mr Seth Mak	如何採用O2O網舖相通增加銷售額
Workshop#9	7/1/2016	1.5 hours	VTC Tower, Wan Chai	陳賢記-推廣顧問 Mr KT Chan	如何利用互聯網增加推廣工作
Workshop#10	12/1/2016	1.5 hours	VTC Tower, Wan Chai	陳賢記-推廣顧問 Mr KT Chan	如何為公司建立品牌形象
Workshop#11	14/1/2016	1.5 hours	VTC Tower, Wan Chai	中龍檢驗認證-技術總監 Mr Andy Ko	本地及出口至內地的食品常見問題與方案
Workshop#12	19/1/2016	1.5 hours	VTC Tower, Wan Chai	GS1 HK-行業發展及方案經理 Mr Jackie Yuen	如何提升庫存管理
Workshop#13	21/1/2016	1.5 hours	VTC Tower, Wan Chai	傳承學院-策略發展總監 Mr Michael Kwong	跨世代傳承的危與機
Workshop#14	26/1/2016	1.5 hours	VTC Tower, Wan Chai	盛年科技顧問-首席顧問 Mr Paul Chan	如何改善日常運作工序
Workshop#15	28/1/2016	1.5 hours	VTC Tower, Wan Chai	Biz-online.hk-顧問 Mr Seth Mak	如何採用O2O網舖相通增加銷售額
Workshop#16	2/2/2016	1.5 hours	VTC Tower, Wan Chai	陳賢記-資訊科技部顧問 Mr Ryan Yuen	如何選擇最合適的資訊科技系統
Workshop#17	2/3/2016	1.5 hours	倫敦酒樓	傳承學院-策略發展總監 Mr Michael Kwong	跨世代傳承的危與機
Workshop#18	16/3/2016	1.5 hours	VTC Tower, Wan Chai	GS1 HK-營銷及解決方案經理 吳普迪先生	加強食品追蹤，提升安全及品質，建立卓越信心品牌
Workshop#19	16/3/2016	1.5 hours	VTC Tower, Wan Chai	香港品質保證局-業務經理 蔣齊頌小姐	食品行業之“理材之道”
Workshop#20	18/3/2016	1.5 hours	VTC Tower, Wan Chai	新銀河世紀集團-業務拓展經理 Mr Steven Kwok	跨境電商的商機
Workshop#21	18/3/2016	1.5 hours	VTC Tower, Wan	中龍檢驗認證-技術	本地及出口至內地的食

			Chai	總監 Mr Andy Ko	品常見問題與方案
Workshop#22	22/3/2016	1.5 hours	VTC Tower, Wan Chai	Elton Lam & Associates-顧問 Mr Elton Lam	如何塑造品牌
Workshop#23	22/3/2016	1.5 hours	VTC Tower, Wan Chai	傳承學院-客席講師 Mr Kelvin Wang	跨世代傳承的危與機
Workshop#24	23/3/2016	1.5 hours	VTC Tower, Wan Chai	陳賢記-推廣顧問 Mr KT Chan	如何利用互聯網增加推 廣工作
Workshop#25	23/3/2016	1.5 hours	VTC Tower, Wan Chai	天使投資基金會-聯 合創辦人 Mr Ivan Shum	企業引入首輪資金的策 略
Workshop#26	20/4/2016	1.5 hours	VTC Tower, Wan Chai	陳賢記-推廣顧問 Mr KT Chan	如何利用互聯網增加推 廣工作
Workshop#27	20/4/2016	1.5 hours	VTC Tower, Wan Chai	陳賢記-資訊科技部 顧問 Mr Ryan Yuen	如何選擇最合適的資訊 科技系統
Workshop#28	22/4/2016	1.5 hours	VTC Tower, Wan Chai	Elton Lam & Associates-顧問 Mr Elton Lam	數碼市場推廣 eMarketing
Workshop#29	22/4/2016	1.5 hours	VTC Tower, Wan Chai	新銀河世紀集團-業 務拓展經理 Mr Steven Kwok	跨境電商的商機
Workshop#30	27/4/2016	1.5 hours	VTC Tower, Wan Chai	傳承學院-客席講師 Mr Kelvin Wang	跨世代傳承的危與機
Workshop#31	27/4/2016	1.5 hours	VTC Tower, Wan Chai	天使投資基金會-聯 合創辦人 Mr Ivan Shum	企業引入首輪資金的策 略
Workshop#32	29/4/2016	1.5 hours	VTC Tower, Wan Chai	香港品質保證局-業 務拓展經理 黃家興先生	註冊生態友善(環保) 產 品，助您拓展商機
Workshop#33	29/4/2016	1.5 hours	VTC Tower, Wan Chai	中龍檢驗認證-技術 總監 Mr Andy Ko	香港及內地食品安全概 況及未來發展
Workshop#34	20/5/2016	1.5 hours	VTC Tower, Wan Chai	陳賢記-推廣顧問 Mr KT Chan	如何利用互聯網增加推 廣工作
Workshop#35	25/5/2016	1.5 hours	VTC Tower, Wan Chai	傳承學院-客席講師 Mr Dexter Cheng	跨世代傳承的危與機
Workshop#36	25/5/2016	1.5 hours	VTC Tower, Wan Chai	黃添偉-執業大律師	將仲裁引入資本合作， 創造理賠共贏新局面
Workshop#37	31/5/2016	1.5 hours	VTC Tower, Wan Chai	Elton Lam & Associates-顧問 Mr Elton Lam	數碼市場推廣 eMarketing
Workshop#38	31/5/2016	1.5 hours	VTC Tower, Wan Chai	香港品質保證局-業 務經理 蔣齊頌小姐	本地生產 商機無限
Workshop#39	31/5/2016	1.5 hours	VTC Tower, Wan Chai	中龍檢驗認證-技術 總監 Mr Andy Ko	香港及內地食品安全概 況及未來發展
Workshop#40	31/5/2016	1.5 hours	VTC Tower, Wan Chai	Mr Kelvin Tche-執 業會計師	企業引入首輪資金的策 略
Project Website	In the project period	24 x 7	www.hkpggcc.org	Free maintenance by HKPGGCC after project	Provide project information and free download of the handbook

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 completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
(a) - Formulation of project team	31/8/2015		C
- Preparation on the 8 workshop topics and the off-the-shelf POS.			
- Write up promotional materials to promote the project.			
(b) - Write up the course content for the 8 workshop topics	31/10/2015		C
(c) - Invite the wholesalers and retailers to register for the workshops	31/1/2016		C
- First 2 rounds workshops of the 8 topics			D
- Write up "A Guidebook for the New Grocery Business Entrants"			D
(d) - Third to fifth round workshops of the 8 topics	31/5/2016		C
- Publish "A Guidebook for the New Grocery Business Entrants"			C

Future Plan for Promoting the Project Deliverables (Nil if not applicable)

Nil
