

**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>D 16 001 006</u>	
Project title	:	<u>To enhance the competitiveness and professional image of the Hong Kong bespoke tailoring industry through a series of practical training activities</u>	
Period covered	:	From <u>15/11/2016</u> (dd/mm/yy)	to <u>14/11/2018</u> (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)

Hong Kong has been ranking first in bespoke tailor service among the world. Hong Kong tailoring industry has over 100 years' experience of fine craftsmanship, the industry has long provided customers with good quality clothing. As a global sourcing hub for fabrics and accessories, Hong Kong custom tailoring shops offers a high variety of choices in terms of styles, colours, fabrics, buttons, and other accessories which help produce high quality tailor clothing.

The tailoring industry in Hong Kong, mainly local SME tailor companies, lacks resources to build a fresh image for Hong Kong tailor service and promote the capability of Hong Kong tailor industry to the new generation. Despite having fine craftsmanship, most of the tailoring companies are operated in an old way, as shop owners have been engaged in the industry for several decades. Many of them lack up-to-dated business knowledge, such as customer service management skills, customer relationship management skills, management in shopping environment, etc., to match up with requirements of new generation customers on service standards these days. According to a questionnaire survey carried by HKTA in 2015 for tailor shops and their customers, areas need improvement include: lack clear and sufficient product information, poor customer service quality, lack proper policy for goods return and refund, poor complain handling skills, untidy shopping environment, unattractive product display in shop, lack of products variety, lack of price transparency, etc..

This project aims to upgrade the professional image of Hong Kong bespoke tailoring service and enhance competitiveness and professional image of the Hong Kong bespoke tailoring industry through a series of practical training activities

This project will include a series of training workshops and training material to improve the capability of Hong Kong bespoke tailoring industry in areas including service quality, operation management, and adoption of e-marketing. With the improvement, it is expected that local bespoke tailor SMEs will be able to upgrade image of industry and will also attract customers from new generation.

Project Objective(s) (in about 80 words)

- To upgrade the professional image of Hong Kong bespoke tailoring service
- To enhance the competitiveness of Hong Kong bespoke tailoring service
- To promote the upgraded image of Hong Kong bespoke tailoring service

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Tailors Association (HKTA)
Hong Kong Wearing Apparel Industry Employees General Union
Collaborating Organisation(s) : The Mail Order Association of Hong Kong Limited
Implementation Agent(s) : Hong Kong Productivity Council (HKPC)

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	<u>Mr. Chan Lap Ip, Andy</u>	<u>Hong Kong Tailors Association</u>	<u>Tel: 2621 3366</u> <u>Fax: 2621 3939</u>
Deputy Project Co-ordinator	<u>Mr. Lee kwok-keung</u>	<u>Hong Kong Productivity Council</u>	<u>Tel: 2788 5551</u> <u>Fax: 2788 5522</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>15/11/2016</u>	<u>14/11/2018</u>	<u>24</u>
Revised (if applicable)	<u></u>	<u></u>	<u></u>

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 deliverable	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.)
a)	A selection committee	Selection committees with 5-8	A selection committee of 5 members was set up	
b)	An online platform	1	Online platform including desktop and mobile version was developed and launched at 01/07/2017. Link of online platform: www.tailorhk.com	
c)	Training workshops	6	6 training workshop were organized in service quality and operation management in business operation. The total number of enrolments was 254. There were 120 participants attended the training workshops.	The total number of enrolments was 254 which met the target in proposal. However, there were about half of the enrolled participants did not show up eventually. According to the feedback from the unattended enrolments noted that although they intended to attend the training workshops, a majority of them were on business trips in the peak business season (April to June). To ensure a attendance, the training workshops will be conducted in low season of the industry.
d)	A guidebook	500 hardcopies + e- version	500 hardcopies were printed and distributed. E-version was created and uploaded onto the project website and HKTA's official website. Links of the guidebook in project website and HKTA's official website : http://www.tailorindustryhk.com/en/guidebook www.hktahk.com/e	

			n/2018/11/23/guide-book-for-hong-kong/	
e)	A project website	1	Project website in desktop version was created. Training workshops content including training materials, video of training workshops, e-version of guidebook and project details were included. Link of project website: www.tailorindustryhk.com	

Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)
(Please list out in table format if necessary.)

	Deliverable	Description
a)	A selection committee	<ul style="list-style-type: none"> - A selection committee of 5 members from HKTA, HKPC, academic, technology institute and other experts representing the tailoring sectors was set up in the project including Mr Andy Chan (Council President, HKTA), Mr William Tsang (Vice Council President, HKTA), Mr Soddy Cheng (Managing Director, The Sun Tailor), Ms Joanne Lau (Senior Lecturer, HKDI), Ir Samson Suen (Principal Consultant, HKPC)
b)	An online platform	<ul style="list-style-type: none"> - An online platform was developed and launched at 01/07/2017. The information of over 60 Hong Kong tailors shops with detailed shop information were uploaded. Buying guide for customers and industry information was developed. - Advertisement in Hong Kong Map were launched for 12 months (Jul – Dec 2017; Jan, Mar, May, Jul, Sept and Oct 2018) - Advertisement in the official website of the Hong Kong Tourism Board (http://www.discoverhongkong.com) were launched for 6 months (Oct – Dec 2017; Mar and Jul – Aug 2018) - Keyword searching in Google were launched for 12 months (1 Oct 2017 – 30 Sept 2018) - Link of online platform: www.tailorhk.com
c)	Training workshops	<ul style="list-style-type: none"> - 6 training workshops were organized in service quality and operation management in business operation. - Training workshops on each of the two aspects were organized three times with same content in different day. - Duration of each training workshop was around 6 hours. - For service quality, the training workshops were organized on 2018/03/23, 2018/04/23 and 2018/05/08. For operation management, the training workshops were organized on 2018/04/10, 2018/04/23 and 2018/05/09. - Total 120 participants attended the training workshops.
d)	A guidebook	<ul style="list-style-type: none"> - It aims to upgrade the management and operation capabilities of local tailor shops. - Content of the training workshops, case studies of successful tailor shops and some exiting guideline on customer service were covered in bilingual (English/Chinese). - 500 copies were printed out to distribute to local bespoke tailor SMEs. - E-version was uploaded onto the project website and HKAS's official website.

e)	A project website	<ul style="list-style-type: none"> - A project website in desktop version were created. - Training workshops content including training materials, video of training workshop, e-version of guidebook and project details were included - Link of project website: www.tailorindustryhk.com
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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)	To set up a selection committee	14/05/2017		C
(b)	To establish an online platform	14/05/2017	01/07/2017	C
(c)	To organise training workshops	14/05/2018		C
(d)	To develop a guidebook	14/11/2018		C
(e)	To create a project website	14/11/2018		C

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

Nil
