

**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>D17 001 002</u>	
Project title	:	<u>Succeeding in new retail normal by seizing e-tailing opportunities</u>	
Period covered	:	From <u>15/09/17</u> (dd/mm/yy)	to <u>14/12/18</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)

Project D17 001 002 is the Association's 6<sup>th</sup> project of SME Development Fund (SDF) funded by the Trade and Industry Department (TID), with a title of "Succeeding in New Retail Normal by seizing e-tailing opportunities". We aimed to assist SME retailers to develop their eCommerce business.

In total, we organized 1 summit, 2 seminars, 8 workshops and 51 e-shop assessments which 539 participants of 432 SMEs were benefited from. The project also included 4 feature articles, an e-resource library and e-guidebook to mass share e-commerce best practices.

### Project Objective(s) (in about 80 words)

To assist SME retailers to enhance techniques and know-how on e-tailing business by three approaches :

1. Uplift awareness and put in-touch with latest technology by holding Retail Summit;
2. Capacity Building by organising Training Workshops, Seminars and E-shop Assessment;
3. Promulgation of Knowledge & Best Practices via Study and Analysis, e-Resources Library, Retail e-Guidebook, Videos and Feature Articles on cases sharing.

### Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Retail Management Association Limited  
Hong Kong Retail Technology Industry Association Ltd. (HKRTIA), GS1  
Hong Kong Limited, Hong Kong Wireless Technology Industry  
Collaborating Organisation(s) : Association Limited (WTIA)  
Implementation Agent(s) :

### Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Co-ordinator	: Yuki Luk	Hong Kong Retail Management Association Limited	2179-9409 & 2866 8380
Deputy Project Co-ordinator	: Ruth Yu	Hong Kong Retail Management Association Limited	2865-7575 & 2866 8380

### 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	15/09/2017	14/12/2018	15
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 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.)
1	SME Retail Summit	1 summit with 150 participants (75 SMEs)	1 summit with 136 participants (101 SMEs)	The total number of registered participants was 224. However, some of them did not show up.  We met target in terms of the number of SME. However, not many SMEs could send more than 1 participant due to tight manpower.
2	Workshops  (1) E-commerce Website Content Planning and Maintenance  (2) Procurement and Logistics Management  (3) The Rise of Mobile Commerce  (4) Marketing Planning, Market Analysis and (Network) PR Crisis Management  (5) Customer Relationship Management  (6) Multi-Channel of Online Marketing  (7) Web Performance Optimization System  (8) Security Development and Management	8 workshops with 40 participants of 20 SMEs each  40 participants (20 SMEs)  40 participants (20 SMEs)  40 participants (20 SMEs)  40 participants (20 SMEs)  40 participants (20 SMEs)  40 participants (20 SMEs)  40 participants (20 SMEs)	8 workshops with the following number of participants:  43 participants (32 SMEs)  37 participants (29 SMEs)  40 participants (34 SMEs)  39 participants (31 SMEs)  27 participants (22 SMEs)  23 participants (22 SMEs)  28 participants (26 SMEs)  13 participants (11 SMEs)	There were nearly 60 or above registrations for each workshop. However, some of them did not show up. The absence rate for free-of-charge activities is normally higher.  Number of registration for each workshop: (1) 68 (2) 60 (3) 63 (4) 67 (5) 58 (6) 61 (7) 78 (8) 65
3.	Seminars	2 seminars with 80 participants of 40 SMEs each	2 seminars with the following number of participants:	There were 110 and 105 registrations for 1 <sup>st</sup> and 2 <sup>nd</sup> seminars respectively. However, some of them did not show up and it was rainy weather on the

	<p>(1) Winning Cross-Border eCommerce</p> <p>(2) Seamless Omni-channel experience</p>	<p>80 participants (40 SMEs)</p> <p>80 participants (40 SMEs)</p>	<p>52 participants (39 SMEs)</p> <p>50 participants (34 SMEs)</p>	<p>day of the first seminar thus lowered the attendance rate.</p>
4.	E-Shop Assessment	80 companies	51 companies	<p>In order to enjoy the assessment, SMEs had to fulfil some requirements such as submitting the application form along with BR copy, confirming product reimbursement and having an e-commerce website ready for assessment.</p> <p>There were 62 companies showing interest in the assessment. However, some of them did not have an e-commerce website while some others had limited manpower to prepare themselves for assessment.</p>
5.	Retail e-Guidebook	An e-version	An e-version	
6.	A series of feature articles on e-tailing	4 articles	<p>4 articles on Job Market Magazine in 2018:</p> <p>1<sup>st</sup> article – 5/1  2<sup>nd</sup> article – 23/3  3<sup>rd</sup> article – 29/6  4<sup>th</sup> article – 28/9 and 2/10 (re-publish)</p>	
7.	SME Webpage ( <a href="http://sme.hkrma.org">http://sme.hkrma.org</a> )	<p>1.Upload all feature articles, event videos and retail e-guidebook</p> <p>2.Create a new session for e-Resources Library</p>	<p>1.Uploaded:</p> <ul style="list-style-type: none"> <li>- 4 feature articles</li> <li>- 4 video clips of SME Retail Summit</li> <li>- 8 videos of workshops</li> <li>- 4 videos of two Seminars</li> <li>- e-guidebook</li> </ul> <p>2.Created a new session for e-Resources Library</p>	
8.	Media Promotion			
	(1) 2 print advertisements	2 print advertisements (in-kind sponsored by Hong Kong Economic Times)	2 print advertisements were published on Hong Kong Economic Times on 3 <sup>rd</sup> and 10 <sup>th</sup> November, 2017 respectively.	

	(2) 1 website banner	1 website banner	1 website banner for 11 weeks were launched on jobmarket.com.hk with the following schedule:  13 Nov 2017 – (for 1 week) 13 Jan 2018 – (for 1 weeks) 16 Mar 2018 – (for 2 weeks) 13 Apr 2018 – (for 2 weeks) 4 May 2018 – (for 1 week) 31 May 2018 – (for 2 week) 28 Sep 2018 – (for 1 week) 5 Oct 2018 – (for 1 week)	
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**Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)**  
(Please list out in table format if necessary.)

1. SME Retail Summit

Title: Cutting-edge of Omni-Channels – Challenges and Opportunities for SME Retailers

Date & Time: 23 November, 2017, 15:00 – 18:00 (3 hours)

Venue: Innocentre

Actual beneficiaries: 136 participants from 101 SME

Deliverables:

- 4 guest speakers, including Ricky Chu from Hong Kong Retail Technology Industry Association (RTIA), Rainer Sip from BabyKingdom, Ben Chuk from JD Worldwide and Willy Lai from Fimmick , shared the recent trends on eCommerce, consumers' online behavior, digital marketing and cross-border eCommerce.
- HKRMA introduced the 6th SME Development Fund Project
- 6 online retailing solutions were showcased by booth including order management system, payment solution, mobile commerce, product searching platform, supply chain management tool and VR technology.
- 4 videos on the Summit were produced and uploaded onto the SME website.

Benefit:

- The Summit announced the new SME Development Fund Project to be provided by the Association and encourage SME retailers participation;
- It helped SMEs understand the latest trend of eCommerce and identify business growth opportunities; and
- It introduced the latest on-line retailing solutions and wireless solutions for SME retailers to prepare for the change of the retail landscape.

## 2. Workshops

No. of workshop: 8 workshops, 2.5 hours each

Dates of workshops:

1<sup>st</sup> and 2<sup>nd</sup> workshop held on 26 January 2018 at 10:30 to 13:00 and 14:30 to 17:00

3<sup>rd</sup> and 4<sup>th</sup> workshop held on 28 February 2018 at 10:30 to 13:00 and 14:30 to 17:00

5<sup>th</sup> and 6<sup>th</sup> workshop held on 23 March 2018 at 10:00 to 12:30 and 14:00 to 16:30

7<sup>th</sup> and 8<sup>th</sup> workshop held on 27 April 2018 at 10:00 to 12:30 and 14:00 to 16:30

Venue: HKRMA conference room (10/F First Commercial Building, Causeway Bay)

Actual beneficiaries:

1<sup>st</sup> workshop: 43 participants/ 32 SMEs; 2<sup>nd</sup> workshop: 37 participants/ 29 SMEs;

3<sup>rd</sup> workshop: 40 participants/ 34 SMEs; 4<sup>th</sup> Workshop: 39 participants/ 31 SMEs;

5<sup>th</sup> Workshop: 27 participants/ 22 SMEs; 6<sup>th</sup> Workshop: 23 participants/ 22 SMEs;

7<sup>th</sup> Workshop: 28 participants/ 26 SMEs; 8<sup>th</sup> Workshop :13 participants/ 11 SMEs

Total: 250 participants/ 207 SMEs

Deliverables:

- 8 workshops on the following topics were delivered by Patrick Wong of Hong Kong Digital Marketing and Communications Training Centre:
  - (1) E-commerce Website Content Planning and Maintenance
  - (2) Procurement and Logistics Management
  - (3) The Rise of Mobile Commerce
  - (4) Marketing Planning, Market Analysis and (Network) PR Crisis Management
  - (5) Customer Relationship Management
  - (6) Multi-Channel of Online Marketing
  - (7) Web Performance Optimization System
  - (8) Security Development and Management
- 8 videos on workshops were produced and uploaded on the SME website.

Benefit:

- The workshops equipped SME retailers with solid knowledge and skills to develop their e-business from planning, execution to evaluation.
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### 3. Seminars

No. of seminar: 2 seminars, 2 hours each

Dates & Times & Topics:

Seminar 1: Winning Cross-Border eCommerce: 17 April 2018 at 3pm – 5pm

Seminar 2: Seamless Omni-channel experience: 6 June 2018 at 3pm – 5pm

Venue: SME One , HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong

Actual beneficiaries:

Seminar 1: 52 participants/ 39 SMEs

Seminar 2: 50 participants/ 34 SMEs

Deliverables:

- In the first seminar, 2 cross-border e-commerce experts, Mr. Anthony Leung, ExCo member of HKGCCE and Mr. Dick Ng, Head of Digital Engagement of GS1 Hong Kong, shared recent trends on cross-border eCommerce and tips for SMEs to develop their cross-border businesses.
- In the second seminar, Mr. Terry Lau, Business Manager in Ecommerce of Yahoo, Ms. Natalie Wong, Category Manager of Yahoo, and Mr. Andy Yip, Senior Marketing Manager of HKT shared challenges of Online-Offline shopping integration and introduced solutions to enhance seamless O2O shopping experience.
- 2 videos on the seminars were produced and uploaded to the SME website.

Benefit:

- The seminars increased SMEs' understanding on cross-border eCommerce and different formats of O2O e-tailing
- They also created an opportunity for SME retailers to exchange and share experiences.

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### 4. E-Shop Assessment

Assessment period: April – November, 2018

Actual beneficiaries: 51 SMEs

Deliverables:

- 51 e-shops were being assessed by HKMA and mystery shoppers in the following areas: website interface friendliness, information sufficiency and accuracy, shopping process, check out, contract fulfilment and customer service
- A report with scores and recommendations was given to each participating company

Benefit:

- The report helped SMEs identify strengths and weaknesses of their own e-shops
  - The assessment data allowed us to derive and share some best practices in running e-shops
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## 5. Retail e-Guidebook

Publish Date: November 2018

Actual beneficiaries: All SME event participants and 10,000 contacts of HKRMA database

Deliverables:

- An e-version of the Guidebook was produced and uploaded to the SME website for mass sharing.
- It consisted of the following 6 chapters to teach SMEs to develop eCommerce and share best practices in running e-shops.

第一章: 什麼是電子商務?

第二章: 開始電子商務的成功第一步

第三章: 建立電子商務的流程及建議

第四章: 透過網上推廣, 令生意業績更上一層樓

第五章: 網上第三方支付睇真啲(Online Payment Gateway)

第六章: 從消費者角度看您的網店 (實用貼士)

- It incorporated study and analysis of survey results of events and e-shop assessments.
- It was blasted to all SME event participants and HKRMA contacts via EDM.

Benefit:

- It provided guidance for SME retailers to develop their eCommerce business.
- It served as a practical and good channel to spread the eCommerce knowledge in retailing industry.

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## 6. A series of feature articles on e-tailing

No. of articles: 4

Media: Job Market Magazine

Publish Dates: 5/1, 23/3, 29/6, 28/9 and 2/10 (re-run 28/9 issue) of 2018

Actual beneficiaries: 10,000 contacts of HKRMA database + 282,000 readerships

Deliverables:

- In the 1<sup>st</sup> article entitled 網購熱潮勢不可擋 零售業如何迎商機?, Parknshop and Z-tore were interviewed and they shared the strategy on using both online and offline promotion to maintain their business.
- In the 2<sup>nd</sup> article entitled 電子商務營銷之道 - 了解市場需要 提升品牌突圍而出, Naoko Mamam and Expedia were interviewed and shared how brands could build up images by using KOLs
- In the 3<sup>rd</sup> article entitled 電子營銷的機遇與挑戰 - 善用大數據分析 速度快市場更大, Pizza Hut and Foodpanda were interviewed and shared how they used big data analysis to grow their businesses.
- In the 4<sup>th</sup> article entitled 電子營銷的機遇與挑戰 - 跨平台銷售 直送拓商機, Hung Fook Tong and Vita Green were interviewed to share how they used different platforms including mobile commerce to gain market share.

Benefit:

- Some prominent and popular retailers/ e-tailers served as role models to share success tips and best practices on doing eCommerce

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## 7. SME Webpage

Deliverables:

- 4 feature articles, 4 video clips of SME Retail Summit, 8 videos of workshops, 4 videos of seminars and an e-guidebook were uploaded to SME Website (<http://sme.hkrma.org>)
  - A new session was created for e-Resources Library where some useful information about eCommerce was updated
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## 8. Promotional Materials by Media Partners

### Deliverables:

- 2 print advertisements were published on 3<sup>rd</sup> and 10<sup>th</sup> November, 2017 on Hong Kong Economic Times respectively.
- A website banner was launched for 11 weeks on Jobmarket website (<https://www.jobmarket.com.hk/>)
  - 9 Nov 2017 – (for 2 weeks)
  - 13 Jan 2018 – (for 2 weeks)
  - 21 Feb 2018 – (for 1 week)
  - 16 Mar 2018 – (for 2 weeks)
  - 13 Apr 2018 – (for 2 weeks)
  - 4 May 2018 – (for 2 week)

### **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) <u>SME Retail Summit</u>	30 November 2017	C	
(b) <u>8 Workshops</u>	1 November 2017 – 30 June 2018	C	
(c) <u>2 Seminars</u>	1 November 2017 – 30 June 2018	C	
(d) <u>Assessment of 80 e-shops</u>	1 May 2018 – 31 August 2018	1 May 2018 – 30 November 2018	D
(e) <u>Retail e-Guidebook with Study and Analysis</u>	15 September 2017 – 30 November 2018	C	
(f) <u>Videos of workshops and seminars</u>	1 November 2017 – 30 June 2018	C	
(g) <u>Feature Article x 4</u>	1 December 2017 – 30 September 2018	C	
(h) <u>SME webpage</u>	15 September 2017 – 14 December 2018	C	
(i) <u>Promotion Materials by Media Partners</u>	15 September 2017 – 14 December 2018	C	

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

Will further promote the SME website and e-guidebook to HKRMA members and via supporting organisations

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