

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	<u>Hong Kong Retail Management Association Limited</u>	
Implementation Agent(s) (if any)	:	<u>Hong Kong Productivity Council</u>	
Project reference no.	:	<u>T21 003 001</u>	
Project title	:	<u>Navigating New Retail through Enhancing O2O Customer Experience</u>	
Period covered in this report (whole project duration)	:	From <u>01/05/2022</u> (dd/mm/yyyy)	to <u>29/02/2024</u> (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

This project aims to facilitate Hong Kong retailers to adopt retail technologies and speed up a seamless shopping experience by providing knowledge and real use cases sharing from conference, summit, seminars, workshops and assessment to retailers in Hong Kong

Project objectives (in about 50 words)

This project serves the key objectives to facilitate Hong Kong retailers to adopt technology and speed up a seamless (O2O) shopping experience so as to uplift their competitiveness and sustain their business in new normal of retail environment and to attribute revenue growth through business expansion digitally across Countries.

Collaborating Organisations (if any)

Hong Kong Retail Technology Industry Association Limited (HKRTIA)

Hong Kong Small and Medium Enterprises Association Limited

Hong Kong Wireless Technology Industry Association Limited (WTIA)

Hong Kong O2O E-Commerce Federation Limited (HKOEF)

Hong Kong E-Commerce Business Association Limited (HKEBA)

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	Mr. Bond Law	Executive Director, HKRMA
Deputy Project Coordinator	Ms. Katherine Yu	Senior Manager, Communications & PR, HKRMA

Project duration

	<u>Commencement date</u> (dd/mm/yyyy)	<u>Completion date</u> (dd/mm/yyyy)	<u>Project duration</u> (no. of months)
As stated in the project agreement	01/05/2022	29/02/2024	22
Revised (if applicable)			

2. Summary of Project Results

Governance

Please state the composition of the steering committee (or other committees) formed under the project.

- Mr. Yu Wai Kit Andrew, Director, Yue Hwa Chinese Products Emporium Ltd
- Mr Edmond Lai, Chief Digital Officer, Hong Kong Productivity Council
- Mr. Tommy Chan, Chairman of HKOEF
- Ms. Andrew Kwok Chi Wah, Chairlady of Hong Kong Small and Medium Enterprises Association Ltd

Role:

- To monitor, plan and ensure project delivery and quality.
- To review the list of technology providers or retailers to engage in the program, e.g. speakers in conference, seminars and workshops. The Steering Committee will review the selection of the lists of participants based on a set of selection criteria.

Project deliverables

Please list out the project deliverables carried out during the project duration in accordance with the approved project proposal and provide details on the actual result achieved for each deliverable.

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
1. Kick-off Conference			
Kick-off Conference Date: 27/10/2022 Time: 14:00 – 17:00 (3 hours) Venue: SME One HKPC Building Topics covered: <ul style="list-style-type: none"> • Introduction of O2O Assessment • O2O Trends & Opportunities in Hong Kong Retail Industry • Navigating New Retails through Expediting Experience Speakers: <ul style="list-style-type: none"> • Welcome Speech from HKRMA & HKPC Mrs. Annie Yau Tse Chairman & CEO, Tse Sui Luen Jewellery (International) Ltd • Introduction of O2O Customer Experience Assessment Ms. Louisa Chiu Senior Manager, Hong Kong Productivity Council • Keynote Presentation: O2O Trends & Opportunities in Hong Kong Retail Industry Mr. Gary Yeung Vice Chairman, Hong Kong O2O E-commercial Federation 	Target no. of participants: 150 (estimated 50 physical and 100 online)	Actual no. of participants: 156 (Physical participants: 31; Online participants: 125)	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
<ul style="list-style-type: none"> Navigating New Retails through Expediting Experience - Panel Discussion <p>Ms. Teresa, Ng Wing Yan Chief Commercial Officer, Dr. Go</p> <p>Mr. Ben Li (Senior IT Manager, The Sincere Company Limited</p> <p>Ms. Vivian Chan (Senior Manager, Eu Yan Sang (Hong Kong) Limited</p> <p>Mr. Karl Lin Founder, Deliverz</p>			
2. HK Retail O2O Summit			
<p>HK Retail O2O Summit Date: 30/01/2024 Time: 14:00 – 17:00 (3 hours) Venue: SME One HKPC Building Topics covered:</p> <ul style="list-style-type: none"> Welcome speech Mr. Andrew Yu, Vice Chairman, HKRMA Key Findings in O2O Customer Experience Assessment Ms. Yuki Luk, Project Manager, HKRMA Panel Discussion: Building Digital Partnership and Ecosystem <p>Moderator:</p> <p>Ir. Alex Chan, General Manager, Digital Transformation Division, HKPC</p> <p>Guest Speakers:</p> <p>Mr. Edgar Chan, Founder of Top Blade Steak Lab Group and CEO of Airpurchase HK</p> <p>Mr. Sunny Wong, Co-founder, Set Sail Software</p> <p>Mr. Terrence Siu, Head of IT, Group Director, Information Technology, Vita Green Health Products Company Limited</p> <p>Ms. Maggie Li, Regional General Manager – Hong Kong, Macau & Taiwan, Chow Sang Sang Jewellery Co Ltd</p>	<p>Target no. of participants: 200 (estimated 80 physical and 120 online target participants)</p>	<p>Actual no. of participants: 204 (Physical participants:45, Online participants: 159)</p>	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
3. O2O Customer Experience Assessment			
<p>O2O Customer Experience Assessment</p> <p>One-off assessment on the O2O customer experience performance of retail outlet service and e-shop (O2O) by secret shoppers from implementation agent</p>	<p>Target no of assessment: 50 retailers (4 hours per assessment)</p>	<p>Actual no. of assessment: 50 retailers (4 hours per assessment)</p> <p>List of retailers include:</p> <ol style="list-style-type: none"> 1. Catalo Natural Health Foods Ltd (Assessment Date: 14/12/2022) 2. Hong Kong Water Solution Limited (Assessment Date: 14/12/2022) 3. 松海有限公司 (Assessment Date: 14/12/2022) 4. Mr. Print (Assessment Date: 27/1/2023) 5. Chelsea International Limited (Assessment Date: 27/1/2022) 6. Winky International Ltd (Assessment Date: 19/12/2022) 7. Floroma Limited (Assessment Date: 10/2/2023) 8. 安月堂 On Moon (Assessment Date: 10/2/2023) 9. Kolb Life Limited (Assessment Date: 17/2/2023) 10. Contact Lens Easy (Assessment Date: 19/12/2022) 	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
		<p>11. Fish Marketing (Assessment Date: 19/12/2022)</p> <p>12. Vegetable Marketing (Assessment Date: 19/12/2022)</p> <p>13. Great Well (Hong Kong) Ltd (Assessment Date: 19/12/2022)</p> <p>14. Hong Kong Health Check & Medical Diagnostic Group Limited (Assessment Date: 10/2/2023)</p> <p>15. Eccellenza Group Limited (Assessment Date: 10/2/2023)</p> <p>16. Alohalife (Assessment Date: 6/4/2023)</p> <p>17. TSL Jewellery (Assessment Date: 27/1/2023)</p> <p>18. Pearl Garden (Assessment Date: 17/2/2023)</p> <p>19. Pricerite Home Limited (Assessment Date: 27/1/2023)</p> <p>20. DM Sports For Health (Assessment Date: 10/2/2023)</p> <p>21. Studio A Technology Limited</p>	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
		<p>(Assessment Date: 31/3/2023)</p> <p>22. 知樂茶業（香港）有限公司</p> <p>(Assessment Date: 10/2/2023)</p> <p>23. Estival Life Company Limited</p> <p>(Assessment Date: 27/1/2023)</p> <p>24. Dermacol HK Beauty Company Limited</p> <p>(Assessment Date: 12/4/2023)</p> <p>25. Sinomax Health & Household Products Ltd.</p> <p>(Assessment Date: 27/1/2023)</p> <p>26. Wai Yuen Tong</p> <p>(Assessment Date: 27/1/2023)</p> <p>27. Earthy Kiss Limited (Assessment Date: 31/3/2023)</p> <p>28. Toys"R"Us (Hong Kong) Limited</p> <p>(Assessment Date: 17/3/2023)</p> <p>29. Skin Corner Limited</p> <p>(Assessment Date: 31/3/2023)</p> <p>30. Nam Pei Hong Shun Yung Drugs Co. Ltd</p> <p>(Assessment Date: 31/3/2023)</p> <p>31. HKTDC Design Gallery</p> <p>(Assessment Date: 31/3/2023)</p>	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
		<p>32. 天鷹實業(亞洲)有限公司 (Assessment Date: 14/4/2023)</p> <p>33. Victorinox HK Limited (Assessment Date: 12/4/2023)</p> <p>34. Optical 88 Ltd. (Assessment Date: 12/4/2023)</p> <p>35. Fifth Avenue Fashion Wigs & Hairpieces (Assessment Date: 12/4/2023)</p> <p>36. Casablanca HK Ltd (Assessment Date: 31/3/2023)</p> <p>37. Kouriten (HK) Limited (Assessment Date: 31/3/2023)</p> <p>38. K.S. Sze & Sons Ltd. (Assessment Date: 31/3/2023)</p> <p>39. Prime mark holdings limited (Assessment Date: 31/3/2023)</p> <p>40. Yoshinoya Fast Food (HK) Limited (Assessment Date: 31/3/2023)</p> <p>41. Indigo Living Limited (Assessment Date: 12/4/2023)</p> <p>42. Belluxe store limited</p>	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
		(Assessment Date: 12/4/2023) 43. Eu Yan Sang (Hong Kong) Limited (Assessment Date: 12/4/2023) 44. LON10 (Assessment Date: 12/4/2023) 45. Connexion Psychological Pradtice Ltd (Assessment Date: 12/4/2023) 46. Marks and Spencer (Assessment Date: 14/4/2023) 47. Supreme Co (Assessment Date: 14/4/2023) 48. Zenyum HK Limited (Assessment Date: 14/4/2023) 49. Chung Yuen Electrical Co. Ltd. (Assessment Date: 14/4/2023) 50. Radiant Vogue (Assessment Date: 14/4/2023)	
4. O2O Industry Research Report			
O2O Industry Research Report to summarise and report the findings from O2O customer experience assessments and introduce corresponding technologies and related solutions to enable retailers to enhance customer experience	Target no of Report: 1 (e-version, around 60 pages)	Actual no. of Report: 1 (e-version, 60 pages)	
5. Training Workshop			

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
1st Training Workshop Date: 25/8/2023 Time: 9:30 - 12:30, 14:30 - 17:30 (6 hours) Venue: HKPC Building Topics covered: Omnichannel Retailing Speakers: Alan Wo, Director, Reasonable Software House	Target no. of workshops: 4 Target no. of speakers to be invited: 1 local speakers per workshop Target no of participants: 30 for each workshop	Actual no. of workshops: 4 Actual no. of speakers to be invited: 1 local speakers Actual no. of participants: 1 st Seminar: 30	
2nd Training Workshop Date: 28/9/2023 Time: 9:30 - 12:30, 14:30 - 17:30 (6 hours) Venue: HKPC Building Topics covered: Cross border e-commerce Speakers: Sharmen Ma CEO, As Healthway International Limited		Actual no. of workshops: 4 Actual no. of speakers to be invited: 1 local speakers Actual no. of participants: 2 nd Seminar:30	
3rd Training Workshop Date: 5/10/2023 Time: 9:30 - 12:30, 14:30 - 17:30 (6 hours) Venue: HKPC Building Topics covered: Social Commerce (video & live streaming) Speakers: Kevin Shui, Founder & Chief Producer, Good Cause Digital Limited)		Actual no. of workshops: 4 Actual no. of speakers to be invited: 1 local speakers Actual no. of participants: 3 rd Seminar: 30	
4th Training Workshop Date: 15/9/2023 Time: 9:30 - 12:30, 14:30 - 17:30 (6 hours) Venue: HKPC Building Topics covered: Data Analytics Speakers: Patrick Tsoi, CEO, Sunon Technology HK Limited		Actual no. of workshops: 4 Actual no. of speakers to be invited: 1 local speakers Actual no. of participants: 4 th Seminar: 30	
6. Seminars			
1 st seminar Date: 15/2/2023 Time: 14:00 - 17:00 (3 hours) Venue: Treatre 2, HKPC Building Topics: Data Analytics Speakers: 1. Dr. Toa Char Chairman, OpenCertHub Academy 2. Mr. Edmund Lee CEO, The Answer 3. Mr. Jeff Liu	Target no. of seminars: 4 Target no. of speakers to be invited: 3 local speakers per seminar Target no. of participants: 80 for each seminar (estimated 30)	Actual no. of seminars: 4 Actual no. of speakers to be invited: 3 local speakers Actual no. of participants: 1 st Seminar: 118 (Physical)	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
Manager, DYXnet (Hong Kong)	physical and 50 online)	participants:16; Online participants: 102)	
2 nd seminar Date: 20/2/2023 Time: 14:00 - 17:00 (3 hours) Venue: Treatre 2, HKPC Building Topics: CRM Speakers: <ol style="list-style-type: none"> 1. Mr. Keith Lee Founder, Moible.Cards Vice-Chairperson, HKRTIA 2. Nicholas Sung VP Customer Success, YOOV 3. Ms. Maggie Yuen Direct Sales Team Leader (APAC), Odoo 		Actual no. of speakers to be invited: 3 local speakers 2 nd Seminar: 82 (Physical participants:10; Online participants: 72)	
3 rd seminar Date: 15/3/2023 Time: 14:00 - 17:00 (3 hours) Venue: Treatre 2, HKPC Building Topics: In-store Technology Speakers: <ol style="list-style-type: none"> 1. Mr. Vincent So Chairman, Hong Kong Retail Technology Industry Association 2. Mr. Lincoln Chan Head of Membership and Digital Services, GS1 Hong Kong 3. Mr. Gary Lo Senior Director, Head of EB Sales, Samsung Electronics HK Co Ltd 4. Ms. Felicia H. Gunawan, Creative Director, MGVI Innovation 		Actual no. of speakers to be invited: 4 local speakers 3 rd Seminar: 92 (Physical participants:11; Online participants: 79)	
4 th seminar Date: 20/3/2023 Time: 14:00 - 17:00 (3 hours) Venue: Treatre 2, HKPC Building Topics: Omnichannel Retailing & Marketing Speakers: <ol style="list-style-type: none"> 1. Mr. Gary Yeung Vice Chairman, Hong Kong O2O E-commercial Federation 2. Mr. Alan Chan Founder and CEO, Omichat 3. Ms. Jessica Chan Head of Omnichannel, Wave Commerce 4. Mr. Henry Ho 		Actual no. of speakers to be invited: 4 local speakers 4 th Seminar: 80 (Physical participants:16; Online participants: 64)	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
Business Development Manager, Radica			
7. Project Website			
Launching date: 16 Sept 2022 Web address: https://smesupport.hkrma.org/main.php	Target no. of website / webpages:1	Actual no. of webpage:1	
8. Promotion			
eDM	Target no. of eDMs: 22 (2 for Kick-off Conference; 8 for seminars; 2 for O2O Customer Experience Assessment; 8 for training workshops; and 2 for O2O summit and report)	Actual no. of eDMs: 22 2 eDMs for Kick-off Conference 1. 28 Sep 2022; 2. 12 Oct 2022; 2 eDMs for O2O Customer Experience Assessment 3. 10 Dec 2022; 4. 19 Dec 2022. 8 eDMs for 4 Seminars (2 eDMs x 4 times) 5. 9 Jan 2023, 6. 11 Jan 2023, 7. 13 Jan 2023, 8. 17 Jan 2023, 9. 10 Feb 2023, 10. 15 Feb 2023, 11. 8 Mar2023; 12. 10 Mar 2023; 8 eDMs for Workshops (2 eDMs x 4 times) 13. 04 July 2023, 14. 13 July 2023, 15. 20 July 2023, 16. 31 July 2023, 17. 01 Aug 2023, 18. 08 Aug 2023, 19. 15 Aug 2023, 20. 18 Aug 2023 2 Promotion of HK Retail O2O Summit 21. 2 Jan 2024, 22. 8 Jan 2024	
Banner Ad placement on HKRMA Website Date of publication: Period of on-line advertisement: 1 month for each banner	Target no. of banner ad: 6 (1 for Kick-off Conference; 1 for O2O Customer Experience Assessment; 1 for seminars;	Actual no. of banner Ad: 6 1 for Kick-off Conference (1 month, 13 Oct 2022 – 14 Nov 2022) 1 for O2O Customer	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
	<p>1 for training workshop; 1 for O2O summit; and 1 for report)</p> <p>Target duration of each banner ad: 1 month each</p>	<p>Experience Assessment (1 month, 8 Oct 2022 – 7 Nov 2022)</p> <p>1 for Seminars (1 month, 30 Jan 2023 – 28 Feb 2023)</p> <p>1 for training workshops (1 month, 10 July 2023 – 10 Aug 2023)</p> <p>1 for Hong Kong Retail O2O summit (1 month, 19 Dec 2023 – 19 Jan 2024)</p> <p>1 for Industry Research report (1 month, 29 Jan 2024 – 29 Feb 2024)</p>	
Newspaper Supplement on O2O Research Report	Target no of Newspaper Supplement: 1 half page advertisement on Local newspaper	Actual no of Newspaper Supplement: 1 half page advertisement on Local newspaper (30 Jan 2024)	
Online Advertisement Platform of Ad: Google & Facebook Date of publication: Period of on-line advertisement: 1 week for each advertisement	<p>Target no. of Online Ad: 5 (Google Ad/Facebook Post Ad)</p> <p>Target duration of each online ad: 1 week each</p>	<p>Actual no. of Online Ad: 5</p> <p>1 online ad for Kick-off Conference on Facebook (1 week, 14 – 20 Oct 2022)</p> <p>1 for O2O Customer Experience Assessment on Facebook (1 week, 1 – 7 Sep 2022)</p> <p>1 for Seminars on Facebook (1 week, 31 Jan 2023 – 6 Feb 2023)</p> <p>1 for Training workshop (1 week, 28 July 2023 – 3 Aug 2023)</p>	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
		1 for Summit (1 week, 11 – 17 Jan 2024)	

Key implementation stages

Please indicate in the status below if the deliverable is completed according to schedule (C), completed but delayed (D) or not achieved (N). If it is delayed or not achieved, please indicate the actual completion date (if applicable) and provide the reasons.

Project deliverable (all deliverables as set out in the approved project proposal)		Original target completion date ¹	Actual completion date (if applicable)	Status (C/D/N)	Reasons for not meeting the original target completion date
(a)	• To form a steering committee	<u>30/06/2022</u>		C	
	• To set up project webpages				
	• To invite speakers and prepare for Kick-off Conference and seminars	<u>31/07/2022</u>		C	
(b)	• To organize Kick-off Conference				
	• To design and issue 2 eDMs, place 1 Banner Ad on HKRMA website and 1 online advertisement	<u>31/10/2022</u>		C	
(c)	• To organize O2O Customer Experience Assessment				
	• To design and issue 2 eDMs, place 1 Banner Ad on HKRMA website and 1 online advertisement	<u>31/12/2022</u>		C	
(d)	• To organize 4 seminars				
	• To design and issue 8 eDMs, place 1 Banner Ad on HKRMA website and 1 online advertisement	<u>30/04/2023</u>		C	
(e)	• To compile O2O Industry Research Report	<u>31/07/2023</u>		C	
(f)	• To invite speakers and prepare for training workshops and HK Retail O2O Summit	<u>31/07/2023</u>		C	
(g)	• To organize 4 training workshops				
	• To design and issue 8 eDMs, place 1 Banner Ad on HKRMA website and 1 online advertisement	<u>30/11/2023</u>		C	
(h)	• To organize HK Retail O2O Summit				
	• To finalize the O2O Industry Research Report				
	• To design and issue 2 eDMs, place 2 Banner Ads on HKRMA website, 1 half-page advertisement on local newspaper and 1 online advertisement	<u>29/02/2024</u>		C	
(i)					
Note:					
(i)					
(ii)					

¹ As stated in the approved project proposal.