HKCC Business Excellence Contest 2013/14
A Creative Product Development Plan

Background
The HKCC Business Excellence Contest is an annual business competition organised by Hong Kong Community College of The Hong Kong Polytechnic University for Secondary 4-6 students. The theme for the competition this year is “A Creative Product Development Plan”. As one of the four marketing strategies of the Product-Market Growth Matrix defined by Ansoff, “product development” seeks to develop new products or modify existing products for existing markets. By modifying an existing product, one would probably change its outlook or packaging, enhance its performance or quality.

This competition is designed to provide secondary school students with an opportunity to explore and analyse existing products of a corporation in Hong Kong, identify a potential new or modified product for an existing market, and make use of their creativity to draw up a product development plan. Through participating in this competition, students could develop generic skills such as teamwork, creativity, observation, communication, presentation, analytical and organisation skills, as well as concepts and skills specific to business disciplines.

Awards and Prizes
Gold Award  HK$5,000 book coupons + trophy + certificates for individual members
Silver Award  HK$3,000 book coupons + trophy + certificates for individual members
Bronze Award  HK$2,000 book coupons + trophy + certificates for individual members
Merit (2 awards)  HK$1,000 book coupons + certificates for individual members
Judges Commendation (10 awards)  HK$500 book coupons + certificates for individual members

All other participating team members will receive a Certificate of Participation.

Entry Criteria
The competition is open to full-time Secondary 4-6 students in Hong Kong. Each student team must consist of 3 to 6 members from the same school. The application form must be endorsed by the school principal or a teacher*.

*The school may consider joining this competition as an extra-curricular activity under “Other Learning Experiences” for students.
Scope of Work
Students have to conduct a business analysis and then design a product development plan for a corporation in Hong Kong to launch a new or modified product for an existing market. 30% weighting will be given for the business analysis of the product and 70% weighting will be given for the creativity, theme suitability, attractiveness and feasibility of the product development plan. A guest talk will be arranged for participants in late January / early February 2014 to enhance their knowledge and skills of conducting a business analysis and drafting a product development plan.

1. Report Outline
   (a) Introduction
   (b) Main text (analysis, product development plan, justifications, etc.)
      Suggested analysis and justifications:
      - Business/product analysis
      - Identification and justifications of the new or modified product for an existing market segment
      - Key aspects of the product development process (e.g. idea generation, idea screening, analysis, etc.)
   (c) Conclusion

2. Report Format
   - The written report must be provided either in English (maximum 1,000 words) or Chinese (maximum 1,300 words), excluding the cover page, table of contents and appendices.
   - Appendices are optional and should be limited to 10 pages.
   - The font size of the content should be Times New Roman 12 point for the English version or 新細明體 12 point for the Chinese version (except the headings/titles).
   - Single-line spacing with at least one-inch margins (top, bottom, left and right).

3. Report Cover
   (a) Full names of team members
   (b) Name of school
   (c) Name of the business
   (d) Date of submission
   (e) Contact details (email address, telephone number, etc) of the team coordinator

Registration Procedure
1. You can download an application form from the PolyU Hong Kong Community College’s website: www.hkcc-polyu.edu.hk/business_excellence_contest2013 or obtain it in person from the
General Office of PolyU Hong Kong Community College (West Kowloon Campus) at Room N1302, 13/F, 9 Hoi Ting Road, Yau Ma Tei, Kowloon, Hong Kong.

2. Please return the completed application form either by fax at 2625-4159, in person or by post to PolyU Hong Kong Community College (West Kowloon Campus), Room N1302, 13/F, 9 Hoi Ting Road, Yau Ma Tei, Kowloon. Please specify on the envelope “HKCC Business Excellence Contest 2013/14”.

3. The deadline for registration is 20 December 2013 (before 5:30 p.m.).

Submission of the Written Report

1. Please submit your written report either in person or by post to PolyU Hong Kong Community College (West Kowloon Campus), Room N1302, 13/F, 9 Hoi Ting Road, Yau Ma Tei, Kowloon. Please specify on the envelope “HKCC Business Excellence Contest 2013/14”.

2. The deadline for submission of the written report is 28 February 2014 (before 5:30 p.m.).

Adjudication

1. First Round Adjudication
   Fifteen most outstanding teams will be selected; and from them the best five teams will be selected for the Final Round Adjudication and the ten other outstanding teams will be offered the Judges Commendation Awards. The First Round Adjudication results will be released through the PolyU Hong Kong Community College’s website at www.hkcc-polyu.edu.hk/business_excellence_contest2013 by 14 March 2014.

2. Judging Criteria for the First Round Adjudication
   (a) Does the team present the written report clearly and concisely?
   (b) Does the team provide a persuasive analysis and insightful conclusion?
   (c) Does the team generate a creative and feasible idea for the product development plan?

3. Final Round Adjudication
   The Final Round Adjudication will be held at PolyU Hong Kong Community College (West Kowloon Campus) on 29 March 2014 tentatively. The first five best teams will be invited to deliver a 15-minute verbal presentation followed by a 5-minute question-and-answer (Q&A) session in the Final Round Adjudication. The presentation could be delivered in English or Cantonese. The winners for the Gold, Silver, Bronze and Merit Awards will be selected. Details concerning the time and venue will be announced through the PolyU Hong Kong Community College’s website at www.hkcc-polyu.edu.hk/business_excellence_contest2013 upon releasing the First Round Adjudication results.
4. **Judging Criteria for the Final Round Adjudication**

(a) Does the team present the ideas clearly, concisely and interestingly?

(b) Does the team provide a comprehensive business analysis and generate a creative and feasible plan for the product development to attract new customers for the business?

(c) Does the team provide clear, precise and convincing answers to judges’ questions?

**Presentation of Awards and Prizes**

The Awards Presentation Ceremony will be held on **29 March 2014** tentatively, right after the Final Round Adjudication. The Gold, Silver, Bronze and Merit Awards will be presented to the champion, first runner-up, second runner-up, and other two finalist teams respectively. The Judges Commendation Awards for ten teams will also be presented.

**Date:** 29 March 2014 (Saturday) (tentative)

**Time:** To be announced through the HKCC website by 14 March 2014

**Location:** PolyU Hong Kong Community College (West Kowloon Campus)
9 Hoi Ting Road
Yau Ma Tei
Kowloon, Hong Kong

**Calendar of Events**

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<td>20 December 2013 (before 5:30 p.m.)</td>
<td>Deadline for registration</td>
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<td>Late January / Early February 2014</td>
<td>Guest Talk on enhancing the knowledge and skills of doing business analysis and product development</td>
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<td>28 February 2014 (before 5:30 p.m.)</td>
<td>Deadline for submission of the written report</td>
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<td>On or before 14 March 2014</td>
<td>Announcement of the winners of the Judges Commendation and five best teams for the Final Round Adjudication</td>
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<td>29 March 2014 (tentative)</td>
<td>Final Round Adjudication and Awards Presentation Ceremony</td>
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**Enquiries**

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Email: ccoffice@hkcc-polyu.edu.hk
Website: www.hkcc-polyu.edu.hk/business_excellence_contest2013