

Think Ahead

ACCA

ACCA Hong Kong
Business Competition

2016

**Youth Catalysts
in Driving Social
Enterprise
Excellence**

www.accaglobal.com/hk/bizcomp

Competition Schedule

19 Oct 2016 (Wed) 4:00pm	Online Application Deadline
22 Oct 2016 (Sat)	Briefing Session
7 Nov 2016 (Mon) 4:00pm	Submission of Brief Proposal
3 Dec 2016 & 7 Jan 2017 (Sat)	Workshops & Meetings with coaches (Top 20 Teams)
16 Jan 2017 (Mon) 4:00pm	Submission of Final Proposal (Top 20 Teams)
15 Feb 2017 (Wed) 4:00pm	Submission of Final PowerPoint Presentation (7 Finalist Teams)
18 Feb 2017 (Sat)	Final Competition (7 Finalist Teams)

Come and join the ACCA Hong Kong Business Competition 2016 to showcase your business talents, sharpen your social awareness, and enhance your analytical and communication skills at a holistic level.

Objective

Marking its 10th anniversary this year, the ACCA Hong Kong Business Competition has undergone a significant revamp to enhance our support and resources to participating students from the time they submit their applications all the way to the Final Competition.

This year we have combined degree and sub-degree categories into one competition. We have also lined up ACCA members as coaches for the students advancing to the Top 20 Teams of the Competition.

Through a series of workshops and coaching, contesting students will get valuable professional advices and guidance from coaches on developing a sound business proposal, as well as polishing an array of skills and knowledge.

The theme of this year's Competition is 'Youth Catalysts in Driving Social Enterprise Excellence'. Contesting students are required to pick one out of the three existing social enterprises case studies, and develop a business proposal to optimise their business operations.

Eligibility for Entry

The competition is open to **full-time accounting and business students (Degree and Sub-Degree)** from local institutions. Each team shall consist of 3 to 4 accounting and/or business students from the same institution.

Only one entry is allowed for each student.

Benefits

Opportunity to learn from elites and experienced industry professionals

The Top 20 Teams will be invited to attend workshops to enhance business and accounting knowledge as well as presentation skills. They will also be exposed to precious opportunities to network with our coaches. Each team will be randomly assigned an ACCA-qualified member as coach who will offer consultation and professional advices to the team.

Realising your business idea in real case analysis

Participants will get real world experience by analysing one of the three existing social enterprises case studies and developing workable plans to optimise their operations.

Gain recognition to enrich your CV

Participants who have submitted business proposals will each be awarded a Certificate from ACCA Hong Kong. Among all contesting teams, 20 teams will be short-listed. 13 teams shall be awarded with Judges Commendation, while the Top 7 Finalist Teams will advance to the Final Competition to compete for the championship.

Awards	
Champion*:	Trophy, cash prize of HK\$10,000
1st Runner-up*:	Trophy, cash prize of HK\$6,000
2nd Runner-up*:	Trophy, cash prize of HK\$4,000
Merits Award (4 awards):	HK\$1,000 each for other four finalist teams
Best Presenter:	HK\$1,000
Best Proposal:	HK\$1,000
Best Budgeting:	HK\$1,000
My Favourite Team:	Gift (voted by audience)

* Job shadowing and regional internship opportunities, waiver of ACCA Qualification Initial Registration Fee and ACCA Annual Subscription Fee (for one year) will be awarded to each member of the champion, 1st and 2nd runner-up teams.

Competition Schedule



Online Application

Deadline for submission: Wednesday, 19 October 2016 (no later than 4:00pm)

Late submissions will not be accepted.

Briefing Session



Maximum 2 students from each team are encouraged to attend the briefing session. The session will cover i) an overview of the current situations, challenges and business needs of 3 existing social enterprises, and ii) assessment criteria of the business proposal and competition logistics. The briefing session will be conducted by representatives from SEBC and ACCA Hong Kong.

Date: Saturday, 22 October 2016

Time: 10:30am – 12:00pm (Session I) / 2:00pm – 3:30pm (Session II)

Venue: 1/F, Duke of Windsor Social Service Building, 15 Hennessy Road, Wan Chai, Hong Kong

**Each team is allowed to register for one session only*

Submission of Brief Business Proposal (All contesting teams)



Deadline for submission: Monday, 7 November 2016 (no later than 4:00pm)

All contesting teams are required to submit a brief business proposal on the case study of their chosen social enterprise with no more than 8 A4-sized pages (including optional appendixes and references) in hard copy to ACCA Hong Kong office. The proposal should be written in English, Arial font type and in font size 12.

Late submissions will not be accepted. Contesting teams will not be allowed to alter their choice of social enterprise after brief business proposal submission.

Skills Learning Workshops & Meetings with Coaches (Top 20 Teams)



Date: Workshop I - Saturday, 3 December 2016 / Workshop II - Saturday, 7 January 2017

Time: 2:00pm – 4:00pm

Venue: CityU SCOPE Admiralty Learning Centre

Room UR8, 8/F, United Centre, 95 Queensway, Admiralty, Hong Kong

Submission of Final Business Proposal (Top 20 Teams)



Deadline for submission: Monday, 16 January 2017 (no later than 4:00pm)

The Top 20 Teams are required to submit a detailed final business proposal with no more than 12 A4-sized pages (including optional appendixes and references) in hard copy to ACCA Hong Kong office. The proposal should be written in English, Arial font type and in font size 12.

Late submissions will not be accepted.

Submission of Final PowerPoint Presentation (7 Finalist Teams)



Deadline for submission: Wednesday, 15 February 2017 (no later than 4:00pm)

The 7 Finalist Teams are required to submit their final business proposal in English and in PowerPoint format with no more than 20 slides (including optional appendixes and references). All teams are required to send 12 hard copies (printed on two-sided A4-sized papers with 2 slides on each side, in full colours or black and white), and a soft copy in a USB drive to ACCA Hong Kong office.

Marks will be deducted for late submissions. The PowerPoint Presentation will be treated as the final version and cannot be modified at the Final Competition.

Final Competition (7 Finalist Teams)



At the Final Competition, the 7 Finalist Teams are required to present their proposals to a panel of judges **in English**. Open audience will be invited.

Date: Saturday, 18 February 2017

Time: 9:00am – 1:30pm

Venue: The Ballroom, Level 7, Cordis Hotel (formerly the Langham Place Hotel), 555 Shanghai Street, Mongkok, Kowloon

APPLICATION DEADLINE: Wednesday, 19 October 2016 4:00pm

Application: Please visit our website for more information and complete the online application at www.accaglobal.com/hk/bizcomp

Enquiry: Please email to hkstudents@accaglobal.com

Case Question

A strong business model to drive social enterprise excellence

Real Case Analysis

You are a team to analyse a case study for one of the three existing social enterprises, and develop a proposal with workable solutions and action plans to optimise their operations.



樂言社教育基金
Act Plus Education Foundation

Act Plus Education Foundation
(<http://www.actplus.hk>)

Founded in 2015, this social enterprise trains and hires deprived youth in making animations for various industries. This company needs financial advice on running its business, as well as marketing advice on enhancing market awareness of animation and appreciation of creative professionals particularly young talents.



COOK 1 COOK

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Cook1cook
(<https://cook1cook.com>)

Founded in 2014, this social enterprise develops a platform for the stay-home moms to share recipes and make some incomes. As a sharing economy platform, a good financial model is required to better manage the incomes and profit margins generated from diverse sources. Apart from financial advice, this company also needs marketing advice to heighten brand awareness to the critical mass.



New Horizons Development Centre

(<http://www.nhdchk.com>)

This social enterprise helps the SEN (special education needs) students to develop their careers and find jobs which can match their talents. With 20 years of experience in education and training, this company has extended its business to career development in 2016. The company is facing challenges in managing its business effectively and promoting its services to more schools as well as the commercial sector.

Your proposal should include the following:

- The name of your chosen social enterprise, suggested workable solutions and action plans to optimise its operations
- Action plans include but not limited to operation details and manpower planning
- Budget and business forecast

To support your proposed business model, the following should also be included:

- The current situation, problems encountered and the needs of your chosen social enterprise
- The viable promotional channels to support the social enterprise's business
- Recommendations on measures and long-term solutions to help the social enterprise

Your budget plan should include the following:

- The funding plan to run the project such as operation costs, manpower and promotion, etc.
- Any other source of funding and/or sponsorships to finance the project or business model if deemed appropriate
- The financial projections shall also identify the key risks that may impact the business sustainability

Your proposal will be evaluated based on the following:

- Are the suggested solutions and action plans viable and sustainable?
- Is the proposal innovative and has a good integration of all necessary elements?
- Is the presentation of the proposal clear, appealing and professional?

The case question and the evaluation criteria are designed solely for the purpose of ACCA Hong Kong Business Competition 2016.

In case of any disputes, the decision of ACCA (the Association of Chartered Certified Accountants) Hong Kong should be final. ACCA Hong Kong reserves the right, at its sole discretion, to disqualify any contesting teams and/or winning teams who violate any rules of the Competition.

About HKCSS-HSBC Social Enterprise Business Centre (SEBC)

Jointly funded by the Hong Kong Bank Foundation and the Social Welfare Department's Partnership Fund for the Disadvantaged, the Hong Kong Council of Social Service established HKCSS-HSBC Social Enterprise Business Centre in 2008, to advance social entrepreneurship and mobilise social innovation (www.socialenterprise.org.hk).



About ACCA

ACCA (the Association of Chartered Certified Accountants) is the global body for professional accountants. We aim to offer business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management.

We support our 188,000 members and 480,000 students in 178 countries, helping them to develop successful careers in accounting and business, with the skills needed by employers. We work through a network of 100 offices and centres and more than 7,110 Approved Employers worldwide, who provide high standards of employee learning and development.

As the first global accountancy body entering into China, ACCA now has **24,000** members and **71,000** students, with **10** offices in Beijing, Shanghai, Chengdu, Guangzhou, Shenzhen, Shenyang, Qingdao, Wuhan, Hong Kong SAR,

and Macau SAR. Through its public interest remit, ACCA promotes appropriate regulation of accounting and conducts relevant research to ensure accountancy continues to grow in reputation and influence.

Founded in 1904, ACCA has consistently held unique core values: opportunity, diversity, innovation, integrity and accountability. It believes that accountants bring value to economies in all stages of development and seek to develop capacity in the profession and encourage the adoption of global standards. ACCA's core values are aligned to the needs of employers in all sectors and it ensures that through its range of qualifications, it prepares accountants for business. ACCA seeks to open up the profession to people of all backgrounds and remove artificial barriers, innovating its qualifications and delivery to meet the diverse needs of trainee professionals and their employers.

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