

Company visit to CRA – An eye-opening introduction to the business environment

On 19 August 2011, winning teams from the Accounting and Business Management Case Competition 2010-2011 visited Convenience Retail Asia Limited (CRA), the selected company for last year's case study. The visit was a fruitful experience for the participating students and we sincerely thank CRA for their enormous support.



Sam Hui, Group Finance Director of CRA, introduced the students to the Circle K and Saint Honore business structure. He then talked about the attributes of a leader and encouraged students to strive for the best.



Raymond Chan, Senior Finance Manager of CRA, told the students about the functions and duties of internal audit of the group. Everyone was impressed by internal audit control in retail system.



Students then visited Saint Honore and Circle K stores, the main businesses of CRA, to understand their day-to-day operation and how finance matters are handled there.



Students valued the insights they got during this two-hour company visit and are grateful for CRA's time and hospitality.

Thoughts from student participants:

Tertiary Institute Group

1st runner-up team

School of Continuing & Professional Studies, The Chinese University of Hong Kong

“The activity enabled us to appreciate the real-life business environment in a way that we cannot learn from our classroom studies. After the visit, we realized that an automated system is commonly used in accounting today. The case competition provides an integrated learning platform and inspires us to jump out of the text book”, said team leader, Cheung Mei Kwan.



2nd runner-up & The Best Written Report

HKU SPACE Po Leung Kuk Community College

Team leader Tsui Ka Man said: “From today’s company visit, we have found out how accounting tasks are carried out and co-ordinated in a large corporation. The whole experience of this competition not only enhanced our accounting knowledge but has also given us a clear picture of the role of accounting specialists in real life. Thanks to the HKIAAT, we now have better ideas about our careers.”



Secondary School Group

Champion - La Salle College

Lui Ting Fung, team leader, valued the company visit experience: “As secondary students, our knowledge mainly comes from text books. This competition and company visit provided us with a very good exposure to learn and grow; it also inspired us to seek knowledge proactively. During the process of preparing for the competition, we realized that teamwork is essential to success. And this was further proved when CRA management told us about their commitment and efforts in fostering team work among their staff.”



1st Runner Up

Tsuen Wan Public Ho Chuen Yiu Memorial College

“This company visit enabled us to find out about the back-end operation of retailers. With CRA’s in-depth explanation, we now understand the duties of each position and how important each role is. Their sharing of experience increased our interest in accounting and has helped us with study and career planning”, said team leader Chan Kwan Hang.

