

The Accounting and Business Management Case Competition 2013-14 Result announcement of Tertiary institute Group



In its 12th year, the HKIAAT Accounting and Business Management Case Competition have received 177 entries with over 650 students from Hong Kong and Mainland joining.

This annual event allows students to apply their textbook knowledge in the areas of accounting and business to the real commercial world. It also enhances students' soft skills such as analytical skills, time management, presentation skills, creativity and team building throughout the competition in order to win a prize.

Pak Fah Yeow International Limited is the company selected for this year's case study. Participating teams, comprises three to four members, are required to submit a written business proposal to analyze Pak Fah Yeow's business performance and to give recommendation on strategies to sustain the company's growth. Based on the business proposals, the reviewers shortlisted, through a blind review, the best six teams to enter the final round of the Competition – the oral presentation which was successfully held on 29 March 2014 – to compete for the Championship.

During the oral presentation, each team had 15 minutes to present their business proposal before the judging panel and followed by 5-minute Q&A session to respond to judges' queries. Finally, after a hard time in selection, the results of this year's competition were out:

Prizes	Institutions	Team Members
Champion	Hong Kong Institute of Vocational Education (Kwun Tong)	Chan Wing Man*; Cheung Tsz Wai; Chiu Tsz Yan; Luo Yukui
1st Runner-up	Hong Kong Community College, The Hong Kong Polytechnic University	Chow Ho Ying*; Mok Cheuk Ling; Sha Man Wa; Yiu Cho Kwan

2nd Runner-up	Hong Kong College of Technology	Leung Nga Lee*; Au Ming Hoi; Cheung Tsz Chun; Chung Yik Nam
Merit Team	HKU School of Professional and Continuing Education	Chan Chu Sing*; Hong Pak Yan; Li Wei Le
Merit Team	Hong Kong College of Technology	Lee Tiko*; Chiu Sung Kit; Lee Cheuk Fung; Tsang Ka Lok

*Team leader

The Champion team of this year will be offered an internship opportunity while winners of the top three prizes will have an opportunity to visit the company to have a better understanding of its operation. What's more, they could also take part in the "Young reporters – meeting the professionals" programme, enabling them to meet and interact with an experienced CPA in the field and to write an article sharing their experience. These series of activities provide winners with continuous learning opportunities to enrich their experience and broaden their knowledge.

The HKIAAT wishes to express its sincere gratitude to Pak Fah Yeow International Limited for rendering the kind support for this year's competition in making it a great success.



The six finalist teams fully demonstrate their excellent presentation skill with creativity and team work.



Mr. Denny Tsang, one of the adjudicators, also the Chief Financial Officer of Pak Fah Yeow International Limited, raises questions to the teams after their presentation.



Professor Stella Cho, President of HKIAAT presents the award to the Champion team from Hong Kong Institute of Vocational Education (Kwun Tong).



Dr. Chan Cheuk Hay, Vice-President of HKIAAT presents the 1st runner-up and 2nd runner-up awards to Hong Kong Community College, The Hong Kong Polytechnic University and Hong Kong College of Technology respectively.





The best presenter, Chiu Tsz Yan, from Hong Kong Institute of Vocational Education (Kwun Tong).



The team, with the best business proposal, from HKU School of Professional and Continuing Education.