

Announcement of results for the Accounting and Business Management Case Competition 2015–2016 for the Tertiary Institute Group



In this, its 14th year, the Accounting and Business Management Case Competition received a total of 172 entries from 14 tertiary institutions.

This annual event gives students the opportunity to apply the knowledge in the areas of accounting and business that they have gleaned from textbooks to the real commercial world. The competition also enhances students' soft skills, such as analytical skills, time management, presentation skills, creativity and teambuilding, all of which students must employ throughout the competition in order to win a prize.

International Housewares Retail Company Limited (JHC) was selected as the company for this year's case study. Participating teams, each comprising three to four members, were required to submit a written business proposal to analyse JHC's business performance and to give recommendations on strategies to sustain the company's growth. Based on the business proposals received, the reviewers shortlisted, through a blind review, the best six teams to enter the final round of the Competition — the oral presentation which was held on 16 April 2016 — to compete for the Championship.

For the oral presentation, each team was given 15 minutes to present their business proposal before the judging panel, followed by a 5-minute Q&A session in which the team responded to judges' queries. Finally, after a difficult decision, the results of this year's competition were announced:

Prizes	Institutions	Team Members
Champion	Hong Kong Institute of Vocational Education (Kwun Tong)	Chu Wing Yin, Viann * Fan Man Hong, Tommy Fung Hiu Ying, Amy Tam Siu Hang, Kenny
1 st Runner-up	HKU SPACE Community College	Kwok Yee Huen, Coco * Lam Yuen Ting, Katherine Leung Hoi Lam, Venus Ng Sin Yee, Cindy
2 nd Runner-up	Hong Kong Institute of Vocational Education (Kwun Tong)	Fung Ka Lok, Eric * Lam Ching Leung, Vifer Leung Tsz Ka, Sabrina Yu Tsz Ying, Crystal
Merit Team	Hong Kong Community College, The Hong Kong Polytechnic University	Cheng Tak Yin, Daniel * Ng Cheuk Yin, Kevin Watt Hoi Chak, Kaiser Wong Man Kit, Chris
Merit Team	Li Ka Shing Institute of Professional and Continuing Education, The Open University of Hong Kong	Kwok Sze Wing, Wing * Kan Yik Ching, Michael Kwong Kwing Fai, Kenson Lee Lok Him, Gary
Merit Team	Hong Kong Community College, The Hong Kong Polytechnic University	Kuang Zhixin, Yumi * Hui Fei Fei, Simple Lai Po Yee, Bowie Wong Mei Yan, May

*Team leader

The Champion team for this year's competition will be offered an internship opportunity at JHC, while all of the winners of the top three prizes will have an opportunity to visit the company to gain a better understanding of its operations. Moreover, the winners will be able to take part in the "Young Reporters – Meeting the Professionals" programme, which will give them the chance to meet and interact with an experienced CPA in the field and then to write an article sharing their experiences. These series of activities provide winners with opportunities to enrich their real-world experience and broaden their knowledge.

The HKIAAT wishes to express its sincere gratitude to International Housewares Retail Company Limited for kindly rendering the support for this year's competition that made it a great success.

The competition and prize award ceremony photos are now available at our gallery:
http://photo.hkicpa.org.hk/gallery/AKC-AW_2015-16



The finalist teams demonstrate their creativity by integrating plays into their presentations.



A trophy of appreciation was presented to Mr. Dave Cheng, Chief Financial Officer and Executive Director of International Housewares Retail Company Limited, in recognition of tremendous support given by the company for the event.



Mr. Thomas Wong, President of HKIAAT, presents the award to the Champion team from Hong Kong Institute of Vocational Education (Kwun Tong).



Mr. Webster Ng, Vice-President of HKIAAT, presents the 1st Runner-up and 2nd Runner-up awards to HKU SPACE Community College (*left*) and Hong Kong Institute of Vocational Education (Kwun Tong) (*right*) respectively.



The teams with the Best Business Proposal are both from Hong Kong Institute of Vocational Education (Kwun Tong).



The Best Presenter, Chu Wing Yin, from Hong Kong Institute of Vocational Education (Kwun Tong)