

The Accounting and Business Management Case Competition

Company visit to Pak Fah Yeow International Limited



Finalist teams of the Accounting and Business Management Case Competition 2013-2014 visited Pak Fah Yeow International Limited (Pak Fah Yeow), the company selected for last year's case study, on 31 July 2014. The visit is part of the learning activities of the Competition, allowing students to gain a better understanding of the workplace environment. Participating students were delighted to experience real-life business knowledge outside the classroom.

Doris Ng, Sales and Marketing Executive of Pak Fah Yeow, talked to the students about the company's operations. Miss Ng explained the importance of Good Manufacturing Practice (GMP), ISO International Standards and Hong Kong Q-Mark to the company. The company also devotes a great deal of effort to community support by donating funds and its products to charity organizations.





(Left) In addition to visiting the office of Pak Fah Yeow in Wanchai, students were also able to visit its factory in Chai Wan. Kenneth Chong, Production Manager of Pak Fah Yeow, gave a guided tour to the students and explained the manufacturing process behind Pak Fah Yeow's medicated oil.

(Right) Students were required to wear specific clothing, shoe covers and head covers before entering the clean room, where the medicated oil is bottled.

Participants from tertiary institutes shared their thoughts on the Competition. They would like to encourage students to enter the Competition so as to widen their horizons and enhance their accounting knowledge.

How did you find the company visit?

"We value this opportunity to understand the real-life workplace environment, and the manufacturing process through the factory visit. We now realize the importance of attaining certifications, including GMP and ISO, to a factory. Just as with our career development, attaining recognized qualifications is important to prove that we are up to a professional standard."

What did you learn from the Competition? Will you recommend it to the others?

"The Competition provided an opportunity for us to apply what we have learnt from textbooks to an actual business situation. It also enhanced our soft skills, including presentational skills and teamwork.

We definitely recommend this Competition to the others as it helps students learn knowledge outside the textbooks. It is a golden opportunity for students to explore the business world before graduation."

