

The Accounting and Business Management Case Competition

Company visit to International Housewares Retail Company Limited



The finalist teams of the Accounting and Business Management Case Competition 2015–2016 visited International Housewares Retail Company Limited ("JHC"), the company selected for last year's case study, on 11 August 2016. The visit is a part of the learning activities included in the competition, which allow students to gain a better understanding of the workplace environment. The participating students were delighted to experience real-life business operations outside the classroom.



Mr. Bobby Lo, Senior Operation Manager of JHC, gives students a tour of JHC's concept shop in Central. He introduces the operations of a retail store and various ways to stimulate customer purchases.



Mr. Marco Kwok, Senior Logistics Manager of JHC, guides students in visiting JHC's warehouse in Wong Chuk Hang. Students learn the logistics arrangement of merchandise stock, which is important for the operation of retail stores that are distributed over a broad area.



Mr. Michael Yuen, Chief Operating Officer of JHC, introduces the operations of JHC, including its promotional activities, customer loyalty programmes and community services. Mr. Yuen also introduces JHC's different brands and the ways that JHC's own products manage to achieve product uniqueness and generate customer loyalty in the market.