

## The Accounting and Business Management Case Competition 2014-15 Business seminar

The Competition organized a free business seminar on 15 November 2014 to assist students with information and knowledge they need to prepare their business proposals. Topics covered in the seminar for tertiary institute students were the operation of Luk Fook Holdings (International) Limited (selected case for study this year), business management and marketing strategies, and presentation skills. Participants eagerly asked questions to gain a more in-depth understanding of the topic. Our appreciation goes to the speakers for contributing their time and support to the competition.



Dr. Kathy Chan, Chief Financial Officer and Company Secretary of Luk Fook Holdings (International) Limited, introduces the company and its operations.



Dora Lee, Executive Council Member of Hong Kong Institute of Marketing, discusses the steps in developing a marketing plan, and outlines useful sources of research information.



Audrey Loh, Senior Consultant of WorldBridge Holding Limited, leads the students in practising their presentational skills.



220 tertiary institute students attended the business seminar to help them prepare for work on their business proposals.