

The Accounting and Business Management Case Competition 2015-16 Business seminar

The Competition organized a free business seminar on 21 November 2015 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 International Housewares Retail Company Limited (selected case for study this year), business management and marketing strategies, and business proposal writing 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.



Mr. Edmond Lau, Business Development Director of International Housewares Retail Company Limited, introduces the company and its operations.



Ms. Dora Lee, lecturer of Hong Kong Institute of Vocational Education (Chai Wan), discusses the steps in developing a marketing plan, and outlines useful sources of research information.



Mr. Oska Li, part-time teacher of HKU School of Professional and Continuing Education, teaches students how to prepare a realistic and impressive business proposal.



230 tertiary institute students attended the business seminar to help them prepare for their business proposals.