

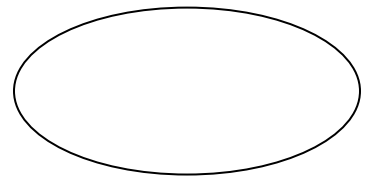
South Tuen Mun Government Secondary School
S3_CCA_Business Profile

Name of staff: _____

Class: _____ **No:** _____

Item	Tasks Completed	Marks
#1:	My Profile	
#2a:	My Company: My bonus	
#2b:	Set Goals: SMART Objective	
#3a:	Organizational Structure #1_ Levels of management	
#3b:	Organizational Structure #2_ Division of Labour	
#4:	Organizational Structure #3_ Types of Departments	
#5:	Understanding Consumer's needs	
#6a – 6b:	Target Market / The Business Model	
#7-7a:	Market Research / Questionnaire	
#8-9:	CSR/ Product design and ideas	
#10:	Product features	
#11:	Product Characteristics	
#12:	Calculating the Production costs /Setting Price	
#13:	Production Process: Prototyping and Usability test	
#14:	Advertisement (Promotional Materials)	
#15:	Manpower Planning (Division of labour)	
#16:	Records of Sales	
#17:	Profit or Loss	
#18:	4Ps	
#19:	Business Form 1	
#20:	Business Form 2	

#1_My Profile:

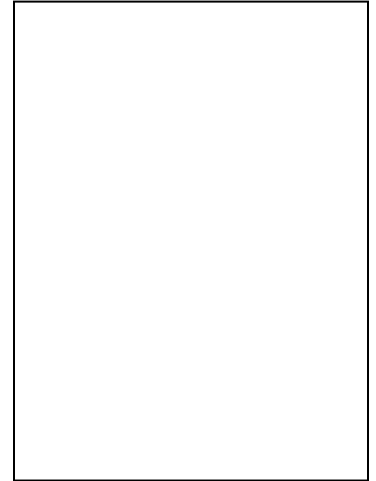


My Name: _____

My Favorite Food: _____

My Favorite Sports: _____

My Favorite color: _____



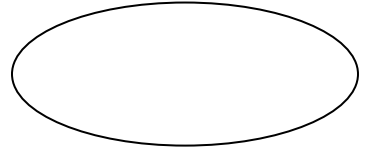
My Dream job: _____

***** Name something that you purchased in the summer holiday:**

*****List 3 reasons why did you buy it?**

#2a_My Company:

(Form a company with 1 CEO, 1 manager and at least 2 staff,
no more than 6 people in a company)



My Name: _____

Company Name: _____

(your company name must reflect your brand, it must be memorable and distinctive.)

Position: Staff / Manager / CEO

Start-up Capital:

Extra Capital earned:

Performance Appraisal: (10-highest, 1-Lowest)

Professional Knowledge:	10	9	8	7	6	5	4	3	2	1	0
Skills level:	10	9	8	7	6	5	4	3	2	1	0
Commitment:	10	9	8	7	6	5	4	3	2	1	0
Meet Deadline:	10	9	8	7	6	5	4	3	2	1	0
Total score:	<input type="text"/>										

Commission Earned: (In-Class Participation)

Extra Bonus Earned: (Completing your Tasks on Time and well)

Education Level Achieved: (This will determine your Professional Knowledge score)

You may increase your education level by conducting research on your project

Spending Power: (This will determine your commitment/professional knowledge score)

You may increase your spending power level by creating more good product ideas

The more business opportunities, the more sales/profits, the more spending power!

Skills Level Achieved: (This will determine your Skill level score)

You may increase your skills level by completing tasks for your business

Beauty Index: (This will determine your skill level score)

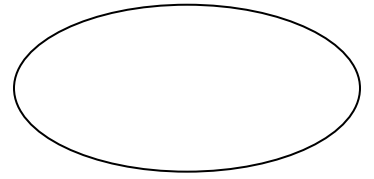
You may increase your Beauty Index level by good product designs.

Efficiency Index: (This will determine your Meet Deadline score)

You may increase your efficiency level by hand in work on time

#2_b Set Goals

Before you begin any project, it is good to set personal goals. When you are working with others in a team, as you will in your CCA project, it is good to set company goals, too.



Goals keep everyone focused and headed in the right direction. They also help you evaluate important decisions.

Useful goals are **SMART**: **S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**imely.

Specific (具體) Know exactly what you will be working toward. In business, goal like "being the best company" is not a specific enough goal. "To make a profit" is a better goal, but specifying how much profit would be the best.

Measurable (可量度) Track and review progress through measurable goal. You can measure performance through tracking customer satisfaction, productivity, sales, expenses, profits, etc.

Attainable (可達到) Set goals that you can reach.

Relevant (相關) Make sure everyone understands the importance of the goals.

Timely (時間) How much time is available to meet the goals?

List TWO personal goals as a company member.

1. _____

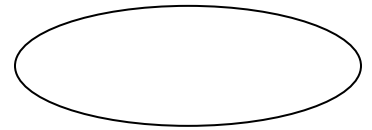
2. _____

List TWO goals for your company.

1. _____

2. _____

#3_a: Organizational Structure_1



Design an organizational chart for your company.
You need to include the "title" & "duties" of different posts and level of management.
(Write clearly the name of ALL employees and class no if available)

*****Question: Suggest TWO positions and duties for each level of management and staff:**

Top level: _____

Middle level: _____

First level: _____

Staff: _____

#3: Organizational Structure_2

Level of Management

4.2.2 Levels of management

A company has three levels of management. They are: **top management**, **middle management** and **first-line management**. Each level of management performs different management tasks.

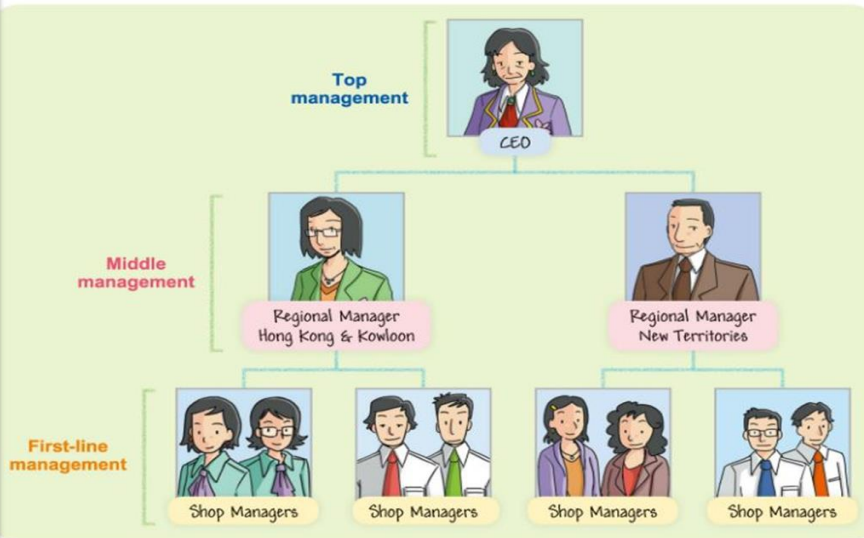


Fig. 4.4 Three levels of management in a fast-food restaurant chain

Job Relationships

Job relationships

An organisation chart shows how job positions are linked with others. For most job holders, there are usually three types of job relationship.

- 1 **Superiors**: persons who give instructions to them.
- 2 **Subordinates**: persons who work under them.
- 3 **Colleagues**: persons who are at the same level as them.

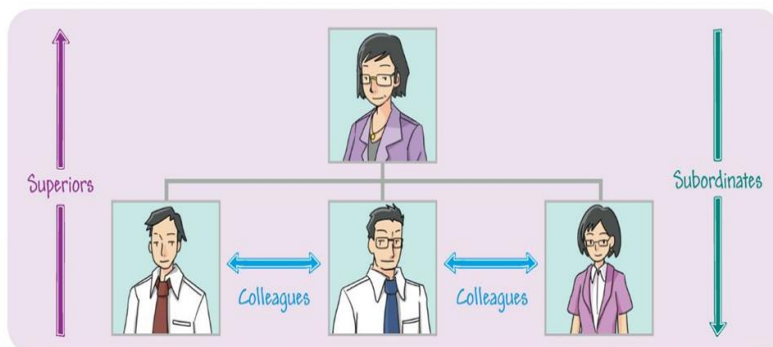
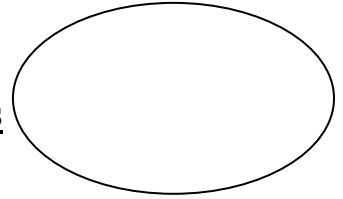


Fig. 4.14 Three types of job relationships

#3_b: Organizational Structure-3

Division of Labour – different workers specialize in different jobs/tasks



Advantages:

1. Workers can l_____ faster if they are given only one or few tasks.
2. Workers can I_____ their skills by repeating a task many times.
3. Using m_____ to replace labour is easier because production is divided into small tasks.

Disadvantages:

1. Repeating the same task over and over again may be very b_____.
2. If one worker makes mistakes, the whole p_____ process may be affected.
3. Workers with s_____ skills cannot perform other tasks.

Types of Department:

In general, a firm has to perform a wide variety of tasks to run a business.

For example, it needs to hire and train workers, produce goods and services, promote and sell its goods to customers, insure its factory against fire and theft, and obtain funds from banks or investors.投資者

A firm will be successful only if it can perform all these tasks appropriately. These tasks are related to the six important functions of business, which are:

*****The SIX departments or functions of a business:**

1. _____ (HR)人力資源管理
2. _____ (FIN) 財務管理
3. _____ (O) 營運管理
4. _____ (MKT)市場營銷管理
5. _____ (I) 資訊管理
6. _____ (R) 風險管理

#4 The SIX departments or functions of a business:

1. (HR) 人力資源 2. (FIN) 財務管理 3. (O) 營運管理
 4. (MKT) 市場營銷管理 5. (I) 資訊管理 6. (R) 風險管理

WS#4b: (I) Identify the following tasks to which business function it belongs:

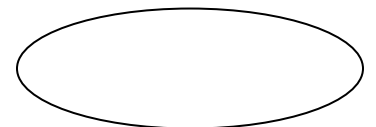
Write ONLY the 'letter', (HR, FIN, O, MKT, I, R)

A	Ensures that production 生產 is carried out efficiently 有效率.	Example:	O
B	Conducts performance 工作表現 appraisal 評核 to evaluate employees' job performance		
C	Finds out what customers need and how to satisfy 滿足 their needs. Determines what to produce, where & how to sell the products or services, & their prices.		
D	Develops an operating 營運 system which transforms inputs into outputs.		
E	Develops plans to compete with 與...競爭 other companies in the market. Monitors 監察 changes in market needs and responds 應對 to those changes.		
F	Decides how funds 資金 can best be used to finance the company's growth, e.g expand? buy machines, equipment, raw materials or inventories 存貨?		
G	Gathers internal and external information which is useful to the company. e.g data about daily sales figures about their products, no. of returned products, and products made by competitors. Allows managers to have better control over the operations of a company.		
H	Provides training 培訓 to workers to improve their knowledge and skills; and helps managers improve their management 管理 and leadership 領導 skills. 技巧		
I	Examines the company's operations and identifies the risks 風險 which may cause losses. Minimizes 減低 losses and reduces the impact 影响 of losses on the company.		
J	Designs an effective production process: forecast 預計 demand, planning production capacity 容量, choose facility 設施 location 地點 and design it's layout 布置, schedule work for workers		
K	Ensures that human and physical assets 資產 of the company are properly insured. 保險		

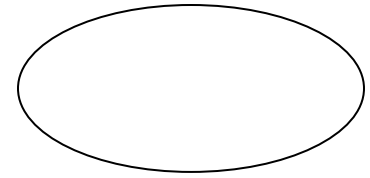


WS#4b: (II) Identify the following tasks to which business function it belongs to

L	Monitors the company's cash flow 現金流動, so the company have enough money to operate.	
M	Maintains inventory properly so that it is available whenever needed.	
N	Develops a fair 公平 and competitive 競爭力 compensation 報酬 system to motivate 推動 employees; and provides them with various benefits 福利 and services which can strengthen their commitment 投入感及承諾 to the company.	
O	Builds long-term relationships with customers, suppliers, employees and other business partners for mutual 共同 benefit 利益.	
P	Processes and organizes information in ways which can be easily used by managers for decision-making. E.g. Sales trends for different products, potential 潛在 production problems from returned products data	
Q	Recruits 聘請 workers with suitable skills to perform company tasks.	
R	Ensures 確保 that goods and services meet quality 品質 standards.標準	
S	Handles grievances 埋怨 from employees and promotes 推廣 good relationships between the company, employees and labour unions.工會	
T	Ensures that the company has observed all labour regulations.勞工法例	
U	Acquires 獲得 and manages 管理 funds to support the company's operations.	
V	Generates revenue 利潤 for the company.	
W	Assesses 評估 investment 投資 projects 項目 and their returns 回報. e.g. decide whether to buy or lease an office, to develop new products or enter new markets	
X	Protects the company against different risks using the most suitable methods.	
Y	Stores and protects useful information for later use.	
Z	Develops budgets 預算 for current and future expenditure 開資, e.g. pay rent 租金, utilities 水電費 & wages/salary 工資	



#5 Understanding Consumer's needs



Q: What kinds of products should your company produce? How can you decide?

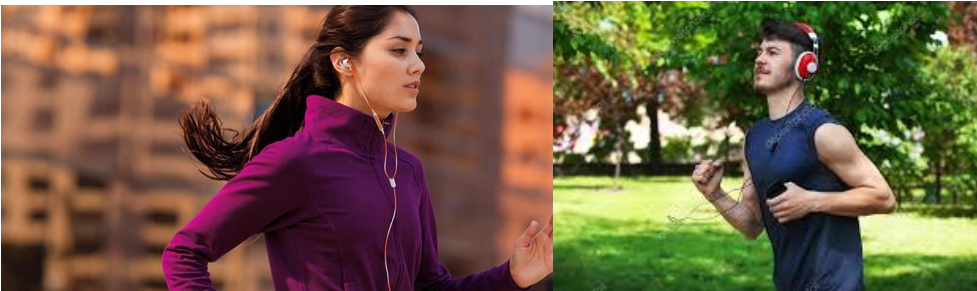
1. Which department is responsible for developing a product?

2. With reference to WS#4, which functions of that department can help you?

3. Why is it important to identify the 'needs' of our potential customers?

Because 'needs' open up ' _____ ' for your company.

4. From the following photos, how did the company satisfy these runners' need?



The company developed the (ii) *ear-pieces or headsets* for the runners to listen to music while running. So the need (i) *of 'people wanting to listen to music while doing sports'* was satisfied by using the company's product.

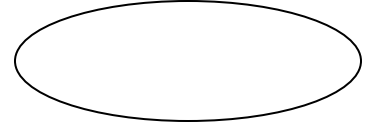
What did you learn from the above case:

In the above case, the company observed a _____ (i) of the potential _____, so they developed _____ (ii) to satisfy the customers' need.

With suitable _____, _____ and _____ methods organized by the marketing department, companies could make a _____ by selling products customers like.

	Products	Pricing	need	Marketing	Promotional
	opportunities	customers	satisfy	Profit	Distribution

#6a_Target Market:



Target Market:

Target market/customers (potential customers):

is a group of customers sharing similar needs and wants that your company decides to serve.

1. Who are your target market or customers? (Who will you sell the products/services to?)

2. Describe the people who are most likely to purchase your product/receive your services?

Age: _____

Gender: _____

Values/interests/Lifestyle: _____

Income level: _____

Occupation: _____

3. Do you think your target customers will like to buy your *product*/use your services? Why?

4. How will you reach your target customers? (Where/'the *place*/ can your target customers get your product?)

5. How much do you think your target customers are willing to pay for your product/services? (*Price* range)

6. **Do you know what 4Ps stand for?**

1) [_____] offerings to satisfy target consumers.

2) [_____] the amount charged to target consumers.

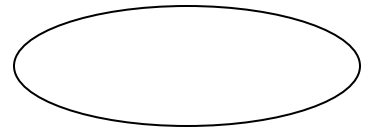
3) [_____] making the product available to target consumers

4) [_____] communicating merits/values of the product to target consumers and persuading
them to buy it.

#6b The Business Model

WHO	Who are the target customers and where can your company reach them? Male/Female, young/old etc? Refer to Q2 of #6a
WHAT	What do they need and what values can your company create in meeting their need? (Products/services) Or what kinds of problems you are solving them when your customers use your product?
WHY	Why do they need your product and why should your company be the one to satisfy the need?
HOW	How to produce the offering (product) to meet the need?
How Much	How much will it cost to produce and how much return (benefits) can be received in producing it? (The 'how much' problem is not just economical but social and environmental)

#7_Market Research: Customer Discovery



The first two questions your company needs to answer in developing your product idea are

WHO: From whom are you creating value? _____

WHAT: are the problem(s) that you are trying to solve for them? _____

1) Draft 5 questions to research the 'needs and wants' of Target Market / customers:

(Try to find out if there's any things they are lacking in life that your company can help)

2) Conduct the interviews, take notes, collect information and report the results

1	
2	
3	
4	
5	

Tips for drafting questionnaire:

Write brief, focused and specific questions and ask close-ended questions (Multiple choices) that can be answered and interpreted easily.

Ask your respondents to rate their level of agreement or give scores on a scale so that you can collect quantitative feedback.

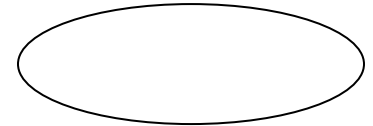
#8_My Proposed product ideas #1_Sustainable Development

可持續發展 (Sustainable Development)

根據聯合國環境與發展世界委員會於 1987 年發表的報告《我們的共同未來》（又稱布倫特蘭報告）中，有關可持續發展的定義：「可持續發展就是滿足今天發展需要的同時，並不損害下一代滿足她／他們發展需要的能力」。

可持續發展是改善人們生活質素又同時為子孫後代保護自然和人力資源的「改變過程」。社區在社會、經濟、政治和環境方面是互相聯繫的，而人類的一切活動和因發展帶來的改變，都會對現有的社會經濟環境和生態環境構成影響。由於大自然不能無限期地應付人類不斷增加的需要，地球上的財富和資源分佈不均，這一代需要反思如何發展、管理當中的資源運用、技術發展和制度改變才能滿足當前和未來的需要，為下一代提供選擇和彈性。

Corporate Social Responsibility (CSR)



As a socially responsible member of the community, your company needs to commit in:

a) **Corporate Governance:** Behave ethically in all your business operations. Your company should produce q_____ product at a r_____ price to customers.

b) **Employee Well-being:** Encourage o_____ communication in the company. Feedback and o_____ of every staff is r_____ and taken into consideration.

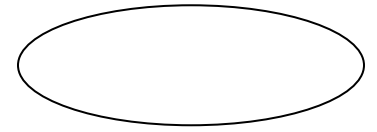
c) **Environmental Protection:** Promoting e_____ friendly products, encouraging environmental protection, w_____ reduction, or r_____ in company operations.

For example, reduce product p_____, promote rational use of resources, use r_____ materials for production if possible.

d) **Community Outreach:** donating a certain percentage of company's p_____ to charitable organizations.

profits	waste	respect	open	reasonable
recyclable	opinion	quality	recycling	packaging

#9_My Proposed product design:



Product Development

- Which one of your **customers' problems** are you helping to solve?
Develop the problem statement:[_____]
- What **products** are you offering to address the problem?
- What is your **unique value** proposition? Why should your customer pay for your solution?
- For example, your team can select existing products in the market, analyze their deficiencies, and then find out whether any enhancements can be made to capture existing or potential customers.

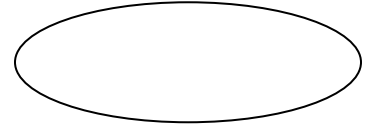
Your product design #1:

Cost-Benefit Analysis: will help you assess the different options in terms of their desirability, technical feasibility and business viability.

	Product Ideas		
	Idea 1:	Idea 2:	Idea 3:
Pros: (Benefits)			
Cons: (Costs)			

#10_My Proposed product ideas#2_ materials assessments:

[Task: please prepare a PowerPoint to show your idea]



1. Describe your products (offering): Identify the 'functions' or 'features' of your proposed product(s).

2. List the most important features of your product that will help address the needs of your target customer:

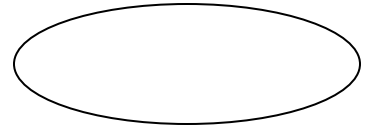
3. Explain why your product is unique

4. What kinds of materials will be needed to produce your product?

** (Product Style and design)

** (Product quality / features / functions)

#11_List of product characteristics



- Functionality (have functions/features which is useful to the target market?)
-

- Durability (Will not breakdown easily?)
-

- Quality (Able to perform its requirements?)
-

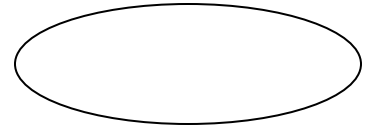
- Affordability (reasonable price)
-

- Usability (user-friendly or easy to use?)
-

- Safety (no sharp edges? Dangerous to use?)
-

- Marketability (Possible to sell in the market?)
-

#12a_Calculating the Production costs

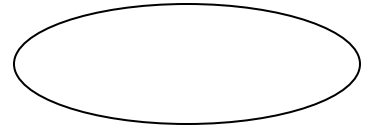


Total costs of materials:

(a) Projected total cost of materials / (b) number of units = (c) material cost per unit

Types of materials needed	Q Number of units	\$ /unit	Total cost= Q x \$
1.			
2.			
3.			
4.			
5.			
6.			
a) Projected Total material costs			\$
b) Projected number of units will be produced:			
(b) / (a) = (c) Material cost per unit			\$

#12b_Price Setting



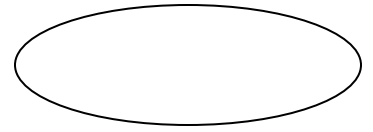
Once you have determined the material cost per unit, you can establish a profitable price.

The formula:

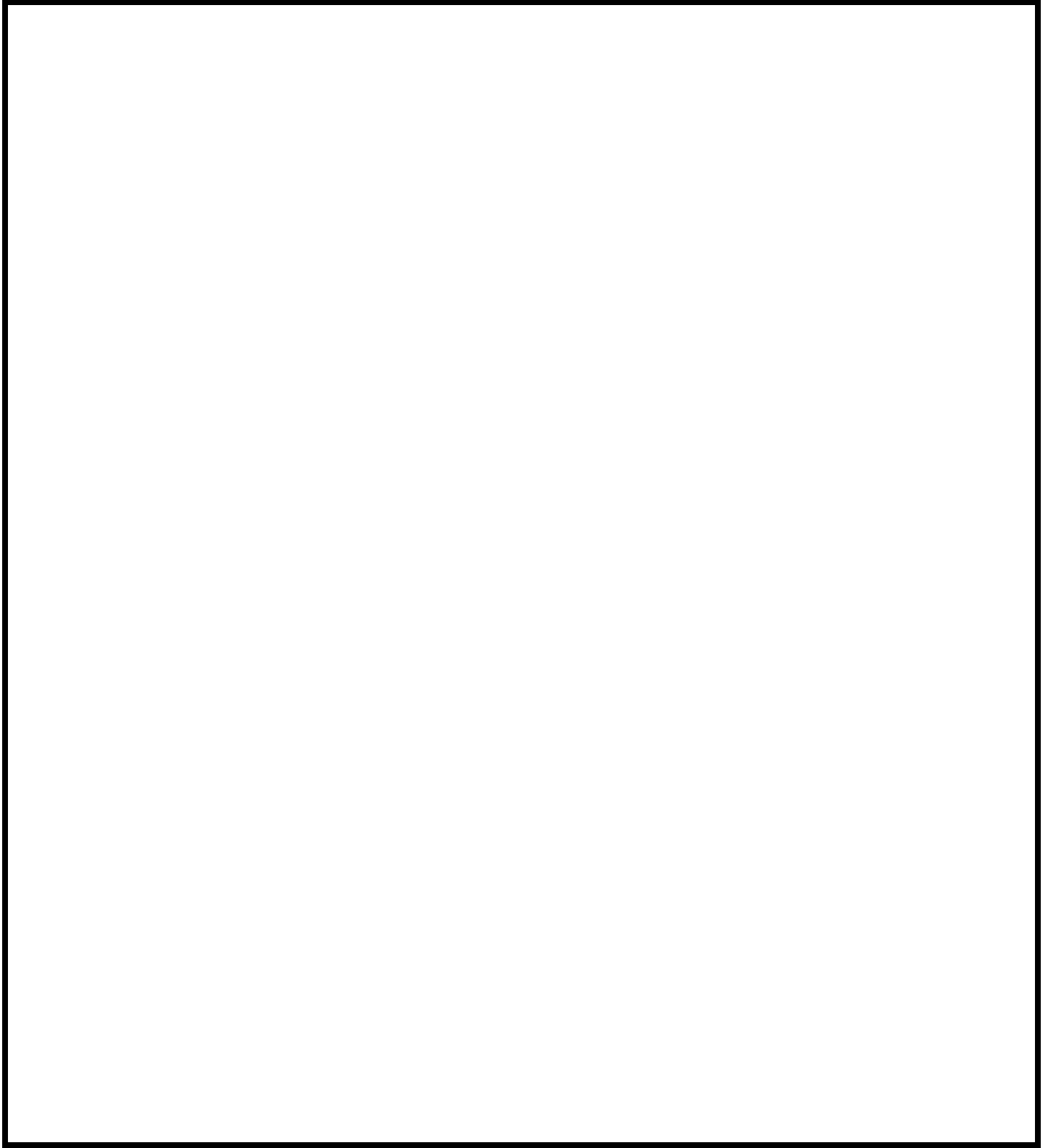
$$\text{Net Retail Price per unit} - \text{material cost per unit} = \text{Gross Profit per unit}$$

Your selling price is:

#13 Prototyping and Usability test



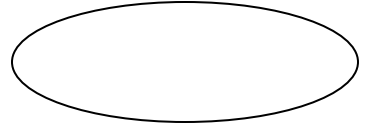
Final Product design:



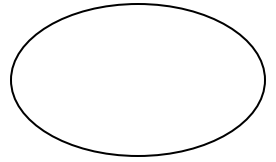
#14: Advertisement

Research on the internet or newspaper or any other sources, design an advertisement to promote your product! Information should be included in your advertisement:

Product design, functions/features and etc

A large empty rectangular box with a thick black border, intended for the student to draw and design their advertisement within.

#15 Manpower Planning



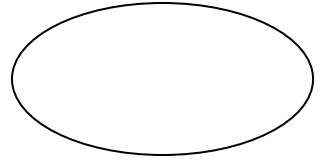
It is very important each of your team members knows their duties before and on the day of the Trade Fair.

Complete the following table to assign responsibilities:

	Duties	Name of Students	Time allocation
1.	Product Designs		
2.	Purchase of materials		
3.	Design of promotional leaflets/posters		
4.	Setting-up and decorating the booth		
5.	Maintaining and completing the sales records		
6.	Sales person 1		
7.	Sales person 2		
8.			
9.			
10.			
11.			

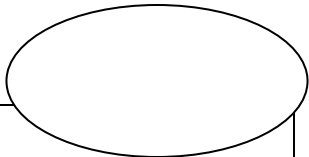
#16a Records of sales-1

(Complete this form during the day of the Trade Fair)



	Product item	\$ Unit price	Q Quantity sold	Discount Y/N	Total received (\$ x (Q) - Discount
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
		Sub-total of Pg 1:			

#16b Records of sales-2

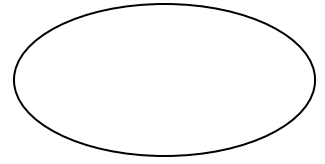


	Product item	\$ Unit price	Q Quantity sold	Discount Y/N	Total received (\$ x (Q) - Discount
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
		Sub-total of Pg 2:			
		Grand Total:			

(Complete this form during the day of the Trade Fair)

#17 Profit or Loss

It is now time to calculate if your company has made a profit or suffer a loss (i).



Complete the following table to find out:

\$

Sales

(Total sales from Trade Fairs)

a) _____.

(Costs of Goods Sold)

(All materials costs incurred)

b) _____.

** Other costs

c) _____.

d(_____)

(b + c)

e _____.

Gross Profit/loss:

(a - d)

(Expenses)

Salaries

(Salaries given to staff)

f) _____.

**Other expenses

g) _____.

h(_____)

(f + g)

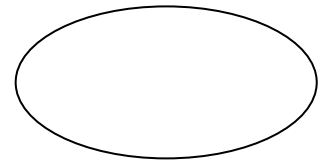
Net Profit / loss:

i(_____)

(e - h)

#18 4Ps

Identify a product or service in the Hong Kong Market that you like a lot or want to purchase it, then complete the profile of 4Ps for your selections:



Target customer: *(Describe the kinds of customers usually buy this product)*

i) Product: *(Describe the features of this product why do you like it)*

Items/features that you would like to improve on

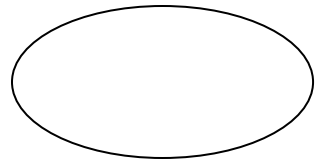
ii) Price: *(How much does this cost)*

Do you think the price is reasonable or too expensive or cheap

iii) Place: *(Where can you buy this product? List all possible ways: on-line/retail shop etc)*

ii) Promotion: *(How did the company promote this product? TV Ad/mass media/social media/own website)*

WS#19 Forms of business ownership



Study the data file and answer the following questions:

Question 1: Which form of business ownership would you choose? Sole proprietorship or Partnership?

Suggest THREE reasons for your choice.

Reason 1:

Reason 2:

Reason 3:

Question 2

A person may consider establishing a sole proprietorship for business if

- 1 this is the _____ time he has operated a business;
- 2 he is thinking of setting up a _____ business;
- 3 he wants to make things _____ and avoid complicated _____;
- 4 he has adequate _____ to operate the business;
- 5 the business is not _____.

risky	financing	simple	small	first	formalities
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Question 3

Does a sole proprietorship have a separate legal existence? Explain.
