

Organizer



Hong Kong Institute of  
**Certified Public Accountants**  
香港會計師公會

Co-organizer

Education Bureau  
教育局

Supporting organization

Bonjour Holdings Limited  
卓悅控股有限公司

# HKICPA Accounting and Business Management Case Competition 2021-22

## 香港會計師公會 會計及商業管理個案比賽

走出課室 投入真·商戰！  
ANALYZE LIKE A PRO.  
GET A TASTE OF REAL BUSINESS!



## Introduction 簡介

The HKICPA Accounting and Business Management Case Competition 2021-22 aims to develop the ability of senior secondary school students, especially those studying Business, Accounting and Financial Studies, in using accounting information for business development and to improve their enabling skills as required by today's business world. Since its inauguration in 2002, more than 300 secondary schools have participated in the Competition, making it one of the most popular and significant annual inter-school events of its kind.

The Competition's success is mainly due to its use of cases for students to apply textbook knowledge to the real business world. There are three levels of the Competition to help train students' different skillsets and prepare themselves to be a future CPA.

香港會計師公會舉辦的會計及商業管理個案比賽2021-22旨在提升高中生，特別是修讀「企業、會計與財務概論」的學生在應用會計資訊於商務發展方面的能力，並增強他們的通用技能，以應付現今環球商業社會的需求。自2002年舉辦至今，已有超過300間中學曾參加此比賽，使其成為在同類型校際活動中最具代表性的比賽。

這個比賽成功及受歡迎的原因在於採用個案研究的形式，讓學生能把書本的知識運用於真實的商業世界。這個比賽設有三個級別，藉以培育學生為準備晉身成為會計師所需具備的各種技能。

## Company for case study 個案研究之機構

Bonjour Holdings Limited (Stock code: 653) (Bonjour)  
卓悅控股有限公司 (股票代號：653) (卓悅)

## Five great reasons to join 參賽的五個理由

1



### Attractive cash prizes 豐富獎金

Six shortlisted outstanding performance teams can win cash prizes totalled up to HK\$15,500. 最傑出表現的六隊隊伍可獲豐富獎金，總值達港幣\$15,500元。

2



### "Young reporters" programme and company visit 少年記者計劃及企業參觀

The champion team will meet and interact with CPAs to widen their horizons and their interview articles will be published in the HKICPA's e-newsletter. Also, winning teams will gain a better understanding of the workplace environment through the company visit.

冠軍隊伍將有機會與專業會計師會面及交流，擴闊他們的眼界，其訪問稿將會刊登於HKICPA之電子通訊內。所有勝出隊伍更將獲安排參觀企業，以了解實際的工作環境。

3



### Real world experience 汲取實戰經驗

Participating teams can learn how to analyze a real-life business situation and apply what they have learned in the classroom to identify possible strategies for the corporation's future planning.

參賽隊伍可從比賽過程中學習如何分析真實商業機構的業務狀況，把課堂所學的知識，應用於真實個案研究中，並提出相應策略，以協助企業計劃未來發展。

4



### Free seminars 免費講座

Participants will be invited to attend free seminars to enhance their skills on financial analytic, business management, marketing strategic planning and proposal writing; and to learn more about the case company.

參賽者將獲邀請參加免費講座，以提升學生的財務分析、市場策劃及撰寫企劃書技巧；並對個案研究之公司有更深入的認識。

5



### Analysis/proposal 分析/企劃書

Analysis/proposal can be submitted either in English or Chinese.

可用英文或中文撰寫分析/企劃書

## Eligibility 參賽資格

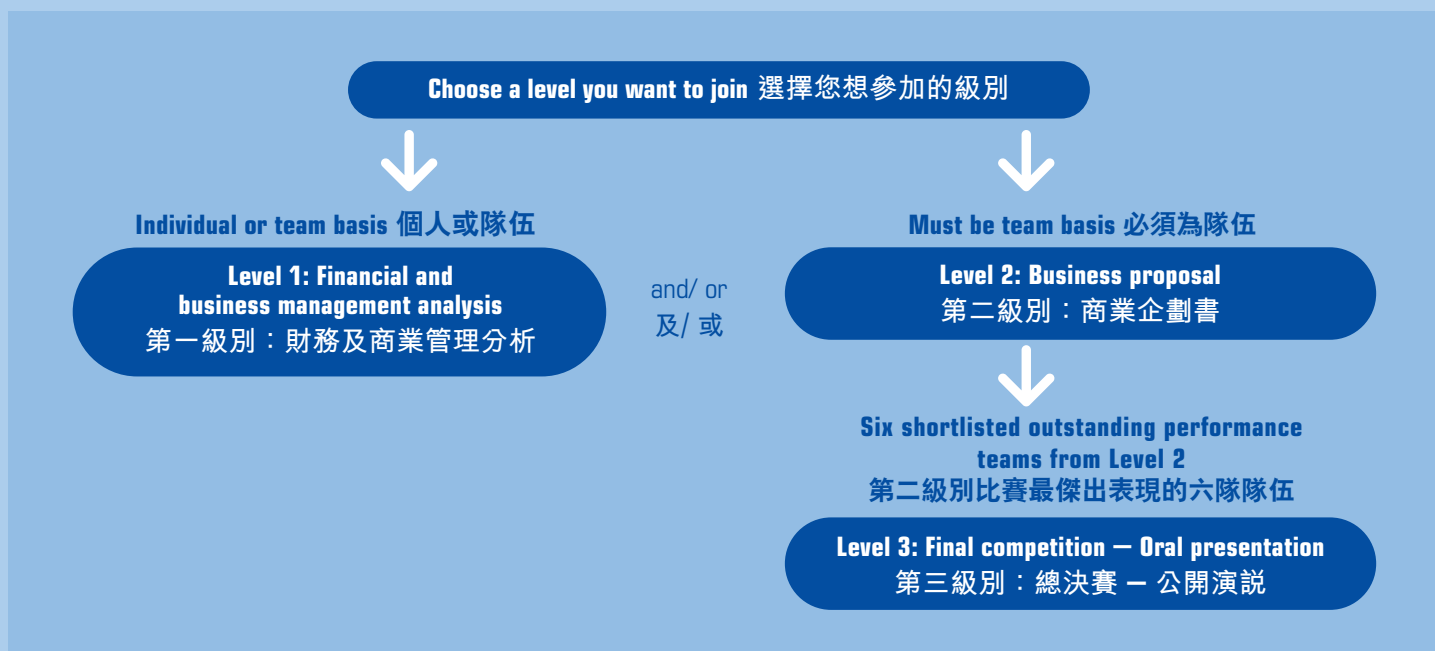
All full-time Secondary 4 to 6 students are eligible.  
凡中四至中六全日制學生均可參加比賽。

Register now  
請即報名



## Competition format 比賽形式

The Competition consists of Levels 1, 2 and Level 3 being the Final Competition. Teams can join “Level 1” and/ or “Level 2”.  
比賽分為第一、第二及第三級別 (即總決賽)。隊伍可參加“第一級別”及/ 或“第二級別”。



### LEVEL 1 第一級別

#### Financial and business management analysis

- Individual or team basis (2-5 members and all team members must study at the same school but can be from different levels).
- No limit on the number of participating teams / students.
- Submit a financial and business management analysis either English of 4 to 6 pages or Chinese of 3 to 4 pages to assess the performance of Bonjour.

#### 財務及商業管理分析

- 個人或隊伍形式參加(每隊二至五人，組員可來自不同班級，但必須就讀同一間學校)。
- 參加的隊伍/學生人數不受限制。
- 遞交一份四至六頁的英文分析報告或三至四頁的中文分析報告，以評估卓悅業績狀況。

# 1

### LEVEL 2 第二級別

#### Business proposal

- Team basis (3-5 members and all members must study at the same school but can be from different levels).
- Maximum 10 teams from each school.
- Submit a business proposal either English of 10 to 17 pages or Chinese of 8 to 14 pages, propose recommendations on strategies to sustain the business growth of Bonjour.

#### 商業企劃書

- 隊伍形式參加(每隊三至五人，組員可來自不同班級，但必須就讀同一間學校)。
- 每校最多十隊參賽隊伍。
- 提交一份十至十七頁的英文企劃書或一份八至十四頁的中文企劃書，為卓悅提供業務發展建議。

# 2

### LEVEL 3 第三級別

#### Final competition — Oral presentation

- Six shortlisted outstanding performance teams from Level 2 to give a 15-minute oral presentation to the adjudicators on the key points covered in their business proposal.
- The oral presentation can be in English or Chinese, depending on the language of their proposal.

#### 總決賽 — 公開演說

- 在第二級別比賽中表現最傑出的六隊參賽隊伍，就其企劃書要點向評審團進行十五分鐘的簡報。
- 隊伍可以中文或英文進行演說，按其撰寫企劃書時所用之語言為準。

# 3

## Competition schedule 比賽時間表

Activity 活動	Date 日期	Registration deadline 截止報名日期
Announcement of the questions for Levels 1 and 2 on HKICPA website 於HKICPA網頁公佈第一及第二級別的題目	12/11/2021 (Friday)	—
Registration for Levels 1 and 2 Competition 報名參加第一及第二級別比賽	—	29/11/2021 (Monday)
Online briefing session 網上賽前簡介會	13/11/2021 (Saturday) 9:15 a.m. - 9:45 a.m.	8/11/2021 (Monday)
Free business webinar I 免費網上商業講座I For Level 1 & 2 participants 第一及第二級別參賽者 <ul style="list-style-type: none"> <li>• Basic financial ratio analysis and implication 財務比率分析及應用</li> </ul> For Level 2 participants 第二級別參賽者 <ul style="list-style-type: none"> <li>• Deriving important information from financial statements 從財務報表中抽取重要數據</li> <li>• Methods of analyzing trends 分析財務趨勢方法</li> <li>• Basic budget preparation 基本預算準備</li> <li>• Business proposal writing 撰寫企劃書技巧</li> </ul>	13/11/2021 (Saturday) 9:45 a.m. - 1:30 p.m.	—
Free business webinar II 免費網上商業講座II For Level 1 & 2 participants 第一及第二級別參賽者 <ul style="list-style-type: none"> <li>• Recap of major business and management concepts 回顧主要商業管理概念</li> </ul> For Level 2 participants 第二級別參賽者 <ul style="list-style-type: none"> <li>• Business management and marketing strategies 商業管理及品牌營銷策略</li> <li>• Operations of Bonjour Holdings Limited 卓悅控股有限公司的公司運作</li> </ul>	30/12/2021 (Thursday) 2:00 p.m. - 5:30 p.m.	—
Submission of Level 1 financial and business management analysis 遞交第一級別財務及商業管理分析	—	15/2/2022 (Tuesday)
Submission of Level 2 business proposal 遞交第二級別商業企劃書	—	18/2/2022 (Friday)
Announcement of Level 1, Level 2 result and the six outstanding performance teams for entering Level 3 – Oral Presentation 公佈第一級別、第二級別成績及晉身第三級別公開演說決賽之六隊最傑出表現隊伍	12/4/2022 (Tuesday)	—
Final Competition – oral presentation cum award presentation ceremony 公開演說比賽暨頒獎典禮	21/5/2022 (Saturday)	—

\* Briefing and seminars are conducted in Cantonese 簡介會及講座以廣東話進行

## Awards 獎項

Champion 冠軍	HK\$4,500 cash prize, certificate and a trophy 現金獎港幣4,500元、獎狀及獎杯
1st Runner-up 亞軍	HK\$3,500 cash prize, certificate and a trophy 現金獎港幣3,500元、獎狀及獎杯
2nd Runner-up 季軍	HK\$3,000 cash prize, certificate and a trophy 現金獎港幣3,000元、獎狀及獎杯
Best business proposal 最佳商業企劃書獎	HK\$1,000 cash prize, certificate and a plaque 現金獎港幣1,000元、獎狀及獎座
Best presenter 最佳演說員獎	HK\$500 cash prize, certificate and a plaque 現金獎港幣500元、獎狀及獎座
Outstanding performance (3 awards) 傑出表現(三隊)	HK\$1,000 cash prize, certificate and a plaque 現金獎港幣1,000元、獎狀及獎座

Certificates will be issued to participants at different levels of achievement. 參加者將按其表現成績獲頒發不同的獎狀。

## Judging criteria 評審準則

### Level 1 – Financial and business management analysis

- Analysis and interpretation skills
- Application on ratio analysis
- Understand and evaluate relevant business and management issues

### Level 2 – Business proposal

- Content
  - Executive summary
  - Background discussion
  - Review of financial performance
  - Formulation of business plan
  - Validity of conclusions
- Form
  - Writing style, report organization and references
  - Presentation style
- Creativity and feasibility of problem solution

### Level 3 – Oral presentation

- Content
  - Completeness of content
  - Problem identification
  - Clear discussion and decision focus
  - Sound financial analysis as supporting
  - Creativity and feasibility of the proposed ideas or strategies
  - Validity of conclusions
  - Responsiveness to questions
- Presentation skills\*
  - Application of techniques during presentation (including use of visual aids)
  - Verbal and non-verbal techniques (e.g. body language)
  - Time allocation and teamwork

\* Judges will also take into consideration of the students' performance in the Q&A session.

### 第一級別：財務及商業管理分析

- 分析及理解技巧
- 財務比率的應用
- 了解和評估相關的業務管理問題

### 第二級別：商業企劃書

- 內容
  - 摘要
  - 背景討論
  - 回顧財務表現
  - 制訂業務計劃
  - 結論及建議的可行性
- 形式
  - 寫作風格、報告組織及參考資料
  - 報告的表達風格
- 解決問題之創意及可行性

### 第三級別：公開演說

- 內容
  - 內容的完整性
  - 對問題的了解程度
  - 能清晰地討論問題並提供相應的措施及建議
  - 良好的財務分析支持
  - 所提出的建議或策略的創意及可行性
  - 結論及建議的可行性
  - 回應問題的能力
- 演說技巧\*
  - 演說時所運用的技巧 (包括視覺器材的運用)
  - 聲線運用及非語言的表達技巧 (如身體語言)
  - 時間管理及團隊合作性

\* 問答環節的表現亦會被計算在內。

## Terms and Condition 比賽條款及細則

- Prizes are not transferable.
- All answers/business proposals must be original work and property of the participating students; students are strictly prohibited from reproducing or copying the answers and work of others, and have to ensure no infringement of any third party's copyright.
- All entries, answers/business proposals must be submitted on or before the closing date specified above.
- All students who submitted the business proposals and are selected for the final competition are required to attend the oral presentation in person.
- By registering for the Competition, all participants will be deemed to have accepted and be bound by the rules of the Competition.
- All the finalists and winners must give consent to the Institute to the use of his/her name, photograph and presentation materials for publicity purposes.
- The Institute will invite a Principal of secondary school to be one of the adjudicators for the Competition. If one of the finalist teams is from that school, a replacing adjudicator will be arranged to ensure a fair judgment.
- The Institute reserves the right to decide on the terms, final results of the Competition and to amend the Competition rules at any time without prior notice.
- 所有獎金及獎品均不能轉讓。
- 比賽答案/商業企劃書必須為參賽者之個人原創作品及屬於參賽者個人的私有產權；參賽者不得重制或抄襲他人答案/作品，並須確保絕不涉及侵犯第三者之版權。
- 所有填妥的參加表格、答案/商業企劃書須於截止日期或之前遞交。
- 所有遞交了商業企劃書而又被甄選進入公開演說比賽的參賽者，必須親身出席公開演說比賽。
- 凡已報名的參賽者一經被接納，即表示同意所有比賽相關的條款及細則，並受其約束。
- 所有入圍的參賽者，必須同意公會使用其姓名、相片及簡報作宣傳及推廣之用。
- 本公會將邀請一位中學校長擔任總決賽評判成員。為確保公平賽制，如其中一隊入圍隊伍來自該校，本公會將安排其他人士代替。
- 本公會對此項比賽的細則及結果保留最終決定權，不作另行通知。

## Photos of past activities 過往活動照片



## See what past winners say about the Competition 過往得獎者心聲



## Organizer 主辦機構

The Hong Kong Institute of Certified Public Accountants (the Institute) is the only body authorized by law to register and grant practising certificates to certified public accountants in Hong Kong. The Institute has more than 46,700 members and over 17,400 registered students. Members of the Institute are entitled to the description "certified public accountant" and to the designatory letters CPA.

The Institute was established on 1 January 1973. It operates under the Professional Accountants Ordinance and works in the public interest. The Institute has wide-ranging responsibilities, including assuring the quality of entry into the profession through its postgraduate CPA qualification programme, promulgating financial reporting, auditing and ethical standards in Hong Kong, and regulating and promoting efficient accounting practices in Hong Kong to safeguard its leadership as an international financial centre.

香港會計師公會(公會)是香港唯一獲法例授權負責專業會計師註冊兼頒授執業證書的組織，會員人數超過四萬六千七百，註冊學生人數超過一萬七千四百。公會會員可採用「會計師」稱銜(英文為certified public accountant，簡稱CPA)。

公會於一九七三年一月一日成立，公會根據《專業會計師條例》履行職責，以公眾利益為依歸。其廣泛職能包括開辦專業資格課程(Qualification Programme)以維持會計師的入職質素，以及頒佈香港的財務報告、審計及專業操守準則。此外，公會亦負責在香港監管和推動優良而有效的會計實務，以鞏固香港作為國際金融中心的領導地位。

## Enquiries 查詢

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