

Hong Kong Institute of Certified Public Accountants

Business Case Competition 2020

Smart Tips from Sub-degree Winning Teams (HK)

How to do research

- ✓ Use a range of thinking models to conduct the research, like the bottom-up and top-down approach.
- ✓ Emphasise the current problems faced by the company and provide supportive data.
- ✓ Analyse business performance using different models like SWOT analysis to identify the strength and weakness and so on.
- ✓ Make sure to research the duties and services provided by CPA. It's critical to let the clients to understand.
- ✓ Explore the current trend of the industry e.g. digitalization of the industry, use of AI.
- ✓ Think of some business concepts and theories e.g. NPV, Joint venture, Mcdonaldization.
- ✓ Consider different stakeholders of the industry and find out what their concern are.

How to conduct a sound financial analysis

- ✓ Make sure you have a clear assumption before projecting the revenue and cost.
- ✓ Take reference to the financial report of the company.
- ✓ Conduct an analysis that can show the company financial situation comprehensively.
- ✓ Consider the financial feasibility before adopting the strategy.
- ✓ Take reference to the financial data of industry, such as P/E ratio, Market-to-Book etc.
- ✓ Make use of the accounting knowledge learnt in university and the resources obtained such as Bloomberg terminal.

How to write a business proposal

- ✓ Make sure the flow of your proposal is logical. Write from the readers' perspective and review your work.
- ✓ Use suitable format and follow the requirements of the report to make it look professional.
- ✓ Make use of charts and tables to present the statistics.
- ✓ Use different models for your analysis.
- ✓ Think carefully about what to put in the main content and appendix.
- ✓ Check out and follow all the instructions of the proposal. You can better understand the marks allocation.
- ✓ Proofread your proposal before submission.

How to conduct a professional presentation

- ✓ Practice your presentation with a professor and ask for feedback.
- ✓ Don't just read out your scripts but connect emotionally with your audience.
- ✓ Don't forget the eye contact during presentation, which can be influential to the judges.
- ✓ Be confident during your presentation and make sure to convey the key points to the judges.
- ✓ Try to remember the key points and present with a stronger tone.
- ✓ Prepare for the Q&A session. Create a list of questions that you anticipate from the judges and prepare the answers.
- ✓ Think carefully about the details of the presentation like how to pass the microphone and click the slides. Make sure everything goes smooth.
- ✓ Spend some time on the design of the PowerPoint presentation slides. An effective PowerPoint presentation can give a better impression to the judges.
- ✓ Go to the HKICPA website for watching the videos of previous presentation which can give you better ideas on the format and requirement of the presentation.

Other tips

- ✓ Plan ahead and draw a timeline before you get everything started.
- ✓ Compromise with your teammates to set up different milestones for preparing your proposal and presentation.
- ✓ Seek help from different professors and seniors who have joined the competition before.
- ✓ Be clear and concise for your proposal, regardless the perspective. The matters vary year from year.
- ✓ Make sure your strategy involves ethical concern. It is a very important part in both your presentation and report.
- ✓ Get some ideas and useful insights from the QP Learning Pack Module B.
- ✓ Watch the online seminar and check out resources from the HKICPA website to enhance your proposal writing skills.