

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
卓悦控股有限公司

HKICPA Accounting and Business Management Case Competition cum Award Ceremony 2021-22

Saturday, 21 May 2022

9:15 a.m. - 3:00 p.m.

The Auditorium, Hong Kong Institute of CPAs



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Case Competition	09:15 a.m. – 09:30 a.m.	Opening
	09:30 a.m. – 09:55 a.m.	1 st team presentation, 5 mins Q&A and short break
	09:55 a.m. – 10:20 a.m.	2 nd team presentation, 5 mins Q&A and short break
	10:20 a.m. – 10:45 a.m.	3 rd team presentation, 5 mins Q&A and short break
	10:45 a.m. – 11:00 a.m.	Recess
	11:00 a.m. – 11:25 a.m.	4 th team presentation, 5 mins Q&A and short break
	11:25 a.m. – 11:50 a.m.	5 th team presentation, 5 mins Q&A and short break
	11:50 a.m. – 12:15 p.m.	6 th team presentation, 5 mins Q&A and short break
	12:15 p.m. – 1:30 p.m.	Recess for adjudication panel to review and discuss results
Results announcement and prize presentation	1:45 p.m. – 2:00 p.m.	Registration
	2:00 p.m. – 3:00 p.m.	<p>Opening remarks by Mr. Paul She, Chairman of Qualification and Examinations Board, HKICPA</p> <ul style="list-style-type: none"> - Presentation of awards to top students of the HKICPA/HKABE BAFS Mock Examination (2021-22) by Mr. Wan Shiu Kee, Vice-Chairman of the Hong Kong Association for Business Education Limited (HKABE) - Comment by Adjudicators - Presentation of souvenirs to Adjudicators - Presentation of case competition awards by Adjudicators and Mr. Henry Lin, Chief Curriculum Development Officer, Technology Education Section, Curriculum Development Institute of Education Bureau <ul style="list-style-type: none"> ■ 3 Outstanding performance teams ■ Best presenter award ■ Best business proposal award ■ 2nd runner-up ■ 1st runner-up ■ Champion - Group photos - End of event



Adjudication Panel

Ms. Susanna Chiu

Chief Finance Officer, Bonjour Holdings Limited
Past President, HKICPA

Mr. Paul She

Chairman of Qualification and Examinations Board, HKICPA
Partner, Audit & Assurance - Hong Kong, Mazars CPA Limited

Mr. Percy Wong

Programme Leader, BBA(Hons) in Accountancy and Teaching Fellow,
School of Accounting and Finance, The Hong Kong Polytechnic University

Ms. Ranny Yau

Principal, TWGHs Kap Yan Directors' College



Competition Advisory Group

Convener: **Mr. Wan Shiu Kee**

Members: **Ms. Rami Lam**

Lecturer
Hong Kong Institute of Vocational Education (Kwun Tong)

Ms. Tammy Leung

Teacher
Maryknoll Convent School (Secondary Section)

Ms. Vicki Leung

Teacher
Madam Lau Kam Lung Secondary School of
Miu Fat Buddhist Monastery

Dr. Olivia Lui

Senior Programme Director
HKU School of Professional and Continuing Education

Mr. Jimmy Tsui

Teacher
STFA Cheng Yu Tung Secondary School



Reviewers of Business Proposals

Mr. Arthur Cheng

Teacher
Caritas Chong Yuet Ming Secondary School

Ms. Rami Lam

Lecturer
Hong Kong Institute of Vocational Education (Kwun Tong)

Dr. Woo Suk Ching Arison

Senior Lecturer, College of Professional and Continuing Education
The Hong Kong Polytechnic University

Dr. Stacy Wang

Assistant Professor, Department of Accountancy
The Hang Seng University of Hong Kong

Dr. Josephine Wong

Lecturer, School of Accounting & Finance
The Hong Kong Polytechnic University

Mr. Tony Wong

Part-time Course Coordinator
Hong Kong School of Commerce



Speakers of Webinars

Ms. Susanna Chiu

Chief Finance Officer, Bonjour Holdings Limited
Past President, HKICPA

Dr. Maxwell Ho

Lecturer, Department of Education Policy and Leadership
The Education University of Hong Kong

Dr. Stacy Wang

Assistant Professor
Department of Accountancy
The Hang Seng University of Hong Kong

The HKICPA Accounting and Business Management Case Competition 2021-2022 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. This year, the Competition has received a total of 632 teams with 2,099 students from 115 schools registered from both Level 1 and Level 2 of Competition. Since its inauguration in 2002, the Competition is one of the most popular and significant annual inter-school events of its kind.

Bonjour Holdings Limited is the company selected for this year's case study. Participating teams are required to submit a written business proposal to analyze the Group's business performance and to give recommendation on strategies to sustain the company's growth. Students may refer to the Group's financial report to better understand the company's financial status and its overall business strategies. After reading the business proposals the reviewers shortlisted, through a blind review, the best six teams to enter the final round of the Competition – the oral presentation.

The six finalist teams are as below:

Team No.	Team Leader	Team Members
S001	Wong Ho Nam	Chan Ka Nam Carl Choi Yan Ching Chloe Leung Tsz Yuet Andres
S024	Chu Tin Yu Sofia	Lam Wai Ki Audrey Wong Suet Ying Natalie
S032	Cheng Wing Yiu	Chan Che Ying Natalie Chan Chung Yan Ariel Ho Man Hei Jasmine
S087	Ng Yan Lam	Chan Ka Ki Lee Tsun Lok Li Ching Nam
S101	Ho Ka Chun	Fu Chong Hin Lam Ho Yuet Li Mei Lai Wu Yixuan
S110	Cheung Hei Tsun Marcus	Chan King Kei Anson Hui Kai Yeung Lam Tsz Ning

Each finalist team will have 15 minutes to present the key points of their proposals and demonstrate their analytical problem solving and presentation skills. They are also required to answer questions from the adjudication panel after their presentations.

Company background

Bonjour Holdings Limited (Bonjour), together with its subsidiaries (hereinafter referred to as the “Group”) is one of the most leading retail stores selling beauty and lifestyle products in Hong Kong. It lists on the Main Board of The Stock Exchange of Hong Kong Limited in 2003 (Stock Code: 653). Bonjour is currently operating 27 retail stores in Hong Kong and Macau.

The Group keeps understanding the changing preferences of the customers and sourced products all over the world to meet their ever-changing needs. Currently, the Group offers over 40,000 commodities and exclusively distributes 100 brands, including Suisse Reborn, Dr. Bauer, and Yumei. Since the coronavirus outbreak in Hong Kong, quality sanitizing and anti-epidemic prevention products are offered at competitive prices. Bonjour owns over 2,000,000 members and shares the latest news and promotional information with them instantly.

As a retailer rooted in Hong Kong, the Group has been experiencing a challenging time when local social incidents and the COVID-19 epidemic triggered a slump in inbound tourism. Together with the dampened consumer sentiment among local customers, the Group suffered from the sharpest decline in sales performance. For the year ended 31 December 2020, the Group recorded a turnover of HK\$538.8 million, representing a decrease of 63.1% from HK\$1,458.8 million last year. The Group’s gross profit decreased by 64.7% from HK\$490.4 million last year to HK\$173.1 million. Loss for the year was HK\$258.4 million, almost twice last year (2019: HK\$130.6 million).

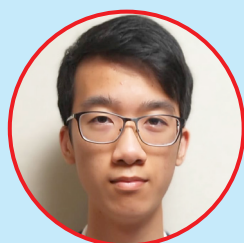
Recently, Bonjour tries to upgrade from a traditional cosmetics retailer to a global e-commerce enterprise by stationing at 44 multi-channel platforms, such as SHOPSHOPS, Tmall Global, kaola.com, JD.COM, Facebook, YouTube, and Instagram, reaching customers from Mainland China to 34 overseas countries. Since 2020, the Group has trained more than 200 frontline employees as influencers on social media, sharing the latest product information through live streaming and online interaction with customers in real-time. The Group opened a new retail experience store (Bonjour Life O2O) in August 2020, which revolutionizes the traditional model by realizing the integration of online and offline commerce.

Business proposal

Students are required to review the Group’s overall financial performance for the past TWO years ended 31 December 2019 and 2020 and formulate a business plan of \$10 million for the coming TWO years (i.e. 31 December 2022 and 2023) aiming at further enhancing the Group’s offline and online retail business.



TEAM: S001



Wong Ho Nam
(Leader)



Chan Ka Nam
Carl



Choi Yan Ching
Chloe



Leung Tsz Yuet
Andres

- 1. Current state of business:** Bonjour Holdings Limited (the Group)/ (Bonjour) is a leading player in the beauty and lifestyle retail sector of Hong Kong. While 2020 had been a tough year for retails, the Group is compensating for its loss in physical presence with digital expansion, focusing on leveraging e-commerce in shaping its long-term development.
- 2. Key findings of financial analysis:** Bonjour suffered heavy losses in the overall profitability, management efficiency, and return on assets, mostly attributable to the challenges brought forth by the pandemic. Liquidity remains a concern, though there were notable improvements in the company's long-term solvency.
- 3. Key findings of SWOT analysis:** Bonjour enjoys a strong market presence in Hong Kong, while market digitalization and gaps in the men's beauty market deliver significant expansion opportunities. However, the Group's misdirected promotional efforts and ineffective brand management weaken its competitiveness. External shocks bring further uncertainty to the market.
- 4. Key recommendations:** We propose Bonjour to reform its existing digital services, leverage its web marketing tools and engage in cross-corporation promotional campaigns, lead a business-collaborative project in creating a decentralized Rewards App with the aid of block-chain technology, and regularly organize "Explore Beauty" workshops.



TEAM: S024



Chu Tin Yu
Sofia
(Leader)



Lam Wai Ki
Audrey



Wong Suet Ying
Natalie

Overview

Bonjour Holdings Limited has been **well-known** as one of the prominent cosmetics chains in Hong Kong. However, its financial ratios have shown a **worsening trend**. Further investigation by **SWOT** analysis has revealed that Bonjour's lower profitability was caused by **social distress, COVID-19, fierce competition and weak online-to-offline ("O2O") integration**. However, **e-commerce** and increasing **health consciousness** have offered great **opportunities** for development.

Offline initiatives

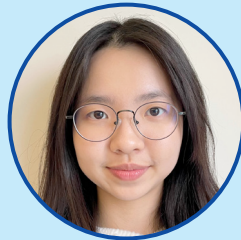
We thereby propose different strategies to combat the challenges. For offline solutions, a carnival named "絢麗嘉年華" will be held to increase the install rate of HK mall. "魔鏡魔鏡" workshops and sale of exclusively-packaged potential products endorsed by celebrities can attract customers and bring substantial revenue. Bonjour's **O2O operations** can be **expanded to all retail stores**, bringing a reciprocal effect in offline and online operations.

Online initiatives

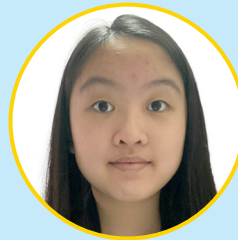
For online solutions, eye-catching advertising campaigns titled "**Health UP!**" ("卓悅香港貓 — 守護你的健康") in the emerging Greater Bay Area is hoped to make up for the loss of tourists from the Mainland. To grasp the prospects of e-commerce, both **Bonjour's website and app will be modified** to improve users' experience, bring traffic and retain customers.

**TEAM: S032**

Cheng Wing Yiu
(Leader)



Chan Che Ying
Natalie



Chan Chung Yan
Ariel



Ho Man Hei
Jasmine

Bonjour Holdings Limited (Bonjour) is a retail company that mainly provides beauty and lifestyle products in the B2C market. Our proposal aims to augment the competitiveness and financial and non-financial performance of Bonjour by expanding its customer base.

Bonjour faces several challenges such as worsening financial performance, ineffective promotions, immature development of the lifestyle products market, the long-time competitor Sasa, the recent newer entry of Sephora, and the COVID-19 pandemic. Fortunately, various opportunities are awaiting Bonjour. These include the potential of e-commerce, the rapid economic growth in the Greater Bay Area and the increase in health and beauty concerns of customers.

We offer solutions to resolve these problems effectively. In terms of online solutions, there will be live streaming commerce in Bonjour's app, a cross-city campaign in the Greater Bay Area and implementation of virtual try-on and AI assistance in Bonjour's app. In terms of offline solutions, there will be a pop-up booth – Bonjour Ninja Warrior, and two concept stores – Back to the 80s, Be an Eyeshadow Chef.

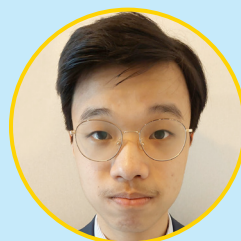
These solutions are expected to create an impulsive buying effect, boost sales, increase brand awareness, enhance interaction and engagement with customers, expand market segment and increase customer lifetime value and marketing return on investment.

**TEAM: S087**

Ng Yan Lam
(Leader)



Chan Ka Ki



Lee Tsun Lok



Li Ching Nam

Bonjour Holdings Limited (Bonjour)/ (the Group) is a Hong Kong-based retail chain selling beauty and lifestyle products. While around 60% of its retail stores were closed in the past few years, its KOL live streaming team was established for online product promotion. The new O2O system of Bonjour's HKMall has transformed the Group from a traditional cosmetics retailer to one fusing both online and offline sales channels.

Despite its diversified products and well-established foundation, Bonjour relies heavily on the Mainland tourism but less on local customers. In recent couple of years, it has been facing the threats of the COVID-19 pandemic and fierce competition in cosmetic retailing and online shopping platforms. Financial analysis reveals that the Group is facing high risks of insolvency unless there are new capital injections or a quick turnaround of profitability could be achieved.

We propose a series of business campaigns to expand the customer base by attracting the younger generation and establishing a customer-centric brand image. We believe that the new campaigns can take advantage of the recent retailing trends focusing on the younger generations and build stronger customer loyalty, hence help turning around Bonjour's profitability.



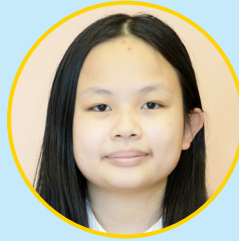
TEAM: S101



Ho Ka Chun
(Leader)



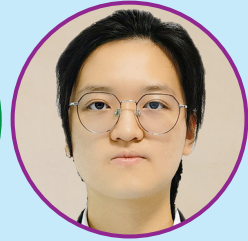
Fu Chong Hin



Lam Ho Yuet



Li Mei Lai



Wu Yixuan

Current state, problem & goals

Bonjour Holdings Limited (Bonjour) has been Hong Kong's known cosmetics retailer. It is facing a worsening financial situation and fierce competitions. To cope with the crisis, Bonjour is to expand its current O2O (online to offline) business model and develop a wider scope of customer base.

Key recommendations

- **Shaping high-quality online shopping platform**

Through improvement of its online platforms, Bonjour will be able to enter several new markets, especially mainland China. The strategy of launching a new apps provides a more convenient platform for potential customers to reach Bonjour, thereby incentivizing shopping with gift codes and quality assurance. The expanded online customer base can be directed to Bonjour's offline shops, attaining O2O's goal.

- **Optimizing corporate image**

A good image is more appealing to existing and new customers. A mascot design competition will be launched to rejuvenate Bonjour. The main judging criterions are captivation and creativity to suit the taste of millennials. The chosen mascot can be constantly displayed in both online and offline promotional programs. Thus, the image of Bonjour can further cater to the main consumer group and the customer base can be expanded. The one-off event generates a long-term benefit with Bonjour's brand new image.

**TEAM: S110**

Cheung Hei Tsun
Marcus
(Leader)



Chan King Kei
Anson



Hui Kai Yeung



Lam Tsz Ning

Bonjour Holdings Limited (the Group) is a leading retail store selling beauty and lifestyle products currently operating 11 retail stores in both Hong Kong and Macau as well as HKMall, its eCommerce platform. The newly built O2O system in HKMall enables a new retail service of “online + offline + experience” to serve online customers.

Owing to the pandemic, the Group’s turnovers decreased drastically from 1,459 million in 2019 to 539 million in 2020, which is the key factor weakening its financial performance.

A market survey was conducted to investigate the customers and competitors of the Group, such as Sasa and HKTVmall. The survey reveals that diversified products have been a strength of the Group while the increasing popularity of online shopping provides opportunities to develop HKMall. Yet, ineffective online promotion and loss of the Mainland customers are adversely affecting the Group.

Finally, based on SWOT and financial analysis, we propose seven campaigns. All of which are compatible with the key strategies of engaging more customer groups, increasing online exposure and customer loyalty. It is expected that our initiatives could lead to a rebound in turnovers and profits by the end of 2023.

Proficiency Teams

School Name	Team Leader	Members
Carmel Divine Grace Foundation Secondary School	Tang Hoi Yan	Chow Ka Ming Yee Siu Chit Yeung Tsz Ying
CCC Ming Yin College	Yau Yi Yan	Wong Mei Yee Liu Ka Hei Ho Angel Fung Man Yu
Cheung Chuk Shan College	Lee Ka Hei	Wong Hiu Nam Chau Sin Yee Cindy Cheung Cheuk Ying Ku Sin Yue
Christian Alliance S. C. Chan Memorial College	Ip Sin Ying	Tsui Ning Chan Ching Wa Chan Ho Lam Wang Sum Yi
CNEC Christian College	Yeung Ching Kwong	Cheung Tsz Lok Tang Wing Yin Li Wing Yiu
Elegantia College (Sponsored by Education Convergence)	Lau Yeuk Man	Chan Chi Shun Grace Fung Ching Man Chan Yun Ming Lau Lee Yin
	Xu Kong Pok	Cen Long Yat Ye Yee Yin
Heep Yunn School	Fong Ka Wing	Cheung Yat Kiu Wong Yuen Ting Emily Lee Sum Yau
Henrietta Secondary School	Fung Lok Tin	Wong Hoi Kwan Jimi Ng Man Cheuk Austin Wu Ka Tsun Chong Ching Ching
HKSYCIA Wong Tai Shan Memorial College	Chan Yuk Kin	Chan Wing In Tse Kam Ying Chen Lap Sing
	Ng Ka Yui Owen	Situ Yixuan Chan Chun Wa Cheung Tak Shing Tam Ho Man
HKTA Tang Hin Memorial Secondary School	Chow Hiu Lam	Chu Ngo Yeung Tang Man Tik Zhou Yat Ning
	Tang Tsz Ying	Ou Tsz Yiu Cheung Sin Yan Ho Pui Lee Chen Yu Yan
Holy Family Canossian College	Chan Tsz Shan	Chau Yui Ka Choy Sze Yiu Tsui Hei Wun Agnes
Hong Kong Chinese Women's Club College	Hung Cho Shing	Hung Tsz Yeung Fan Yan Shing Wong Chi Kin
Kiangsu-Chekiang College (Shatin)	Chan Wing Sum	Yiu Ho Kiu Avis Lam Liang Wei Kwok Chun Hei Lee Ka Ming

Proficiency Teams

School Name	Team Leader	Members
Kowloon True Light School	Tan Hiu Ching	Yeung Lok Yi Wong Ho Yi Tsoi Tsz Ue Law Cheuk Nei
	Yeung Tsz Wing	Yeung Hoi Ming Hillary Chau Uen Ying Lim May Lin
La Salle College	Yau Chun Hei	Kenneth Kai Pak Kin Leroy Lau Kin Fung Alex Chan Hoi Chi
Maryknoll Convent School (Secondary Section)	Cheng Ka Ki Sophia	Yeung Yee Fei Venus Chan Ka Yee Tam Hok Ching Zita Yau Tsz Kei
	Lau Ting Hei Hayley	Kwan Yuen Ting Cheung Hoi Ching Lau Cheuk Ka Peony Chan Pik Ue
	Zheng Ka Wai	Ng Cheuk Nam Myra Kot Leong Fei Feie Lai Chun Kar Cheryl
Marymount Secondary School	Li Man Hin Natalie	Chan Ka Yan Lee Wing Tung Nicole Lee Zhuo Ying Annissa Chiramanee Evelyn
Munsang College	Wong Tsz Long	Wai Ho Ting Sze Cheuk Hei
Ning Po No.2 College	Leung Kin Chung	Leung Hau Lai Sze Yat Ngai Ng Kit Ying Low Kin Yee
	Yip Choi Lam	Ye Man Yuk Lai Wai Ip Wong Tai Muk Lam Tsz Yeung
Pooi To Middle School	So Yeung Yuet	Li Yaxin Loo Ching Hei
Pui Kiu College	Chiu Hoi Ho	Yeh Pak Sum Zhan Shing Hoi Wong Chun Hei
	Lee Zhi Rong	Tse Huette Miao Yee Ching Rheanne Law Lok Hei Boris Lo An Ting Rex
Shung Tak Catholic English College	Guan Chi Shing	Fu Nga Hai Ng Hoi Yan Chow Chun Ting Cho Chun Ming
SKH Kei Hau Secondary School	Si Tou Wing Shan	Leung Ka Kei Leung Pui Yi Lo Kit Shuen
South Tuen Mun Government Secondary School	Tam Yee Ting	Chau Tsz Tung Chow Ho Ching Hong Ka Hei Ho Tsz Fung

Proficiency Teams

School Name	Team Leader	Members
St. Francis Xavier's College	Ho Yuk Yeuk Ian	Cheung Yiu Ming Lai Kin Wai Poon Ho Yin Wat Kai Long
St. Louis School	Sunny Chan	Lau Kwok Cheung Jacky Chan Ho Man Thomas So Ka Hin Jimmy
St. Mary's Canossian College	Lam Ming Lai	Kei Ka Ki Ma Tsz Yan Hui Wai Sum
Tin Ka Ping Secondary School	Chan Tsz Ting	Li Ki Ling Li Ki Lee Cheung Sum Yu Cheng Long Hei
	Liang Tsz Hin	Chung Chi Pang Au Yeung Chun Kit Lok Ka Wang Chung Tsz Kit
TWGHs Chen Zao Men College	Cheung Chin Wai	Ma Kin Chi Law Ho Hin Oscar Mak Wing Hei Ashley Leung Hei Lam
TWGHs. S. C. Gaw Memorial College	Cheuk Yan Tung	Lau Chung Ting Tsui Ching Yi Yu Yui Yin Lee Cheuk Ying
Victoria Shanghai Academy	Melissa Kwong	Zhao Wenqi Ji Yiqing Wu Xirui
Wah Yan College, Hong Kong	Poon Lik Heng Lincoln	Kwok Long Him Yau Kwok Shing Yeung Ho Wang Hui Tin Lok
	Poon Sze Pui	Chan Pak Wing Fong Sung Wei Isaac Choi Wang Ip Leung Hoi Wen
Wah Yan College, Kowloon	Chan Chung Hang	Lau Cheuk Yin Joshua Chan Tsz Chung Chan Yui Hei Jeremy
Yan Chai Hospital Lan Chi Pat Memorial Secondary School	Zhang Chin To	Wu Xiaoping Lee Chun Ming Wu Qi Shan Lin Xiqing
Ying Wa Girls' School	Chan Sze Yu	Lam Kwan Tung Ng Sze Man Chung Mei Shun Ophelia Chan Tsz Ying
Yuen Long Merchants Association Secondary School	Lin Pui Shan	Ng Ka Yee Cheng Chun Yin Leung Yik Ching

Merit Teams

School Name	Team Leader	Members
Cheung Chuk Shan College	Cheng Sui Ling	Chan Cheuk Yin Lam Cheuk Yiu Lin Yuen Yu
	Siu Ngai Wan	Chan Sui Tsit Sze Wing Sum Kong Yu Yuet
Good Hope School	Ng Wing Sze Vinci	Leung Yu Kwan Lee Kit Ling Choy Hong Yin Lo Yik Sze
Hong Kong Chinese Women's Club College	Lam Hiu Han	Zhuang Ka Lam Cheung Chun Hin Wang Ching Man
La Salle College	Wong Kai Hon	To Ka Hin Yue Tsun Ming Wong Ching Long Wong Ki Lok
Munsang College	Chiu Wing	Hui Lap San Yuen Elof Wong Hoi Lok
	Lee Tung	Chan Chee Ching Leung Yi Ching Lam Yan Kei Tse Tsz Yin
Queen's College	Tong Wai Sing	Furqan Abbas Wu Lok Ching Ng Hin Ching Ma Yee Chun Andy
Shung Tak Catholic English College	Cheung Cho Hang	Yeung Man Kwan Kai Lok Tin Chu Cheuk Wai Chan Ting Yan
	Li Tsz Ching	Fung Shi Kit So Wing Yan Pok Tsun Hin Man Isaac King Yiu
St. Clare's Girls' School	Fok Ching Yin	Chan Wai Ying Lin Yu Ching Tracy Tam Sin Yiu Wong Ching Kiu
St. Francis' Canossian College	Kam Ka Yue Eunice	Chan Po Yu Lam Ka Ming Suen Ying Ching Ho Yik Ching Jessica
St. Joseph's College	Keung Cheuk Ho	Lee Ka Chun Yan Pui Ho Poon Calix Tsun Hei Leung Hung Fun
St. Paul's Convent School	Chan Long Ning	Ng Ka Hei Ip Wing Yan Nicole Chin Tze Hai Nicole Chan Hei To Cheryl

Merit Teams

School Name	Team Leader	Members
St. Stephen's Girls' College	Kwan Chui Lam	Kong Wenxuan Ng Cheuk Sze Yuen Lok Yan Esther Ma Hong Yi
STFA Lee Shau Kee College	Tong Chun Kuen	Leung Yat Hei Lo Cheuk Kiu Lo Cheuk Nam
STFA Leung Kau Kui College	Wong Chin Chai	Wu Siu Ching Lui Hoi Lok
TWGHs Chen Zao Men College	Hung Yu Ho	Lai Chun Yu Chiu Pit Tat Liu Hi Yuet Ngan Ka Yu
	Liang Yuk Ling Maggie	Lai Hau Ying Wong Wing Lam Cham Kei Lok Tsoi Ka Ip
Victoria Shanghai Academy	Alistair Ziyou Woo	Chi Shing Wilson Lam Ko Ka Ming Arthur Cheng Cheuk Hei
Wah Yan College, Kowloon	Leung Sum Yi	Wong Min Yi Ting Siu Lam Ng Lok Ting Chan Yik Hong
Ying Wa Girls' School	Chan Chin Pui	Wong Yan Hei Chan Yui Ching Yeung Yat Yau
	Leung Man Hei	Wang Zi Teng Lam Sum Ching Lee Ka Wing
	Wong Ying	So Ngan Mei Kong Ho Ting Angie Tam Yin Hing
	Xu Lok Yi	Shih Maan Chi Yim Sie Lam Lau Nga Kiu

PRIZES

Champion team	HK\$4,500 cash prize, certificate and a trophy
1 st Runner-up team	HK\$3,500 cash prize, certificate and a trophy
2 nd Runner-up team	HK\$3,000 cash prize, certificate and a trophy
Best business proposal	HK\$1,000 cash prize, certificate and a plaque
Best presenter	HK\$500 cash prize, certificate and a plaque
Outstanding performance teams (3 awards)	HK\$1,000 cash prize, certificate and a plaque

Top Students of HKICPA/HKABE BAFS Mock Examination (2021-2022)

Papers 1 and 2A (Accounting Module)

Rank	School Name	Name
1 st	Queen Elizabeth School	Lam Sze Ching
2 nd	The ELCHK Yuen Long Lutheran Secondary School	Wong Ka Lok
3 rd	CNEC Lee I Yao Memorial Secondary School	Li Wing Ho
4 th	Queen Elizabeth School	Yau Nga Wan
5 th	TWGHs Lo Kon Ting Memorial College	Chung King Yeung
6 th	St. Mark's School	Chung Chu Hei
7 th	Queen Elizabeth School	Chun Wa Man
8 th	Pope Paul VI College	Shum Tan Wa
9 th	Munsang College (Hong Kong Island)	Lau Cho Hei Kristopher
10 th	Shau Kei Wan Government Secondary School	Chan Man Ki

Papers 1 and 2B (Business Management Module)

Rank	School Name	Name
1 st	Heung To Middle School	Liu Jia Da Eric
2 nd	Carmel Secondary School	Ho Grace
3 rd	Carmel Secondary School	Chak Tsz Kwan
4 th	Good Hope School	Lo Hei Man Fanny
5 th	St. Francis Xavier's College	Lau Wai Ting

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