

LEVEL 7 ASSESSMENT SPECIFICATION

Student name:	Tow Choon Liang	Student ID number:	2322637
Programme:	MBA		
Module:	Change and Stability Management		
Module code:	HKBM 7015	Contribution to Overall Module Assessment (%):	25%
Lecturer:	Dr Joe Leung	Internal Verifier:	Dr Che Cheong Poon
Assignment Title:	Assessment 1 - Presentation	Word count (or equivalent):	8-10 Minutes
Submission deadline:	14 April 2024 (Presentation and Submission of PPT)	Return date of provisional marks & written feedback:	Within 20 days after submission
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

HKTVMALL CHANGE INITIATIVE

Student Name: Tow Choon Liang
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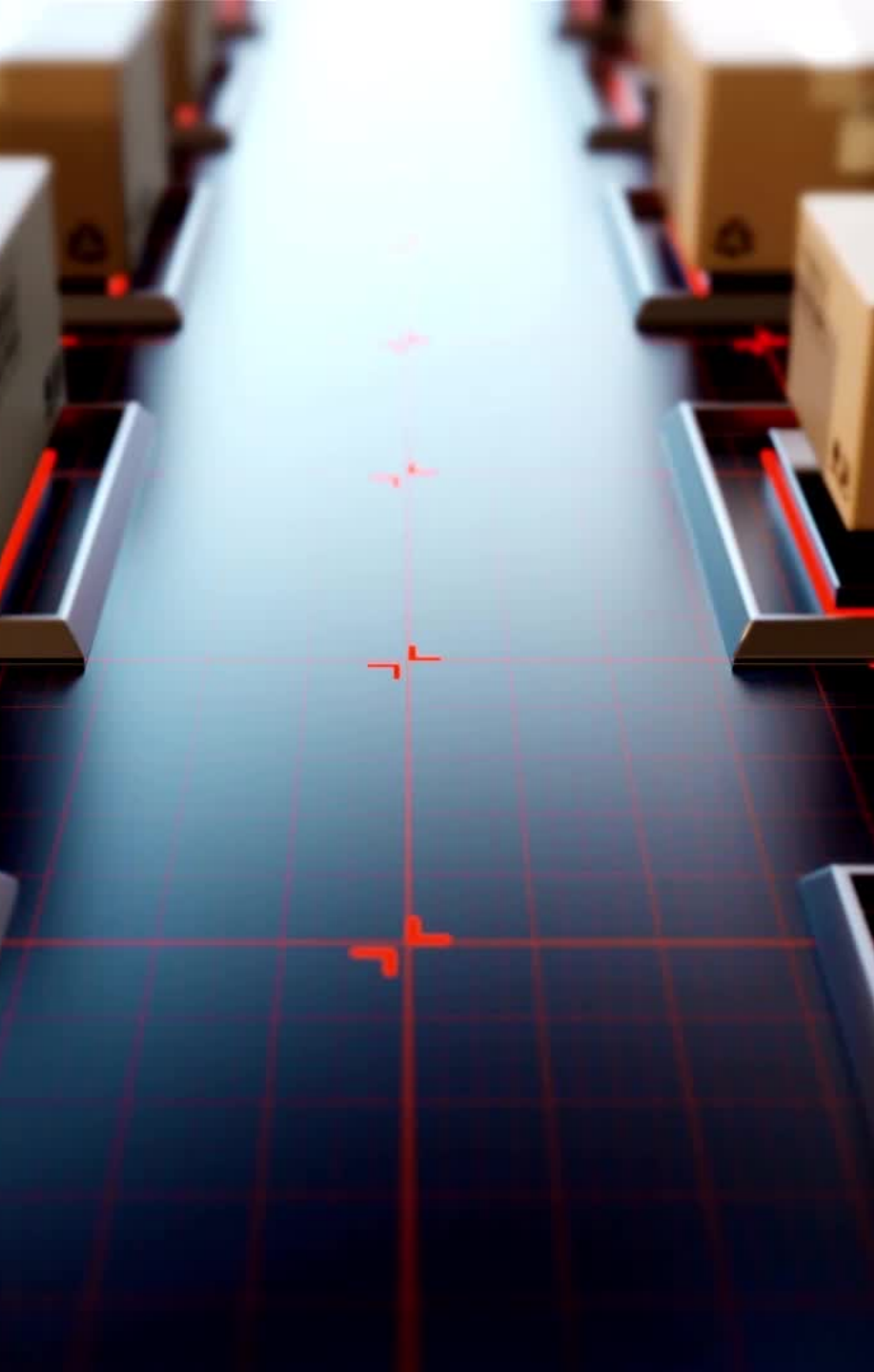


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Introduction

- HKTVMALL's journey is captivating
- The pandemic's impact boosted operational efficiency
- Cutting-edge AI tech revolutionizes digital retail
- Strategic expansion by capturing the Greater Bay Area

Background of HKTVMALL

- Milestone achievements surpass limitations
- Sustained market leadership, including adaptability and technological evolution
- Regional leader in Asian e-commerce prominence
- Ongoing enhancement, client satisfaction priority

Financial Overview (2019 - 2023 Interim)



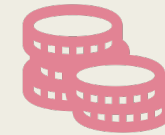
HKTVMALL's
revenue grew
from 2019



Sales growth
drove financial
turnaround



Increased
inventory costs
paralleled
activity
expansion



Proficient cost
management led to
profitability

Financial Overview (2019 - 2023 Interim)

Year	Turnover (HK\$'000)	Cost of Inventories (HK\$'000)	Profit for the Year (HK\$'000)
2019	1,413,958	(853,258)	(289,913)
2020	2,877,884	(1,463,465)	183,581
2021	3,130,164	(1,575,052)	14,265
2022	3,828,051	(1,819,490)	212,204
2023	1,828,567	(904,976)	48,696

Why Change is Imperative



Market transformations post-COVID:
adapting strategies



A.I. adoption is crucial to enhanced
customer engagement



Greater Bay Area expansion: flexible
strategies essential



Long-term growth: proactive influence on
future

Environmental Drivers of Change

Rapid digital advancement post-COVID

Technological advancements, automated procedures, tailored experiences

Shifting consumer expectations; demand tailored, streamlined experiences

Greater Bay Area: economic, regulatory challenges and prospects

Organisational Change Needed

Strategic A.I. incorporation: tailored, smooth shopping experiences, predictive analytics, machine learning advancements

Greater Bay Area expansion: growth, diversification focus

Integration of operations services: align with objectives

Frontrunner status: dedication to customer-centric approach

Crisis as a Catalyst



Pandemic
stimulus: rapid
growth, resilience
development



Innovative
strategies:
adapting to
customer
behaviors and
supply
disruptions



Strategic pivots:
enduring viability
foundation,
organizational
advancement



Crisis to
opportunity:
digital
transformation,
efficient market
access

A close-up photograph of a hand placing a white puzzle piece with a blue silhouette of a person in a suit into a larger puzzle. The puzzle is composed of many similar pieces, each featuring a blue silhouette of a person. The background is a light blue and white pattern of these silhouettes.

Market Expansion Strategy

- Leveraging emerging market prospects
- Localised offerings and partnerships
- Expansion opportunities, client base extension
- Significant growth, cross-border e-commerce leadership

Implementing Strategic Change



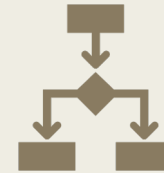
Change objectives,
clarify and involve
stakeholders



Methodical
introduction,
evaluation,
modification



Support assurance,
seamless transitions



Progress tracking,
decision-making
guidance

Conclusion

- Proactive approach including crisis management, tech integration, geographic expansion
- Lessons learned: adaptability, forward-thinking, customer prioritization
- Continuous dedication to innovation, expansion, long-term growth



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