

APPENDIX GA36d

LEVEL 7 ASSESSMENT SPECIFICATION

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Module:	Leading and Managing Projects		
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Lecturer:	Dr. Joe Leung	Internal Verifier:	Dr. Poon Che Cheong
Assignment Title:	Assignment 1 ● Project Initiation Document (PID)	Word count (or equivalent):	1,000 words (PID)
Submission deadline:	● 15 March 2021	Return date of provisional marks & written feedback:	6 April 2021
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.) 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.		

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1. Background of the chosen organization

Organization Name: HKTV

Hong Kong Television Network Limited (HKTV) was a well-known company in Hong Kong. But the initial company name also knew as City Telecom in 1992. Mr. Ricky Wong is the founder of City Telecom and Hong Kong Broadband. Later in 1999, Hong Kong Broadband Network Limited ("HKBN") established HKBN to obtain the local wireless license and launch the Broadband internet services in March 2000 (Hong Kong Television Network Ltd, 2017).

In February 2015, HKTV online shopping mall was established. The company states the slogan "We Sell Whatever You Can Imagine," HKTVmall co-working with over 300 stores from Hong Kong, Japan & Korea, aiming to the leading positing in terms of company scale in the online shopping mall sector in Hong Kong. (Hong Kong Television Network Ltd, 2018)

2. Project idea

Realizing business growth in its core market by leveraging market growth or market share growth is one strategy leading to company success. (Wickham and Wilcock, 2016)

HKTV network limited indicated the group's first profit under the Covid-19 pandemic situation in Hong Kong in 2020 (Hong Kong Television Network Ltd, 2018, 2019).

The most significant revenue is selling and delivering grocery items. The demand for groceries item has a significantly increased rate due to the social distancing restriction by Hong Kong Government throughout the year of 2020. (Hong Kong Television Network Ltd, 2020)

However, looking forward to 2050, the aging population will reach 15% worldwide, but Hong Kong alone has already risen to 35% (United Nations, 2017).

The potential business opportunity is identified based on the aging problem in Hong Kong (Census and Statistics Department, 2020). The Assumption can be made when the elderly consumer online shopping intention increases, increasing the demand for ordering and delivering groceries service provided by online shop companies in Hong Kong. Therefore, HKTVmall should stimulate and obtain elderly consumer's online shopping intention and attract them to use HKTVmall to encourage online consumer sustainable shopping via HKTVmall application or website. This Assumption is a required business consultant for further analysis of the possibility of this potential opportunity to enable HKTVmall to find and develop a strategic implementation plan for the new market.

3. Aim of project

To review business strategy to enable HKTVmall to maintain a leading position in the online shopping market in Hong Kong.

4. Objective of project

To review business strategy

Hong Kong's population is becoming more aging, and it has entered an elderly society. Looking forward to 2039, the projected percentage of the population aged 65 and over is 31%. Indicate a 13% increase compared to 18% in 2019 (Census and Statistics Department, 2020). It implies that Hong Kong's population is aging all the way.

To investigate elderly consumer shopping needs

According to government population with living location statistics information, compare 2009 to 2019. Some district areas in New Territories indicated more elderly citizens living there incrementally over the last decade (Household Statistics Analysis Section, 2009, 2020). Due to some physical or medical issues such as presbyopia or cataract, these factors might create resistance barriers that demotivate them to use online shopping. The study stated that the elderly dependency ratio has been increasing over the last two decades (Social Indicators of Hong Kong, 2018). If HKTVmall improves or refines the use of technology. For example, developing new applications or e-payment methods for elderly consumers. It would increase elderly consumers' intention to use online shopping

To reduce the business cost for company sustainability.

A review of the company's past years' cost structure, "labor costs" accounted for a relatively large proportion of the total operational cost. In 2018, 39.8% of expenses out of HKD 737 million. Therefore, this report will examine how to reduce cost by using large-scale automated mechanical systems and business partnerships to minimize the total operational process for the last miles to the customer in order to maintain company sustainability for the long term.

Project deliverables

At the end of this report, a new business strategy decision will suggest to company management. And give recommendations on tackling the focus group customer that can align with the company's long-term objective. And how to generate business opportunities by fair use of the technology.

5. Project scope

This project's scope target is to review the online shopping business potential by analyzing the correlation between the future population and the retail sales value rate in the coming future in Hong Kong. This allows HKTVmall to obtain business opportunities mainly focus on elderly consumers.

6. Information sources

Most of the relevant information is coming from the government's official website and the company's past annual report. And WHO organizations stated from 2015 to 2050, the global population over age 60 will increase from 12% to 22% (WHO, 2018).

Another source is coming from different research data; The Asian population is rapidly aging. As the demographic dividend promotes rapid growth in Asia, the region must find ways to maintain economic growth and provide better support for the growing elderly population (Asia Data, 2021). A study states that some senior citizens aged 55-64 compared with the older group aged 65 – 84 are more independent in living arrangements, healthier, and more spending power in entertainment, health care, and financial affairs (Consumer Council, 2018).

7. Research method

Secondary data will be use for this report. The advantage of using secondary because the data is mainly based on existing data from previous research, secondary research can be carried out more efficiently (Hair, Page and Brunsveld, 2015).

The analysis will be based on official government statistics, company annual report, literary reviews, and the world recognized organization or website that has published a study about the world's aging problem. Then, analyze the data using PESTEL and SWOT to understand the company's external and internal impact. Furthermore, the product market share will also demonstrate using the BCG matrix to investigate any potential business opportunity in the long term.

PESTEL tool is useful for the external analysis when doing market research, giving the company an overview of different factors in the overall environment. This strategic tool can also effectively understand the market's growth or decline, its situation, potential, and operating direction (Aguilar, 1967).

And SWOT is an analysis method to formulate an analysis of its own strengths, weaknesses, opportunities, and threats in external competitions. And this method is proposed by Albert Humphrey (Pahl and Richter, 2009).

8. Work plan

The report will be conducted according to the schedule. Using a gantt chart is one solution; the following Gantt chart has provided the timelines for executing this project systemically in order and manageable.

Date	28-Feb 6-Mar	7-Mar 13-Mar	14-Mar 20-Mar	21-Mar 27-Mar	28-Mar 3-Apr
Task					
Planning					
Research					
Analysis					
Conclusion and Suggestion					
Presentation					

(Gantt Chart) is a popular type of bar chart that shows the internal relationship of projects, progress and other time-related system progress over time (Rebiere, 2017).

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