

Strategic Transformation in 759 Store Operations

Change and Stability Management
(HKBM7015)

LAI ON YI (DORY) Student ID: 2337393



LEVEL 7 ASSESSMENT SPECIFICATION

Student name:	LAI ON YI	Student ID number:	2337393
Programme:	MBA		
Module:	Change and Stability Management		
Module code:	HKBM7015	Contribution to Overall Module Assessment (%):	25%
Lecturer:	Dr Joe Leung	Internal Verifier:	Dr CC Poon
Assignment Title:	Individual Presentation	Word count (or equivalent):	8-10 Minutes
Submission deadline:	12 April 2025 (Presentation and Submission of PPT)	Return date of provisional marks & written feedback:	12 May 2025 (Tentative)
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:. Work which is submitted up to 1 week late will be capped at 50% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
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.		



Table of Content

1. Introduction of CECIH (759 Store)
2. Macro Environment Analysis
3. Micro Environment Analysis
4. Key Components of Change Analysis
5. Summary
6. Reference(s)



Introduction of CECIH

Became Listed Company in
Hong Kong
1999 (Nov-15)

Operated with 243
stores in 2017

Founded in
1979 with coils
business

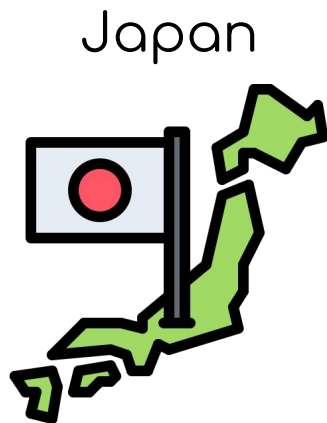
Established 1st
759 Store in
2010

2018
Co-founder
passed
away



Recent Context of 759 Store

Origin of Place ...



In 2024 ...

Mainland China
Taiwan China
South Korea
Southeast Asia, Europe,
America and other
regions



Recent Context of 759 Store



Operated with
243 stores in 2017

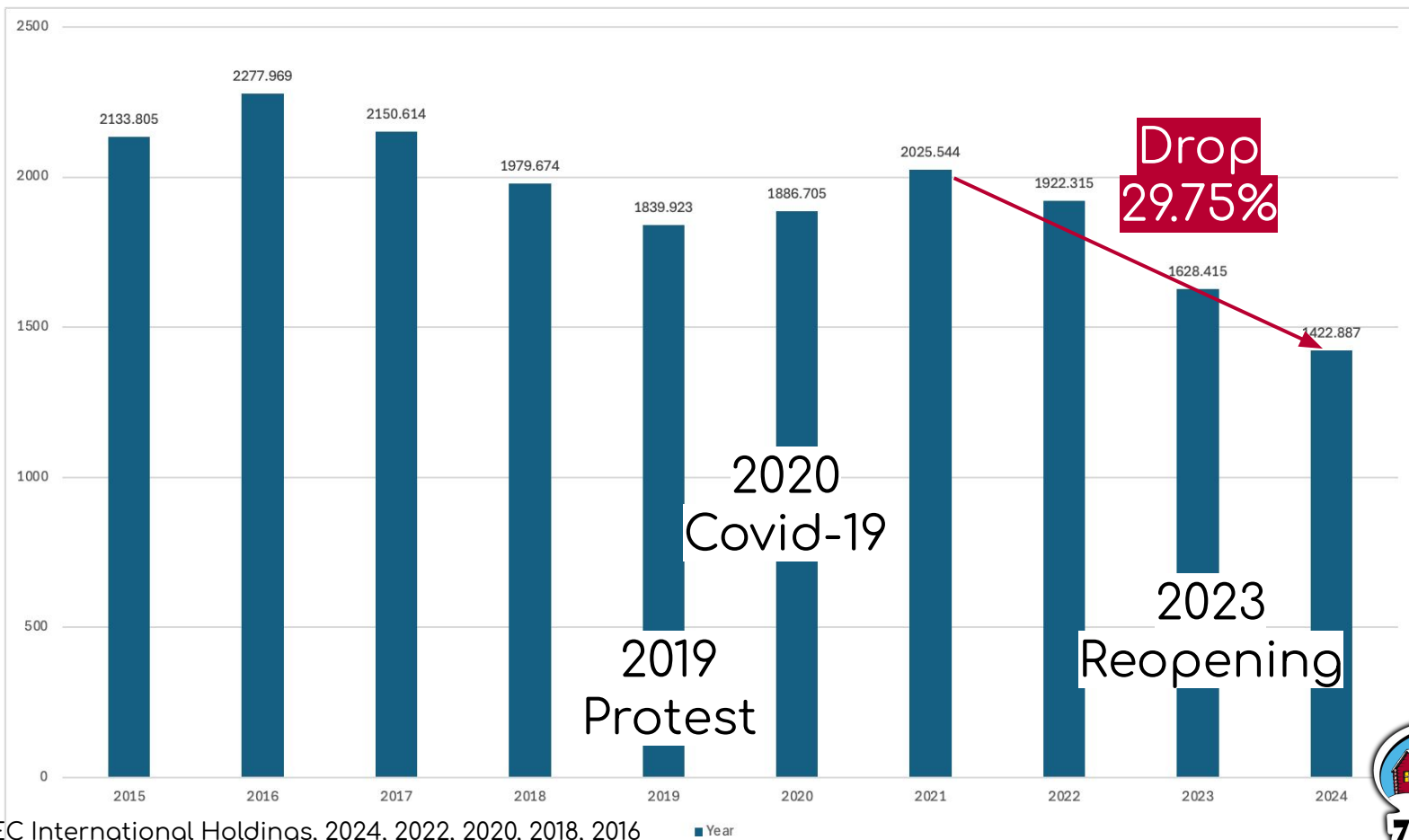


165
Stores in 2024

Drop 32.09%



Revenue Analysis of 759 Store (2015 to 2024) in HKD Million



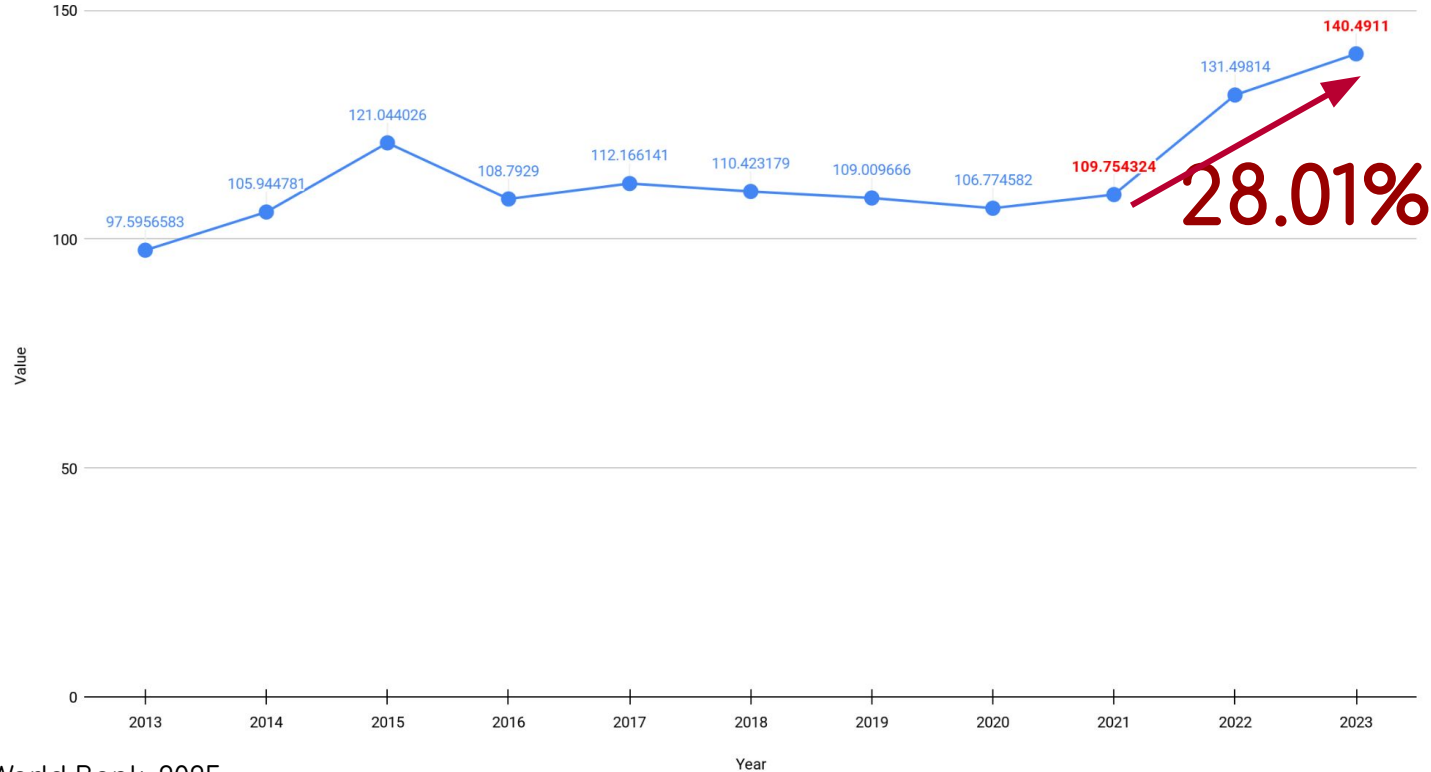
Macro Environment Analysis

Economic

- Exchange
Currency Risk
- Economic
Recovery

Exchange Currency Risk

Official Exchange Rate (LCU per US\$, Period Average), Japan



Macro Environment Analysis

Economic

- Exchange
Currency Risk
- Economic
Recovery

Social

- Changing
Consumer
Preferences



Chaning Consumer Behavior



Hong Kong residents conducted over **12 billion yuan** in electronic transactions in Shenzhen 2024

Macro Environment Analysis

Economic

- Exchange Currency Risk
- Economic Recovery

Social

- Changing Consumer Preferences

Technological

- Ecommerce Growth
- Technology Innovation (AI, data analytics)



Ecommerce Growth





Micro Environment Analysis

Internal

Strength

- Strong Brand Recognition

Weaknesses

- Limited Reach
- Competition Pressure
- Customer Retention Challenges

Opportunities

- Partnerships and Collaboration
- Expansion of Product Lines
- Technological Advancements

Threats

- Intense Competition
- Economic Instability

External



Key Components of Changes Analysis

Favourite Factors



Market Trends

(E-Commerce Market,
Technological Advancements)



Resource and Capabilities

(Evaluate the availability of
resources to support the
change initiative)

Hinder Factors



Culture and Employee Readiness

(Assess the organizational
culture and employee readiness
for change)



Competitive Enviroment

Barriers for the Transformation

Driving Forces

Consumer Behavior
 Ω

Ecommerce Growth

New Market

Strategic
Transformation
in 759 Store
Operations



Restraining Forces

Leadership Style
 Ω

Resources
 Ω



Thank You!



Reference(s)

Academic Reference(s):

1. Coghlan, D. (2019). *Doing Action Research in Your Own Organization*. United Kingdom: SAGE.
2. Sabry, F. (2023) *Market Analysis*. One Billion Knowledgeable.
3. Wagar, et al. 2024 'Examining the impact of BIM implementation on external environment of AEC industry: A PEST analysis perspective', *Developments in the Built Environment*, 17, pp. 1-14. DOI: 10.1016/j.dibe.2024.100347.

Other Reference(s):

1. CEC International Holdings Limited (2024) Annaule Report 2024. Available at: <http://www.0759.com/doc/art/finance/2024081600/default.htm> (Accessed: 10 April 2025).
2. CEC International Holdings Limited (2022) Annaule Report 2022. Available at: <http://www.0759.com/doc/art/finance/2022082201/default.htm> (Accessed: 10 April 2025).
3. CEC International Holdings Limited (2020). Annaule Report 2020. Available at: <http://www.0759.com/doc/art/finance/2020082601/default.htm> (Accessed: 10 April 2025).
4. CEC International Holdings Limited (2018) Annaule Report 2018. Available at: <http://www.0759.com/doc/art/finance/2018082701/default.htm> (Accessed: 10 April 2025).
5. CEC International Holdings Limited (2016) Annaule Report 2016 Available at: <http://www.0759.com/doc/art/finance/2018082701/default.htm> (Accessed: 10 April 2025).
6. Stockdill, R. (2020) '759 Store parent boosts store count despite tough market', *InsideRetail*, 2nd January. Available at: <https://insideretail.asia/2020/01/02/759-store-parent-boosts-store-count-despite-tough-market/> (Accessed 11th April 2025).
7. The World Bank (2025). Official exchange rate (LCU per US\$, period average) - Japan. Available at: <https://data.worldbank.org/indicator/PA.NUS.FCRF?end=2023&locations=JP&start=2014> (Accessed: 11th April 2025).
8. 蕭通 (2025) '北上消費 港人去年深圳電子交易逾20億元', HK01, 26th February. Available at: https://www.hk01.com/article/60214142?utm_source=01articlecopy&utm_medium=referral (Accessed 11th April 2025).

