

HKBM7010

Leading and Managing Projects

Assignment 1

Programme: MBA

Student Name: ANG, Arthur Wing Kai

Student ID: 2019402

Dated: 04/03/2021



APPENDIX GA36d

LEVEL 7 ASSESSMENT SPECIFICATION

Student name:	ANG, Arthur Wing Kai	Student ID number:	2019402
Programme:	MBA		
Module:	Leading and Managing Projects		
Module code:	HKBM7010	Contribution to Overall Module Assessment (%):	20%
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.) 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.		

Table of Contents

Company Background.....	4
Project Idea.....	4
Aim	5
Objectives.....	5
Deliverables	5
Scope.....	6
Information Source and Research Method	6
Work Plan.....	6
Risk.....	7
References	8

Client's Company Name:

JapanHome (International Housewares Retail Company Limited.)

Company Background

JapanHome (Short name: JHC) is a well-known homeware retail chain stores in Hong Kong. The company established in 1991 and was successfully listed on the main board of the Hong Kong Stock Exchange on September 25, 2013 (stock code: 1373). They have a network of 378 stores, incl. licensed, franchises and joint ventures shops, etc. in worldwide. As of end of October, 2020, the group had a total of approximately 2,382 employees. JHC offer customer a full range of houseware & home care items and services with a "one-stop" shopping experience.

And the company mission statement is to provide customers with a comfortable shopping environment which value for money, high quality, diversified product selection and convenient services. (International Housewares Retail Company Limited., 2020).

Project Idea

After the local social unrest protests to the COVID-19 outbreak, most of the business fields felt struggling and from last year Hong Kong has a record high of - 9.1% Gross Domestic Product ("GDP") in the first half of 2020, then it narrowed to - 3.0% which contributed large improvement by the total exports of goods and the economic recovery of the Mainland.

For the retail, it is not among the worse although we see ups and downs with shrink from August to November on retail sales to - 4.1 and so-called the four waves arrived and dropped to - 24.3(1-12 for all retail outlets). (C&SD., 2020).

Nowadays, companies of all sizes would look for opportunities and same to JHC for their businesses in the upcoming. The Group had decided to do expansion become more diversify. As a consultant, we will help to suggest expanding from houseware to reinforce their FMCG and fresh & trendy products from their local competitors and to lead them from traditional houseware to a convenience chain store.

Aim

The purpose of this consultation is to help JHC to stand out from the competition with the transform & expansion and continuous grow in Hong Kong market.

Objectives

The plan for JHC is to open new stores in Hong Kong. Since now they have at least 317 stores in Hong Kong and their core business remaining on traditional houseware retail.

To do expansion, JHC may need to put more force on new businesses. The group has no specific plan either to open traditional core business on houseware or to start for FMCG and Beauty & trendy products for those 10 - 15 stores. (International Housewares Retail Company Limited., 2020).

However, as from the market information the business on houseware is saturated and they had less than 13% of their stores in Hong Kong are beauty & trendy and FMCG products. As a consultant, we would like to suggest the existing customer trends to target consumers range, business selection, and the business footprint for new stores for their expansion.

Deliverables

The Group would like to expand 10 - 15 of their new stores within the year to profit contributed their key stakeholders, market shareholders and create better road to convenience retail chain. As a local houseware store, JHC would like to keep themselves in a competitive position and maintain business continuity in the economic downturn. Consider on the proportion of their business percentage by looking at competitors or avoid competitors in same area and the existing market strategy, eg. less rely on tourism-related sales and move into local online shopping, etc.

Scope

As JHC is looking for diversification and this year they will increase their retail market and maintain the group's position as one of the largest retail chain in Hong Kong.

By their focusing on the transform into a chain of convenience stores, we will put the focusing on their shop footprint, products and servicing groups for business selection.

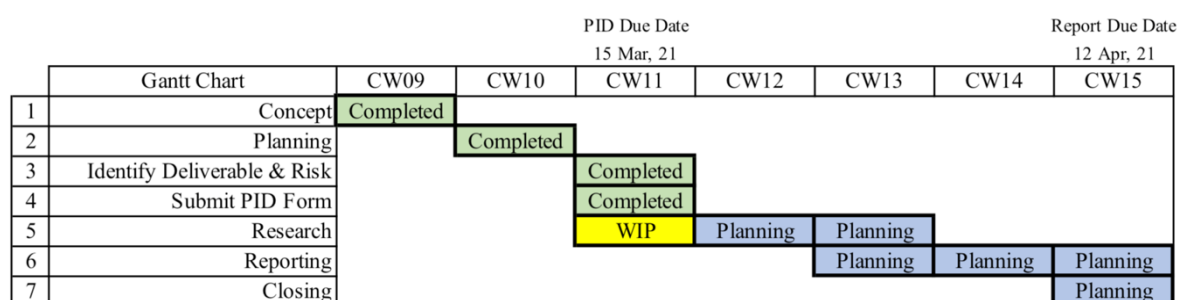
We will give suggestions for new opening stores on better footprint in high potential areas, such as government & developer new housing planning, giving advice on product trends which consider on retail data from the markets and customers group either on traditional houseware or new businesses. This hope to remain positive business prospects for their medium-to-long term plans to further operation in Hong Kong.

Information Source and Research Method

The report will based on the Hong Kong official retail sales & GDP figures over the past few years as well as the company annual reports and financial highlights as study information. Also, will includes internet of things, shop visiting from competitors and our clients to understand the shopping experience, products and price range. Further will use brainstorm tools, tables, statistic graphs, and pie charts to comprehend the finding. Lastly, the lecture theories and reviews will support the result and it is important to provide suggests and recommendations at the end.

Work Plan

Below Gantt Chart incl. the key milestones of our consultant report work breakdown.



Risk

JHC has a mix direction of beauty & trendy, FMCG products and the traditional houseware retails, the diversity of new business will help them expand into markets. Throughout this project, we may find out potential risks as below:

For locations, they will need to consider on rent, less competition area, selection of new planned housing area to aware of traffic increase and convenience to customers store pick-up which able to benefit the convenience retail chain under the planning, etc.

Other than that, the potential losses may also cover on the failure decision making of consumer target in new or traditional businesses and products range, as well as how to attract newcomers or existing loyalty customers from competitors & market and provide diversity servicing by having rewards which can also to do promotion from online shopping to inside the physical stores buying easy and gain points from any purchasing.

The above can be overcome while we will consider from the market data and understanding the needs from customers, as this is what JHC mission for to ensure comfort shopping environment with diversified product selection and convenience services.

References

- International Housewares Retail Company Limited. (2020). *Annual Report 2020 - International Housewares Retail Company Limited IOT*.
Available at: <http://www.japanhome.com.hk/tch/investor-relations/interim-and-annual-reports/index.jsp>.
(Accessed 04 Mar. 2021)
- International Housewares Retail Company Limited. (2019). *Annual Report 2019 - International Housewares Retail Company Limited IOT*.
Available at: <http://www.japanhome.com.hk/tch/investor-relations/interim-and-annual-reports/index.jsp>.
(Accessed 04 Mar. 2021)
- International Housewares Retail Company Limited. (2020). *Financial Highlights 2020 - International Housewares Retail Company Limited IOT*.
Available at: <http://www.ihr.com.hk/eng/investor-relations/financial-highlights/index.jsp>.
(Accessed 04 Mar. 2021)
- International Housewares Retail Company Limited. (2019). *Financial Highlights 2019 - International Housewares Retail Company Limited IOT*.
Available at: <http://www.ihr.com.hk/eng/investor-relations/financial-highlights/index.jsp>.
(Accessed 04 Mar. 2021)
- JHC eShop. (2021). *International Housewares Retail Company Limited IOT*.
Available at: <http://www.ihr.com.hk/tch/main/index.jsp>.
(Accessed 04 Mar. 2021)
- Aastocks. (2021). *International Home Retail (01373.HK) said that employees will receive salary increases and bonuses this year. 10-15 stores will be opened*.
Available at: <http://www.aastocks.com/tc/stocks/analysis/stock-aafncon/01373/NOW.1068853/all>.
(Accessed 04 Mar. 2021)
- Hong Kong Economic Journal (HKEJ). (2021). *International Housewares Retail Company Limited – Latest financial balance sheet information*.
Available at: <https://stock360.hkej.com/quotePlus/stockFinancialStatements/1373#balSht>
(Accessed 04 Mar. 2021)
- Census and Statistics Department. (2020). *Report on Gross Domestic Product (Quarterly)*.
Available at: <https://www.censtatd.gov.hk/hkstat/sub/sp250.jsp?productCode=B1030001>
(Accessed 04 Mar. 2021)
- Census and Statistics Department. (2020). *Report on Monthly Survey of Retail Sales*.
Available at: <https://www.censtatd.gov.hk/hkstat/sub/sp320.jsp?productCode=B1080003>
(Accessed 04 Mar. 2021)

Hong Kong Economy. (2021). *HKSAR – Latest developments*.
Available at: <https://www.hkeconomy.gov.hk/en/situation/development/index.htm>
(Accessed 04 Mar. 2021)

IMF (2020). *World economic outlook update*.
Available at: <https://www.imf.org/en/Publications/WEO/Issues/2021/01/26/2021-world-economic-outlook-update>
(Accessed 04 Mar. 2021)

Aguilar, Francis J. (1967). *Scanning the Business Environment*, Macmillan.

Stern, Carol W. and Stalk Jr, George. (1998). *Perspectives on Strategy from The Boston Consulting Group*, Wiley.

Jan-Emile van Rossem. (2017). *The business journals - 5 benefits of international expansion*.
Available at: <https://www.bizjournals.com/bizjournals/how-to/growth-strategies/2017/12/5/benefits-of-international-expansion.html>.
(Accessed 04 Mar. 2021)

Uglobally. (2019). *Why companies expand into international markets*.
Available at: <https://www.uglobally.com/blog/why-companies-expand-into-international-markets>.
(Accessed 04 Mar. 2021)