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Student name:	WONG, Si Ming Kyle	Student ID number:	1812211
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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.		

**EGL Holdings Company Limited –
3 years Marketing Plan of
Japan Package Tour Service**

EXECUTIVE SUMMARY

The aim of this marketing plan is to analyze the marketing strategies for one of the top 3 travel agents in Hong Kong (Yeung, 2015) - EGL Holdings Company Limited (EGL), mainly focus on their Japan Package tour with Micro & Macro environment, Segmentation, Target, Positioning (STP) and marketing mix - 4P (Price, Product, Place and Promotion).

With neglect of unique selling proposition (USP), their tours are not that comparative among the competitors as they are all providing similar services. With no connection with some popular platforms to boost their sales effectively.

EGL should keep the marketing strategies aligned with the shifting environment to make the products and services more outstanding in the marketplace.

Elderly tour with health theme, new element into family tour and connection with popular platform will be recommended as new marketing strategies for the coming 3 years.

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1 INTRODUCTION

Japan is one of the most favorable sightseeing and leisure holiday destination. In 2018, there was 2,156,354 HK tourists travelling to Japan and it occupied almost 29% out of the total population (7,482,500) of Hong Kong. (Japan National Tourism Organization, 2018 and Census and Statistics Department, 2019).

EGL Holdings Company Limited (EGL) which is one of the local Hong Kong leading travel tour company offering more than 250 cities and 60 country tour services, specializes in Japan tour services including tour package, air ticket, self-guided trip and hotel booking etc. The main core business of the company is Japan package tour, it has brought the highest revenue of HKD \$ 926,968,000 which is 54% of the total revenue of HKD1,709,390 in 2018 (EGL Holdings Company Limited, 2019).

Therefore, this comprehensive Marketing Case study would focus on this Japan tour service by providing analyze of the marketing environment and the forecast of the marketing strategy in the coming 3 years through marketing mix. With good marketing strategies, these can bring promotion of business, enhanced brand recognition and improvement of profits by boosting sales.

2 SITUATION ANALYSIS

The marketing environment which can be influenced by the internal or external factors consists of Micro and Marco environment. Micro environment could have direct impact within the company which has ability to change the market function while Marco environment could not be under controlled due to external factors like economy, political and so on (Mose, A. and Syaifuddin U., 2016)

2.1 MACRO ENVIRONMENT

The Macro environment consists of wider societal authorities and uncontrollable factors including demographic, political, economic, Social and technological forces. These factors have been formed as PEST method developed by Professor Francis Aguilar at Harvard Business School in 1960s and useful for improving business performance (Carruthers, 2009).

Political: Both polices of HK and Japan are stable with no major change of the legislative bills, safety & health laws and tax policies, no major foreseeable impact will be involved on the political. Moreover, Hong Kong passport holder can enjoy the visa-free travelling to Japan when staying less than 90 day duration. As a result, this can remove the political barriers (Immigration Department, 2019).

The National Tax Agency Ministry of Finance has added an additional of \$1,000 Japanese yen departure fee for the international tourist tax since January 7, 2019. As the tourist tax is still reasonable to visitors, therefore it won't cause any impact to the economic (Japan National Tourism Organization, 2019).

Economic: The HK Gross Domestic Product (GDP) growth rate has been stable growth for the past three years - 2.1% in 2016, 3.7% in 2017, 3.0% in 2018, ref to below table 1 and the unemployment rate is 2.8% as of April 2019 which is the lowest rate for the past 20 years (Census and Statistics Department, 2019).

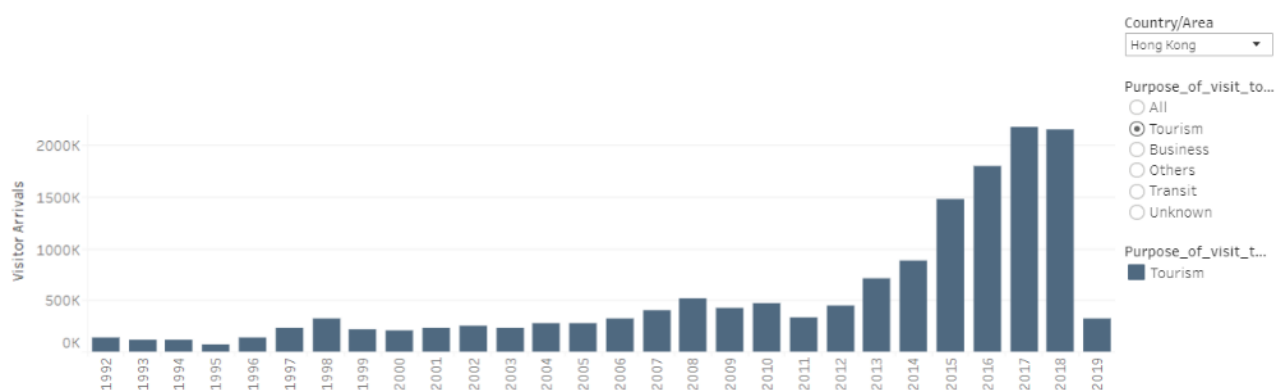
Table 1 - The GDP growth of Hong Kong, Japan and World

Real GDP growth (Annual percent change)	2016	2017	2018	2019 (Estimated)	2020 (Estimated)	2021 (Estimated)	2022 (Estimated)
Hong Kong SAR	2.2	3.8	3	2.7	3	3	3
Japan	0.6	1.9	0.8	1	0.5	0.5	0.5
World	3.4	3.8	3.6	3.3	3.6	3.6	3.6

Source: Census and Statistics Department (2019)

Economic growth would bring higher quantity demand of normal goods. Obviously, it shows the number of the tourists from Hong Kong has been on positive growth trend with 2,156,354 visitors in 2018. Refer to Table 2

Table 2 - The annual Hong Kong tourism visitors in Japan



Source: Japan national tourism organization (2018)

All Hong Kong visitors can enjoy the 8% consumption tax refund on purchase goods over \$5,000 Japanese yen dollars at the tax-free store. However, the National Tax Agency Ministry of Finance has added an additional of \$1,000 Japanese yen departure fee for the international tourist tax since January 7, 2019. As the tourist tax is still reasonable to visitors, therefore it won't cause any impact to the Economic (Japan National Tourism Organization, 2019)

Social: With changes like purchasing behavior, priorities of consumers can be determined the marketing mix strategies. The company should identify the changing trends well before finalizing the marketing schemes.

Tourism occupied the highest number of visitors to Japan and Osaka is the number one sightseeing and leisure that tourist would visit most (Japan National Tourism Organization, 2018).

Table 3 - The number of HK tourist visitor to Japan

Year	Visitor Arrivals					Visitor Arr..
	Tourism	Business	Others	Transit	Unknown	Total
2011	333,773	26,708	4,384			364,865
2012	447,486	30,112	4,067			481,665
2013	708,997	32,196	4,688			745,881
2014	886,308	33,996	5,671			925,975
2015	1,480,564	36,796	6,932			1,524,292
2016	1,793,358	36,819	9,016			1,839,193
2017	2,180,760	38,916	11,892			2,231,568
2018	2,156,354	37,548	13,902			2,207,804
2019	325,148	5,754	2,714			333,616

Source: Japan national tourism organization (2018)

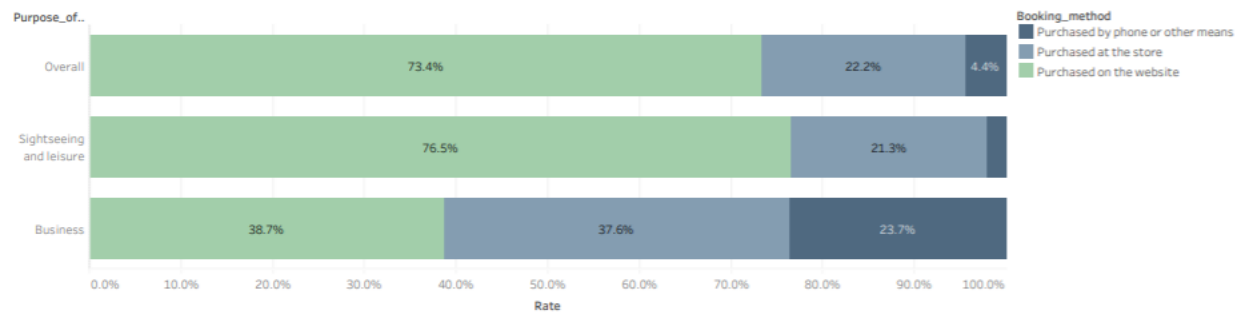
Technological: The online shopping has already become a trend. The package tour can be simply shopped online directly at the travel agent internet website or a third party online retailers.

The electronic payments will be more popular and eventually become the norm in the next 3 years because customer can settle the payment by credit card and also new payment like WeChat pay, Alipay and Faster payment system which are announced to implement by The Hong Kong Monetary Authority in September 2018 (The Hong Kong Monetary Authority, 2018)

With the new innovations, it enables customers to purchase online at anytime and anywhere without travelling to the physical store. Over 76% of sightseeing and leisure customers have already used online booking instead. Refer to below table 4.

Social media will be a new trend of advertisement as it is much easier to get customer connected.

Table 4 - HK tourist trip booking method



Source: Japan national tourism organization (2018)

2.2 MICRO ENVIRONMENT

The micro environment concerns internal environment within the company itself, business partners, employees, customers and suppliers. They bring direct impact of marketing strategies. According to Philip Kotler, there are five actors in the Micro Environment, namely The Company, suppliers, intermediaries, competitions, publics and customers (Kotler P. and Armstrong G., 2017).

Company: The Company belongs to one of element of the internal environment and staff should collaborate together and support the marketing strategies.

The top management has set a long-term plan not only on tour service but also on the new business strategies of liner integration by offering hotel services in Japan. The new Osaka Hinode Hotel has been opened in November 2017 and was awarded a 4.2 of 5 excellent points by Hotels.com and 8.8 of 10 excellent points by Agoda (EGL Holdings Company Limited, 2018). By offering the hotel service, the company can achieve better control of the accommodation service quality and availability.

Customer: The customer is the most essential actors in the company, the company should design and provide wide range of products or services which can satisfy their needs and wants among different groups of customers.

Due to the trend of online purchase nowadays, EGL Tours App has been launched to provide faster and simpler way for customers to purchase online. Except purchase, it also provides assistance when customers are in accidents. When purchase online, customer may get greater deals within period of time.

Supplier: The suppliers of EGL are the airlines, hotels, restaurants, insurance companies, cruise operations, railway operator cars, retail company and tour bus companies. The key supplier are the airlines and hotels. EGL has wider connection with many airlines which can allow them to offer attractive packages and services for choices.

However, in March 2009, Cathay Pacific Airways limited has announced to acquire Hong Kong Express Airways Limited and plan to complete by December 31, 2019.

Once completed, both airlines will be offering more than 56% of direct flight to key cities e.g. Tokyo & Osaka. Refer to Table 5. Therefore, EGL should maintain a good business relationship to gain the competitive prices and securing flight seats from the key suppliers.

Table 5 - Cathay Pacific Express and Nearly Monopolize Japan Route

每日香港來往東京大阪直航班次		
航空公司	來往東京	來往大阪
國泰	8	5
香港快運	6	4
香港航空	3	3
全日空 (ANA)	3	1
日本航空	2	0
捷星航空 (Jetstar)	1	1
樂桃航空 (Peach)	0	2
香草航空 (Vanilla Air)	1	0

Source: Ming Pao Newspaper Limited (2019), available in Chinese only

As for accommodation, there are other alternative hotels. However, EGL has already operated their own hotel in Osaka in 2017, it helps ensure to have better control of the supply.

Competition: The company should be able to offer competitive service and greater customer value than other competitors in the market.

According to the Travel Agents Registry (2018) , there are 1764 number of travel agents in Hong Kong and the key competitor of EGL are Hong Thai travel services, Wing On travel, Jetour travel, China National Travel Services. The survey shows EGL has achieved the highest overall satisfaction rating at 4.5 star. Refer to Table 6 by Consumer Council in 2014.

Table 6 - The Outbound package tour quality

農曆年外遊團旅客對旅行社的評價				
旅行社	實際行程與行程表相符	住宿*	膳食*	整體滿意度*
東瀛遊	88.2%	★★★★	★★★★	★★★★★
翠明假期	89%	★★★★	★★★★	★★★★★
勝景遊	94.6%	★★★★	★★★★	★★★★★
新華旅遊	93.9%	★★★★	★★★★	★★★★★
捷旅假期	95.2%	★★★★	★★★★	★★★★★
永安旅遊	93.2%	★★★★	★★★★	★★★★★
康泰旅行社	89.4%	★★★★	★★★★	★★★★★
金怡假期	88.7%	★★★★	★★★★	★★★★★
香港中國旅行社	89%	★★★★	★★★★	★★★★★
美麗華旅遊	91.8%	★★★★	★★★★	★★★★★
縱橫遊	89.4%	★★★★	★★★★	★★★★★
星晨旅遊	84%	★★★★	★★★	★★★★★
*滿分為5星		資料來源：消委會		

Source: Consumer Council (2014), available in Chinese only

Intermediaries: With experienced management and direct land operations in Japan, EGL can achieve better gross margin and better control of their service (Yeung, 2015). With the centralized procurements, they can enjoy better bargaining power with the suppliers like hotels, restaurants and buses. The better control of the costs the special deals can be offered to customer for boosting sales.

EGL is one of the leaders with direct access to Global distribution system (GDS) computerized network system. GDS is an intermediary between the airlines, hotels and car rental. It allows to achieve economy of scale because of securing flight seats during the peak seasons compared to other smaller agencies. Customer has more faith in purchase at EGL.

Public: The public is the actual or potential impact on the company in order to meet the objective including the media, financial, citizen action and government.

Media – EGL has provided local support and donated a significant amount after the tsunami in Japan in Mar 2011. Also, Mr. Yuen, the Chairman of EGL is a well-known icon in the industry and was awarded as acting as Tourism Ambassador by 40 cities in Japan. It raises the awareness of the EGL brand and differentiate than their competitors.

Financial - EGL financial fund is positive and the gross profit is on a steady growth from HKD 263,923,000 in 2016 to 315,289,000 in 2018. Refer to below table

Table 7 - The EGL Annual Report of 2018

Results	2018 千港元 HK\$'000	For the year ended 31 December			
		2017 千港元 HK\$'000	2016 千港元 HK\$'000	2015 千港元 HK\$'000	2014 千港元 HK\$'000
Revenue					
Package tours	1,496,863	1,457,902	1,505,955	1,660,538	1,524,714
FIT Products and ancillary travel related products and services	212,527	164,102	174,277	197,803	160,531
Hotel operation	67,224	2,580	–	–	–
	1,776,614	1,624,584	1,680,232	1,858,341	1,685,245
Gross Profit					
Package tours	189,908	209,661	164,573	304,729	224,689
FIT Products and ancillary travel related products and services	75,461	79,160	99,350	130,022	116,274
Hotel operation	49,920	2,946	–	–	–
	315,289	291,767	263,923	434,751	340,963

Source: EGL Holdings Company Limited (2019)

Citizen Action – EGL has actively participated in the Fair Trade Charity Football Cup 2016 game and sponsored the local charity film.

Government - EGL has received many top agent and performance awards in travel industry from Japan tourism department and HK labor department.

3 MARKET STRATEGY

Terech (2018) and Tucker (2018) both states that well-planned marketing strategy contains three parts: understand the market, choose a right strategy and execute it. Since each company has scarce resources such as time and capital, therefore, the right segments to be chosen, targeted and better positioned make more comparative among the competitors. The STP model of marketing refers to segmentation, targeting and positioning and it is an audience-focused instead of product marketing-focused marketing strategy.

3.1 SEGMENTATION, TARGET, POSITIONING

Here are the STP strategies adopted and executed by EGL currently:

Segmentation

Nowadays, family travel has grown at faster rate as most families prefer to reunite the family members to spend time together to enhance their relationship and treasure the memories. EGL has targeted this market with 4 different ways:

- Demographic – family group
- Geographic – Japan
- Psychographic – sight-seeing and shopping
- Behavioral – bring happy memories and strengthen relationship

The finding has been observed from the internet homepage leaflet (Appendices A) showing the young joyful girl who enjoys travelling together with her parents and grandparents. An advertising slogan “family traveling brings so much fun and amusing “.

Targeting

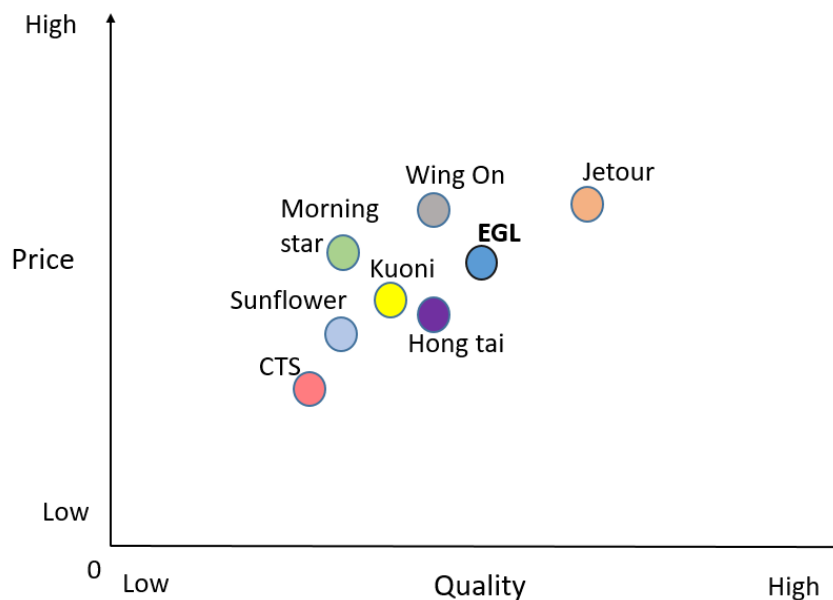
Trends in family travel have been growing rapidly. EGL has focused this sector as one of the most profitable for their business. Nowadays, people are well-educated with middle income, most families are affordable to pay for the tours especially during holidays. Therefore, EGL can take advantage of any peak season for the family group with highest profit margins.

Positioning

At the very beginning, we have stated that Japan has occupied the highest number of visitors and it is a good place for customers for planning 5-6 days trip.

EGL can appeal to customers to join their Japan tour as they have been successful in building up well reputation and respectable quality especially in Japan tour due to familiar with Japanese culture well compared to other competitors.

Figure 1 - The Positioning Map



Source: Construct by writer, based on the collected information from Consumer Council (2014) and Yeung (2015)

3.2 MARKETING MIX

The 4 Ps (Product, Price, Place, Promotion) which are marketing mix are useful marketing strategy or set of actions that allow the company to develop a product or service, distribute and promote its product or brands in the market (Borden, 1964).

Product: The product refers to the item or service being sold to the customers. Like the package tour is an intangible service that it cannot be touched and precise standardization format for the services. The package tour can be purchased direct via online at company webpage, phone apps and the branches in Hong Kong and Macau.

The company has well-arranged all the available resource to capture all the quantity of demand at July during the highest peak season and offer the mostly 5 days trips which have matched the 2018 survey of JNTO. It is because July is the summer holiday for the students and longest holiday to outbound travel with the highest visitor of 230,577 people. The design of the package tour per each day tour itinerary has been already predetermined with no modification. Also, the same standardize tour package is being offered to different gender and age group.

However, Osaka has 10 tours available tours coming July & August in 2019 but not the most tours as per JNTO recorded last year. Refer to Table 8

Table 8 -The variety of Japan package tours in July and August in 2019 due to peak season

Destinations	Number of package tour days						
	4	5	6	7	8	9	10 or more
Shikoku		5					
Hokkaido		8	5	1			2
Osaka		10	1				
Tokyo		14		4			
Kyushu		12					
Honshu				1			2
Tokushima		5					
Sendai		1					1
Okinawa		5					
Tateyama Isobe		12					2
Hiroshima		5	1				
Okayama		1	2				
Yonago			2				
Nagoya		11					
Rising Dragon		10					
Aomori				1			
Hanamaki	No tour available						
Hakodate	No tour available						

Source: Construct by writer, based on the collected information from EGL Holdings Company Limited (2019)

Price: The price is the customers paid for the products or service including regular price, disconnect price and multi-tem sale price. EGL has good control of cost as they have built up a long-term good relationship with suppliers (Hotel rooms and buses) in Japan, they can get a better deal for the bulk purchase. With control of cost, better deal can be offered to customers. EGL is also well-understanding of the inelastic demand during the summer peak season, especially the highest price in July. Refer to below table showing the various prices during June to September 2019 and Appendices B

Table 9 - The 2019 Osaka adult package tour price during June to September

Months	Lowest price (HKD \$)	Highest price (HKD \$)	The price difference between the lowest and highest (HKD\$)
June	8199	8999	4400
July	7599	11599	
August	7199	10999	
September	6999	7299	

Source: Construct by writer, based on the collected information from EGL Holdings Company Limited (2019)

Place: The place is the location that the company would sell the products / services and make delivery to the customer.

EGL has 7 branches offering services to customers around the main area in Hong Kong. With advanced technology, most customers enjoy online shopping. EGL allows customers not only to purchase via the company webpage but also via the phone app. These really bring us a convenient way as we can do the purchase at any place and any time. Easier to access to shopping makes more profitable of the company.

However, the EGL mobile phone app is not user friendly, the screen size is too smaller and difficult to navigate. It appears similar to a desktop web page and EGL should prepare and blend it as a true mobile phone application instead.

Promotion: The promotion consists of advertising, sale strategy and public relations, it aims to attract the customer to purchase the goods or services.

EGL promotes their package tour on the local newspaper, commercial advertisement and TV, also social media like Facebook which enables EGL to be access to potential customers easier by offering new promotion as well as Video marketing to draw the attention of customers for their products successfully.

EGL also shows to fulfill the social responsible such as Unicef Charity Run, Donation Ceremony of "Chen Chan's Free Tutoring World" Cheque and Visits to disaster area of Japan's 311 and so on. The aim is to build up a positive image of the company and enhance exposure efficiency.

4 RECOMMENDATIONS AND CONCLUSION

As a conclusion, the STP of EGL mainly focuses on family group which can be more affordable to pay for the tours aim to enjoy the trips with their family members during holidays.

Reeves (2015) recommended own unique selling proposition that can appeal customer to come and buy from you. However, EGL is providing their services and products which are actually similar as other competitors, in this case they can't stand out in the marketplace and will be replaced by others if they add value on their products.

Online sale platform is another powerful way to reach potential customer and will keep expanding in the next 3 years. EGL has no connection with some popular platforms like Hong Kong Television Network Limited (HKTNL) which is also known as HKTV Mall. HKTNL has already accumulated more than 680,000 members in HK as shown on the 2018 annual report (Hong Kong Television Network Limited, 2019). In fact, EGL can take advantage of their customer base by offering promotion and marketing campaign to drive the business effectively.

Regarding the family group, most family cannot enjoy the off-season travel with the elderly as they need work. It can be segmented by one more group - Senior Adult group aged from 55 or above. As stated on Hong Kong Population Projections 2017-2066 reported by Census and Statistics Department (2017), the age group of 65 or above will be increased by 19% in 2021 and 23% in 2026 respectively. In the next 3 years, the aim is to fulfill this group by offering tailor-made tour especially for elderly at different rates. With flexibility of travelling during off-season peak travel time, they can benefit the lower rates as well. Theme tour may be applied to promote health awareness by introducing Japanese secret balance diet and healthy lifestyle as Japan life expectancy is around 84 and one of the world oldest woman - Ms. Chiyo Miyako was died at the age of 117 in June 2018 (Pitofsky, M., 2018 and The World Bank, 2019). It would bring more attractive to the elderly rather than bringing them for shopping.

Family shooting including the family package makes the tours more unique. It can capture the customer's joyful during the vacation with such a beautiful view in Japan and they would love it as one part of the itinerary.

To be successful, an effective marketing strategic will result in a competitive edge over competitors.

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APPENDICES A – THE EGL HOME PAGE ADVERTISEMENT

The appendices are extracted from the EGL internet web page and available in Chinese only

EGL tours 東瀛遊
香港聯合交易所上市 股份代號0882

一家人旅行 開心到暈

暑假出發 連泊住宿

暑假“童”行優惠 最高勁減 \$1500

特色：● 一家人食飯唔搭枱 / ■ 9 點出發 / ▲ 連泊住宿

目的地/行程	價格 (HKD)	特色
二川、首爾5天 KSC166 數玩度假村·樂園遊	\$3589	● / ■ / ▲
台北、野柳、陽明山4天 TTP054 觀山·望水·浸溫泉	\$2489	▲
布吉5天 BHAA/BBB005 一家人旅行·陽光海灘	\$5089	● / ▲
首爾、京畿道5天 KSC026 四大樂園與童放電	\$3989	● / ■ / ▲
宜蘭、台北4天 TTP046 慢活悠閒·宜蘭5星級溫泉之旅	\$2989	▲
清萊、清邁5天 BCB006 泰北文化漫遊	\$3989	● / ▲

Source: EGL Holdings Company Limited (2019)

APPENDICES B – THE VARIOUS PRICE OF OSAKA 5 DAYS TOUR PACKAGE

The appendices are extracted from the EGL internet web page and available in Chinese only. EGL Holdings Company Limited (2019)
























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日本環球影城®、壽司開心體驗、和歌山晚晚溫泉5天

出發日期：6月23、27-30、7月2-8、10、13、14、17-21、23-26、28-31、8月1-4、6-24、28-31、9月1-15、18-30、10月1-31日

\$6899+



大阪難波購物(即心齋橋之頭)

網上訂購，請於日曆選擇出發日期

June 2019						
sun	mon	tue	wed	thu	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						
























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\$6899+



大阪難波購物(即心齋橋之頭)

網上訂購，請於日曆選擇出發日期

July 2019						
sun	mon	tue	wed	thu	fri	sat
	1	2	3	4	5	6
		\$7599	\$7699	\$7599	\$7699	\$7999
7	8	9	10	11	12	13
\$7699	\$7399		\$8599			\$9599
14	15	16	17	18	19	20
\$10399			\$10599	\$10799	\$9599	\$10599
21	22	23	24	25	26	27
\$11599		\$10899	\$10899	\$10599	\$10299	
28	29	30	31			
\$10799	\$10299	\$10199	\$10299			

🕒 剩餘少量名額 🔥 快將成團 ⭐ 已成團

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\$6899+



大阪難波購物(即心齋橋之碼頭)

網上訂購，請於日曆選擇出發日期

August 2019						
sun	mon	tue	wed	thu	fri	sat
				1 \$10599	2 \$10399	3 \$9899
4 \$10399	5	6 \$9899	7 \$10299	8 \$10199	9 \$10199	10 \$9799
11 \$10999	12 \$9899	13 \$9899	14 \$9899	15 \$10399	16 \$10199	17 \$10199
18 \$9899	19 \$9899	20 \$10199	21 \$10399	22 \$9899	23 \$9899	24 \$10199
25	26	27	28 \$8999	29 \$7699	30 \$7199	31 \$7199

🕒 剩餘少量名額 🔥 快將成團 ★ 已成團

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出發日期：6月27-30、7月2-8、10、13、14、17-21、23-26、28-31、8月1-4、6-24、28-31、9月1-15、18-30、10月1-31日

\$6899+



壽司體驗

網上訂購，請於日曆選擇出發日期

September 2019						
sun	mon	tue	wed	thu	fri	sat
1 \$7199	2 \$7199	3 \$7199	4 \$7199	5 \$7099	6 \$7099	7 \$7099
8 \$7099	9 \$7099	10 \$7099	11 \$7299	12 \$6999	13 \$7299	14 \$7299
15 \$6999	16	17	18 \$6999	19 \$6999	20 \$6999	21 \$6999
22 \$6999	23 \$6999	24 \$6999	25 \$6999	26 \$6999	27 \$7399	28 \$7299
29 \$7199	30 \$7199					

🕒 剩餘少量名額 🔥 快將成團 ★ 已成團

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3692 0618
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日本環球影城®、壽司開心體驗、和歌山晚晚溫泉5天

出發日期：6月27-30、7月2-8、10、13、14、17-21、23-26、28-31、8月1-4、6-24、28-31、9月1-15、18-30、10月1-31日

\$6899+

網上訂購，請於日曆選擇出發日期

October 2019						
sun	mon	tue	wed	thu	fri	sat
		1 \$7399	2 \$7299	3 \$7599	4 \$7999	5 \$7999
6 \$6999	7 \$6999	8 \$6999	9 \$6999	10 \$6999	11 \$6999	12 \$6999
13 \$6999	14 \$6999	15 \$6999	16 \$6999	17 \$7199	18 \$6999	19 \$6899
20 \$6899	21 \$6899	22 \$6899	23 \$6899	24 \$6899	25 \$6899	26 \$6899
27 \$6899	28 \$7199	29 \$6899	30 \$6899	31 \$6899		

🕒 剩餘少量名額
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Source: EGL Holdings Company Limited (2019)

APPENDICES C – LIFE EXPECTANCY AT BIRTH, TOTAL (YEARS)

Life expectancy at birth, total years of HK, Japan and China in 2017



Source: The World Bank (2019)

Student Self Evaluation Form			
Student name:	Wong, Si Ming Kyle	Student number:	1812211
Programme:	Marketing Management	Year of programme	1.5 years
Assignment Title:	EGL Holdings Company Limited – 3 years Marketing Plan of Japan Package Tour Service		

This section repeats in brief the common assessment criteria detailed on previous pages. The *extent* to which these are demonstrated by you determines your mark. Using these criteria, tick the box that best indicates the level of achievement you feel you have achieved with regard to each of them.

Common Assessment Criteria Applied	Level of Achievement						
	REFER			PASS		DISTINCTION	
	FAIL	FAIL	MARGINAL FAIL	SATISFACTORY	GOOD to VERY GOOD	EXCELLENT	EXCEPTIONAL
1. Engagement with literature	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
	☐	☐	☐	☐	☐	☐	√
2. Knowledge and Understanding	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
	☐	☐	☐	☐	☐	√	☐
3. Cognitive and intellectual skills	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
	☐	☐	☐	☐	√	☐	☐
4. Practical Skills	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
	☐	☐	☐	☐	☐	√	☐
5. Transferable Skills for Life and Professional Practice	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
	☐	☐	☐	☐	☐	√	☐

PLEASE COMMENT ON AREAS IN WHICH YOU FEEL THAT YOU HAVE PERFORMED WELL		PLEASE COMMENT ON AREAS YOU FEEL THAT YOU NEED TO DEVELOP	
Attended all the classes and be able to apply the Marketing Management skill at assignment		Still have a room to enhance my knowledge of market research, report preparation and time management.	
Student's Name	WONG, Si Ming Kyle	Date	June 22, 2019
Student's Signature	<i>Kyle Wong</i>		