A. Project Introduction and Guidelines

The Corporate Project (SBMT3200) provides an invaluable opportunity for students to work in teams with a corporation/organization on a project that allows them to apply concepts, knowledge, skills and methodologies learned from business courses on specific business problems, issues or challenges.

I. Objectives

The course is offered in two consecutive terms (Fall to Winter, Winter to Spring, Spring to Summer, and Summer to Fall). Students can apply the skills and knowledge learned from their business courses to specific projects in a corporate setting. The Corporate Project provides students with the opportunity to undertake industry and company analyses with a focus on practical solutions to real organizational issues. The Scope of the Project (as stated in Section II below) grows directly out of student proposals. Work on the projects is interactive and feedback-based.

II. Benefits of the Corporate Project

The Corporate Project is a three-way partnership among a corporate/organization, HKUST Business School and its undergraduate students, benefiting all parties involved. The Project provides students with developmental opportunities and consulting experience, and helps them establish sustainable relationships with the corporation/organization. From the corporation’s perspective, the Project allows organizations to receive consulting advice and creative ideas from young business undergraduates on their business issues/challenges at no cost. It also gives the corporation an opportunity to help nurture business students and identify potential interns or employees. For HKUST Business School, the Corporate Project helps strengthen its tie with the business sector, encourages collaboration between the School and industries, and, more importantly, fulfills the School’s mission of developing business leaders in Asia for the world and contributing to the social and economic transformation of the region.
III. Roles and Responsibilities of the Project Partner

- To define the scope of the Project in discussion with the HKUST Business School
- To appoint an executive as the Corporate Project Supervisor to meet with students on a regular basis, keep track on the project progress, and participate in the Project presentations
- To share relevant data and information in a timely fashion with students
- To provide feedback and suggestions for improvement to students and the HKUST Business School at the conclusion of the Project

IV. Roles and Responsibilities of Students

- To prepare reports and conduct presentations to the corporation – an initial proposal defining the scope and objectives of the Project, an interim report explaining the proposed approaches and methodologies, and a final report describing the findings and recommendations, or as stated in the scope of the Project
- To keep close contact with the Corporation Project Supervisor and HKUST Project Coordinator
- To keep track on the Project progress and that the deliverables to be ready on time
- To keep all data, information, analyses and recommendations confidential if requested by the corporation/organization
- To represent themselves and the HKUST Business School in a professional manner
- To ensure all students contribute equally to the project
- To prepare a self-reflective paper describing his/her learning experience at the conclusion of the Project
- To strictly follow the university regulations on academic integrity, including the use of footnoting and citations in any of the reports where appropriate in order to avoid plagiarism
V. Project Topic and Mode

The corporation, in discussion with the HKUST Business School, will define the specific scope and topic of the Project. Among the many formats in which the Project may be delivered, some examples are as follows:

- Business plan or proposal
- Industry or market research
- Company case study
- Academic research
- Other formats as suggested and agreed by the corporation

VI. Course Requirements

- The Corporate Project is conducted in group(s)
- All students are required to participate actively in the collegial and scholarly activities associated with the Project. Such activities may include: project meetings, event days, and/or group presentations. A list of these activities should be provided in the Project Task List at the beginning of the Project (normally during the first 2-3 weeks)
- **Each student** is required to submit the followings to the HKUST Project Coordinator
  - Two Email Reports on progress update*
  - Final Presentation PPT Slides
  - Final Written Report
  - Self-reflective Paper, together with a minimum of six digital photos taken during the course of the project
  - Peer Evaluation Form
  - Program Evaluation Form
- At conclusion of the project, each group will need to conduct a final presentation to provide a detailed oral report on the entire project and post-event recommendations
- All students must attend those sessions marked as “Compulsory”
- At least 2/3 members should attend the remaining meetings
- Each member should attend 70%+ of non-mandatory meetings to get a pass

*The Email Reports should give an overall picture on project progress with regard to the projects objectives. The report could be brief and in point forms, yet it should provide sufficient information pertaining to the project progress. Each report could be of about 200 words.
• All team members should commit to the agreed due dates and respect the time devotion of the business partner for all interaction – punctuality and good preparation is expected

VII. Grading Scheme

Students will be evaluated on the application of their business knowledge to solve real business problems. Grading guidelines of the course are as follows:

• Active participation in all scheduled services / activities (30%)
• Final reflective paper (30%)
• Final presentation (35%)
• Peer review (5%)

This learning experience is a two-credit course, graded Permitted to Proceed (PP), Pass (P) or Fail (F). To achieve a Pass grade, each student must complete all tasks on time and meet the course requirements stated in VI. Course Requirements. Also, the required tasks must be judged as satisfactory by both the HKUST Project Coordinator(s) and Project Supervisor(s) from the Partner organization (to be evaluated by Partner Organization Evaluation Form)

VIII. Class Size

To be confirmed (5-10 students, 1-2 teams)
IX. Working Schedule

The working schedule stated below may be subject to changes. Project Partner and the HKUST Business School reserve the right to revise the schedule as deemed appropriate. Any changes will be communicated to all parties concerned.

<table>
<thead>
<tr>
<th>Time and Venue</th>
<th>Task</th>
<th>Action By</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sep 4, 2018 (Tue)</strong>&lt;br&gt;6:00pm – 6:45pm&lt;br&gt;Venue: HKUST LSKG003</td>
<td>Project briefing&lt;br&gt;(Highly recommended to all interested students to attend this briefing)</td>
<td>Project Partner’s representatives, SBM staff and students</td>
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<tr>
<td><strong>Sep 7, 2018 (Fri)</strong>&lt;br&gt;12:00nn</td>
<td>Application deadline&lt;br&gt;Interested students should complete the online application at here or scan the QR code by Sep 7 (Fri) at 12:00nn&lt;br&gt;<a href="https://ust.a21.qualtrics.com/jfe/form/SV_06C7I0fNpv0Qau9">https://ust.a21.qualtrics.com/jfe/form/SV_06C7I0fNpv0Qau9</a></td>
<td>Students</td>
</tr>
<tr>
<td><strong>On or before Sep 12, 2018 (Wed)</strong></td>
<td>Results announcement&lt;br&gt;Successful applicants will receive email notification and they are required to complete course registration asap</td>
<td>SBM staff</td>
</tr>
<tr>
<td><strong>Sep 14, 2018 (Fri)</strong>&lt;br&gt;7:00pm – 8:30pm&lt;br&gt;Venue: P&amp;G’s Office</td>
<td>Project kick-off meeting (Compulsory)&lt;br&gt;• Project Partner to provide details of the scope of the project&lt;br&gt;• Recap key points of the whole project&lt;br&gt;• Identify key roles of students and go into details the roles and responsibilities of students&lt;br&gt;• Q&amp;A</td>
<td>Project Partner’s representatives, SBM staff and students</td>
</tr>
<tr>
<td><strong>Sep 27, 2018 (Thu)</strong>&lt;br&gt;12:00nn</td>
<td>1st proposal + timeline submission (by email/skype meeting)</td>
<td>Students</td>
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<tr>
<td><strong>Sep 14, 2018 – Dec 7, 2018</strong>&lt;br&gt;(before final exam)</td>
<td>Monthly meeting (minimum)&lt;br&gt;• Each team will present their project ideas and direction to Project Partner&lt;br&gt;• Weekly report on their work progress&lt;br&gt;• Project partner will provide feedback to each team</td>
<td>Project Partner’s representatives, SBM staff and students</td>
</tr>
<tr>
<td><strong>Final exam: Dec 8 – 20, 2018</strong>&lt;br&gt;Dec 21 – 22, 2018&lt;br&gt;(before Christmas holiday)</td>
<td>Meeting/Progress Update by email&lt;br&gt;• Each team will update their work progress to Project Partner</td>
<td>Project Partner’s representatives, SBM staff and students</td>
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<td><strong>Winter break: Jan 1 – 29, 2019</strong></td>
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### Bi-weekly meeting

**Bi-weekly meeting**

Weekly report on their work progress  
Project partner will provide feedback to each team

**Project Partner’s representatives, SBM staff and students**

**Jan 21, 2019 (Mon)**

**12:00nn**

**Submission of final written report + presentation PPT**

*Every student also needs to submit (1) final group presentation PPT (2) written report, (3) individual self-reflective paper and (4) Peer Evaluation Form via email to bmivan@ust.hk*

**Students**

**Jan 23, 2019 (Wed)**

**3:00 – 5:00pm**

**Venue:** P&G’s Office

**Group final presentation (Compulsory)**

**Project partner’s Representatives, SBM staff and students**

### B. Project Partner

**Name of the partner organization:** Procter & Gamble Co.


**Office Address:** P&G HK, 6/F Shui On Centre, 6-8 Harbour Road, Wanchai, HK

#### 1. The situation and key issues:

In P&G, Sales is a function that directly works with the management team of retailers to find out how our brands can build their business via developing strategic partnership, creating joint value and superior shopper experience. In P&G, we understand that our company’s success begins when our shoppers choose our products in-store, which we call this “first moment of truth” and Sales is the leading function to this significant moment. We need to create better impact on our Go-To-Market strategy and investment choices, and thus enable P&G Sales to better create value with our retailers in the future.

**Topic 1: HK Fabric Care Shopper Study & Key Business Drivers**

P&G is the biggest player in Laundry Category globally which owns billion-dollar brands such as GAIN, TIDE, ARIEL & DOWNY etc. However, we have just launched to play in Hong Kong market in recent which we have high expectation that our brands will become a winning and profitable business to the company. With our proven product superiority, we would to know more about this industry and local consumers together to sharpen our strategies.
Topic 2: HK Skin Care Shopper Decision Tree & New Users Drive Study
In 2011, Olay ranked in 1st place among 50 of the industry leaders in Brand Finance’s Top 50 Cosmetic Brands. And she is always the driving engine for sales & profit globally and locally for P&G. Being no.1 mass skin care brand in Hong Kong with a strong user base, we would like to understand the local shoppers more and how to widen our consumer spectrum to young users to achieve sustainable growth in Hong Kong.

2. Project objectives /scopes:

Topic 1: HK Fabric Care Shopper Study & Key Business Drivers
- What is the shopper profile?
  - Who are the shoppers to buy liquid detergent & pods in Wellcome & Parknshop?
- What are the key players in this market? Competitor landscape?
- What are the purchase drivers and barriers for supermarket detergent shoppers?
  - Shoppers’ path to purchase (e.g. pricing, brand, product, POSM, etc.)
  - Why choose Ariel over other brands, vice versa
- Evaluate how P&G and competitors are doing instore in terms of shopper journey
- Suggestion for communication and in-store plan to grow more users

Topic 2: HK Skin Care Shopper Decision Tree & New Users Drive Study
- What is the millennials shopper path-to-purchase?
  - How they shop in-store? Any considerations they made during pre-trip or in-trip (e.g. pricing, brand, product, promotion POSM & ad. etc.)
- What are the purchase drivers and barriers for Olay in the view of millennial shoppers?
- How to drive traffic of millennials to Mannings & Watsons to buy skincare product?
- Evaluate how P&G and competitors are doing instore in terms of shopper journey (Display, Shelving & Trials etc.)
- Suggestion for communication and trade plan to grow new millennial users and increase their purchase intention
3. Key deliverables and timeline

**Topic 1: HK Fabric Care Shopper Study & Key Business Drivers**
A group presentation and a report in PPT format
   a) A shopper understanding laying down the shopper decision tree, key considerations and trial barrier for liquid detergent & pods
   b) Share P&G opportunities and your recommendations based on understanding on shoppers and retailers

**Topic 2: HK Skin Care Shopper Decision Tree & New Users Drive Study**
A group presentation and a report in PPT format
   a) A shopper understanding laying down the shopper decision tree, key considerations and trial barrier for skincare products & Olay from Millennials Skin Shopper point of view
   b) Share P&G opportunities and your recommendations based on understanding on shoppers and retailers

4. Special requirements on selection of project team members (if any):
N/A