Entrepreneurship Program – The CNY Fair

To: All MGT Students
Fr: Ms. Josephine Chan

Dear All,

Entrepreneurship Program – The CNY Fair

Please come and visit the stall run by our MGT HRM and IBJ students. Attached is the poster which shows some products sell in CNY Fair.

Victoria Park, Causeway Bay
Meet us from 25 to 30 Jan, 2014
Stall no. is 219 & 220

Looking forward to seeing you there. Thank you and have a wonderful CNY.

Josephine
Staff Coordinator – The Entrepreneurship Program 2013/14
Q版草泥馬暖手枕
維園年宵#219 @好馬頭
地點：維多利亞公園
日期：25 - 30/1
誠邀各City同學支持「好馬頭」
媒體報導

産品截圖
過馬路汁金
維園年宵220
25/1-30/1

過嚟帶我地返屋企呀!!!
【本報訊】馬年年宵市場尚有不足一周便開鑼。今年維園年宵年市成本飆升，扼殺了學生哥自家設計。浸大學生不懼俗諺「傻的馬」的威脅，但造價太貴，惟有改以現成貨：城大學生的「好馬頭」單是投標標底即已支騰 7,000元，雖然力保半個「親生仔」，仍挨過了多個「Emoji換春」的失敗處理，「好難有人呀百幾蚊買張換春」。報料：袁永詩

「傻的馬」攤位使用的「pattern馬」

【產家成本來自攤位租金，城大原本預算2,000元，最後投標跌至2,000元，加上電費1,000元，接近3,000元。校方人力資源管理學系20名學生將近年宵紅包的整體馬改造成暖手枕，取個喜氣名字「好馬頭」售88元；海馬大抱枕則售128元。成員黃靖說，他們希望改變年宵市場的呆氣，並利用空隙時間在課堂外開店舖，「大家見到一隻公仔，都由心而發笑得好開心，證明work」。】

「傻的馬」「年宵」

誠然，他們原本以早前熱播手機遊戲「123福爾摩斯」為藍本，製作以表情公仔拼接出「好馬頭」、「家有喜事」等祝福語，各款造價高達60元，由創意平反 40元，惟有改以現成貨。商合學會去年以20,000元投得攤位，今年增至27,500元。

為配合 Encryption Protocol，七彩花紋的布質馬公仔「pattern馬」，保留自家設計的童稚眼晴，售128元；年宵鮮果的橙、核桃、桂圓等爆堆建設售108元至268元，比起市面便宜數十元。

平廠商合會20名學生自成年宵便決定以「傻的馬」路線搶攻年輕客源，取得調查信譽「傻的馬」，更設計印有「傻氣馬」的配色貼紙，夠新穎又搶眼。不過，這檔投標價再高也要節流；加上他們只訂做250個，內地廠家「可貳」每啫造價40元，惟有放棄。商合學會去年以20,000元投得攤位，今年增至27,500元。

「傻的馬」行之有效，但產品大變身，七彩花紋的布質馬公仔「pattern馬」，保留自家設計的童稚眼晴，售128元；年宵鮮果的橙、核桃、桂圓等爆堆建設售108元至268元，比起市面便宜數十元。

首次參與年宵的成員李子欣說，「原本以為搞年宵攤大家都一定會賣我嘸頭」，甚至想過在淘寶賣貨；後來才知要「小欣上廣州」。她說，一檔人在廣州飾物商場逛了整個下午，有同行建議「頭旨口白」，終於「枯木」主攻精品，「見到得意搶眼就會買，尤其女子」。

「想得都同唔唔切」

產品製作公司思語總經理劉 doen，近年不少攤主放棄自家設計，成本高是致命傷，加上今年農曆新年特別早，攤位投標時間相較往年遲，令獨家貨定單幾乎絕迹，「顧客年後半月才收爐，有啲想做都唔唔切」。
草泥馬斑馬精品迎馬年
年宵突圍 學生推特種「馬」

【明報專訊】連 7 日的維園年宵將於本周六開幕迎接馬年，今年部分學生檔主別樹一格，推出「馬非馬」產品，如「草泥馬」暖手枕、海馬攬枕，以至斑馬頸枕等招徠。然而有製造商反映，今年年宵較往年早，競投攬檔又比去年遲，檔主缺乏時間籌備自家設計產品。

城市大學 9 名管理學系學生今年設立攬檔「好馬頭」，主打自家設計、俗稱「草泥馬」的羊駝暖手枕，以及海馬攬枕。成員葉鈞槿（Tommy）說，產品造型可愛，有信啓吸引情侶和少女客源，其中有兩款顏色的暖手枕售價為 88 元。

拍愛情短片勝暖手枕
Tommy 坦言，由於以 2.74 萬元投得攬檔，較預算多 6000 元，唯有減低成本和加強宣傳攻勢。他們在 facebook 和 Instagram 開設專頁，為暖手枕拍攝 4 段短片，有愛情故事，又在街上找遊客即席試用產品。他們又「惡搞」《那些年，我們一起追的女孩》和《蜘蛛俠》等電影劇照和海報，並會在擺攤期間派發內有爆炸糖的利是，寓意學生 GPA「爆 4」，宣傳層出不窮，期望最終錄得 6 萬元營業額。

製造商：成本增料款式少
每年自家設計生肖產品的張祝珊英文中學，今年續推名為「一馬當先」的斑馬頸枕及腰枕，主攻情侶市場。指導 80 名中五商科學生參與年宵的教師司徒雪萍說，受通脹和內地人工上升，今年廠商要求最少生產 1000 件頸枕，連同競投攬檔成本，已花近 12 萬元，較前年增三成，唯有薄利多銷，斑馬頸枕定價 80 元，學生將以人海戰術宣傳。產品製作公司思領銷售經理劉江霖指出，馬年生肖公仔較蛇年公仔受落，至今顧客人貨量較往年同期多近三成，但受人民幣匯率上貶等影響，整體生產成本較去年升約三成，有內地廠商要求提高產量才接單，令今年產品款式較少。

2014.01.20 星期一 編輯 簡鈺娟
CUDDLY PROTEST ICON THAT SAYS ‘NEIGH’ TO CENSORSHIP

Stallholders at Lunar New Year fairs expect the ‘grass mud horse’ to become a runaway hit, thanks to its filthy translation in Chinese.

Amy Nip
amy.nip@scmp.com

First there was Lufsig, the toy wolf who became a symbol of political protest thanks to his obscene name in Chinese, now a new cuddly protest icon has hit town: the “grass mud horse”.

The mainland symbol of dissent against censorship is proving a popular choice of product for stalls at the Lunar New Year fairs, which will welcome the Year of the Horse from Saturday.

With a moniker that sounds in Chinese like a phrase suggesting an unspeakable act with one’s mother, the grass mud horse – supposedly a species of alpaca – has been adopted by mainland internet users to mock the government’s efforts to crack down on obscenity.

It arrives in Hong Kong with public mirth still widespread over Lufsig, the Ikea toy with a Chinese name that sounded like an obscene anatomical reference. Ikea quickly changed the name, but not before the toy had become a symbol of protest against Chief Executive Leung Chun-ying, whose nickname is “The Wolf”.

Tommy Yip Kwan-yeung, who will run a stall with his classmates from City University’s department of management, will sell a cushion shaped like the head of the grass mud horse. With a space inside, the cushion can be used as a hand warmer.

“Our neighbouring stalls will be selling grass mud horses as well. But they are conventional figures, without unique designs or functions,” Yip said. “We are not worried about the competition.”

The team picked the animal for its funny face rather than its vulgar links, he said, but if buyers chose it for another reason, “we have nothing against it”.

Other participants at the Victoria Park fair are bringing a modern twist to traditional crafts.

Ho Siu-wa, who has secured a stall with 20 Hong Kong Baptist University students, will sell paper cuttings featuring slang sayings, rather than the more traditional cuttings which feature greetings and wish people luck.

One of Ho’s cuttings – which reads “starting from three, moving towards four” – refers to the university grade point average (GPA), and is likely to prove popular with students. A GPA of four is the best. Ho’s stall will also sell a product featuring a horse character – a hugging pillow designed by the team.

Forty secondary school students from Kiangsu-Chekkiang College will sell traditional snacks including Put Chai Pudding (red bean and brown sugar rice cakes), sesame cakes and peanut candies in partnership with Super Bowl King Traditional Snack.

Coco Cheng Lok-see, 16, said teammates had received training on how to prepare the snacks. “It’s easy to break a Put Chai Pudding when scraping it out of its bowl,” she said.

Her teacher Desmond Lam Kwong-yip said the school would use the stall to help educate about local food. “Students have to do presentations about the evolution of street food over the years,” he said.