

## ACCA Hong Kong Business Competition 2020-21

*Tang Wai Yee Cathy, BBAU4 AC Cohort 2019*

*Yu Wing Shan Winnie, BBAU4 AC Cohort 2019*

*Chan Yi Ting Ethel, BBAU4 AC Cohort 2019*



**Sharing by Cathy Tang:** It was my second time joining the case competition, and the journey greatly exceeded my expectations. I am very thankful for the result and this worthwhile experience. Our team would not have proceeded to the final round without the generous guidance of Mr David Yip and our coach, Brian Li.

The theme of the Business Competition was “Rewiring Our Future: Leading Digital Innovation and Sustainable Success.” We were tasked with providing innovative solutions to current social problems. Substantial research on changing social needs in the current market was performed to generate ideas targeting current deficient areas. Our proposal was an online medical consultation platform specializing in the elderly. With our coach’s help, our simple idea was transformed into a practical and concrete business solution.

For me, budgeting was the most challenging aspect. Indeed, it was one of the critical elements, illustrating our proposed solution’s profitability, sustainability, and efficiency of investment. Due to the lack of references, we had to rely many assumptions and estimates. We put significant effort into modifying our budgeting approach and finally obtained the Best Budgeting Award.

Through the ACCA Business Competition, I acquired essential skills such as analytical skills, problem-solving skills, and pitching skills, all of which will benefit my personal development as a business student and my future career.

**Sharing by Winnie Yu:** It was my first time joining a case competition. At the beginning, we did not expect to be shortlisted as one of the Top 8 Teams and take part in the final competition. We feel so thankful for the result, and especially for the guidance given by the coach and our professor. We are honoured to share this experience with all of you.

We believed that “practice makes perfect.” As such, before we were shortlisted as one of the Top 20 teams, we held many Zoom meetings to check on each other’s progress and to improve the proposal. Before the final round, we rehearsed the presentation many times. Although the case competition was held in the final examination period, we still put a lot of effort into it.

Confidence is very important. The competition was fierce and our competitors were from many different universities. Each of them had his/her own strengths, like mature presentation skills or a high emotional quotient (EQ) when answering questions from the judges. Moreover, it is not easy to share ideas in front of professionals from different sectors. By staying confident and calm, we were able to put our hearts and souls into the presentation.

The final result was satisfactory, and we are so grateful for all the guidance and help we received. We hope to achieve even more success in future competitions.

**Sharing by Ethel Chan:** I think the most important thing for succeeding in a case competition is to be aware of the surroundings. As this year's ACCA business case competition focused on improving our community in innovative ways, we had to be familiar with what was happening around us, such as the lack of care services, the importance of physical activities, limitations to learning, and so on. All of these observations inspired us to build a well-rounded business plan to benefit our target market.



Furthermore, being willing to express our ideas led us to a path to success. None of us is flawless. Only by expressing our thoughts can we perceive our vulnerabilities, especially in the context of a case competition. It is possible to have many ideas but think in a superficial manner. By expressing our ideas to our teammates, we reveal the vulnerabilities of our ideas and come up with a better and more comprehensive strategy.