

## Road to Success of the Top Eight Teams of the ACCA and CFA Institute Business Competition 2019-20

*CHAN Tsz Chun, BBAU4, 2018 Cohort*

*CHUI Ying Kit, BBAU4, 2017 Cohort*

*LAM Joshua Yen Lung, BBAU2, 2019 Cohort*



It is gratifying and significant that our team has been selected as one of the top eight teams in the ACCA-CFA Institute Business Competition.

Our team members are undertaking different majors, with three of us studying Accountancy and one studying Business Analysis. Having a team composed of students from different majors can increase the likelihood of obtaining diverse opinions and ideas, which is key to developing a well-rounded business proposal in the competition.

In the competition, we selected “Affordable Housing” as our target issue from three given topics. We spent approximately 2 months reaching a consensus on our business model and our main idea for alleviating the effects of this social problem.

In addition, we conducted quantitative research and qualitative research. For the qualitative research, we interviewed the person in charge of the targeted interior design company and performed a detailed survey of millennials on current housing issues in Hong Kong, using open-ended questions. The qualitative research findings were invaluable for accurately understanding the “needs” of the target audience and the project supplier.

Being involved in the ACCA-CFA Institute Business Competition provided us with a unique opportunity to gain enhanced educational and life experience by listening to the inspiring comments from judges and by learning outside the classroom.

