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| **2025 Smart Retailing Award智能零售大獎**  **Smart Retail Tech Award 智能零售科技獎 Proposal計劃書**  **(Applicable to Technology Vendor/Technology Start-up適用於科技供應商/科技初創企業)**  ***Please email this proposal in WORD Format and presentation PowerPoint to*** [***eo@hkrma.org***](mailto:eo@hkrma.org) ***on or before 25 July 2025.*** |

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| Please complete the following parts **ALL in ENGLISH or ALL in Chinese** and put ✓where appropriate.  請**以全英文 或全中文**完成以下各部份及在適當位置填上✓。 | | | | | |
| **Company Information 公司資料** | | | | | |
| Company Name 公司名稱 (English) | | | |  | | --- | |  | | | |
| Business Type  業務類別 | |  | | --- | |  | | Technology Vendor科技供應商 | | |  | | --- | |  | | Technology Start-up科技初創企業\* | |
| Please briefly describe the nature of business and customer group of your company in ENGLISH (no more than 200 words):  請簡述公司業務和客戶性質（不多於200字）：   |  | | --- | |  | | | | | | |

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| **Project Information 參賽項目資料** | | |
| Please provide basic information of the participating solution / application / project campaign  請提供參賽方案 / 應用程式 / 活動項目的基本資料。 | |
| English Name英文名稱  (For promotional use作宣傳之用) |  |
| Chinese Name中文名稱  (For promotional use作宣傳之用) |  |
| Operating Platform & Development Tools  營運平台及開發工具 |  |
| Equipment for implementation 實施儀器 |  |
| Price range / Fee model  價錢範圍 / 收費模式 |  |

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| |  |  |  | | --- | --- | --- | | **Area範疇** | **Please select the area of your participating project, your choice can more than one. 請選擇參賽項目所屬的零售業務範疇, 可以選多於一項。** | | | **Customer Attraction**  **吸引顧客** | |  | | --- | |  | | Big data application on customers behavior 應用於顧客行為的大數據分析 | | |  | | --- | |  | | Digital marketing 數碼營銷 (Local / Visitors) | | |  | | --- | |  | | ROI measurement on digital transformation 數碼轉型的投資回報率計算 | | |  | | --- | |  | | Conversational Commerce / Chatbot 對話式商貿 / 聊天機械人 | | |  | | --- | |  | | Video Commerce 短片式商貿 | | |  | | --- | |  | | Social Media Marketing社交媒體營銷 | | **Customer Experience**  **顧客體驗** | |  | | --- | |  | | Product information database management產品資訊數據庫管理 | | |  | | --- | |  | | Pre & Post sales CX touch points management (i.e. POS & CRM)  售前和售後顧客體驗接觸點管理（POS和CRM） | | |  | | --- | |  | | Personalization / Customization marketing solutions 個人化 / 訂製化營銷 | | |  | | --- | |  | | Cybersecurity (website / database / endpoint) 網絡安全 (網站 / 資料 / 端點) | | |  | | --- | |  | | Online booking system 網上預約系統 | | |  | | --- | |  | | Kiosk for CX enhancement 優化顧客體驗售賣機 | | **Order Fulfillment**  **交易履行** | |  | | --- | |  | | Warehouse logistic management 倉庫物流管理 | | |  | | --- | |  | | Order fulfillment management 交易履行管理 | | |  | | --- | |  | | OMO POS payment system | | **Retail Operations**  **零售業務營運** | |  | | --- | |  | | Smart office automation 自動化辦公室系統 | | |  | | --- | |  | | Digital roster management system 數碼化編制管理系統 | | |  | | --- | |  | | ERP system 企業資源管理方案 | | |  | | --- | |  | | Remote office system 遠端遙控辦公室系統 | | |  | | --- | |  | | Other HR / Account System for Operation Efficiency 其他優化效率辦公室系統 | | **Cross border Retailing 跨境零售** | |  | | --- | |  | | Cross-border online shopping platform 大灣區跨境零售 | | |  | | --- | |  | | China social media marketing 內地社交媒體營銷 | | |  | | --- | |  | | Digital marketing automation自動化數碼營銷 | | *If your participating solutions covered the aspects of cross-border retailing, then you are entitled to compete for the* ***“Smart GBA Retail Solution Award”***  *如貴公司參賽方案涵蓋跨境零售元素，即合資格競逐****「大灣區智能零售方案獎」****。* | | | **Eco-Friendly Retailing推崇綠色零售** | |  | | --- | |  | | Responsible consumption-driven solution for environmental sustainability  促進綠色經濟，確保永續消費行為對環境可持續性 | | |  | | --- | |  | | Responsible production-driven solution for carbon reduction  促進減碳排放生產模式方案 | | *If your participating solutions covered the aspects of eco-friendly retailing, then you are entitled to compete for the* ***Smart Green Retail Tech Solution Award”***  *如貴公司參賽方案涵蓋環保友善零售元素，即合資格競逐****「綠色智能零售科技方案獎」****。* | | |

In the scope and perspective of retail operation, please list the objective and the overall strategy in reaching the S.M.A.R.T. criteria about your participating solution. 請按零售業務的涵蓋面及角度出發，列出參賽方案的目標及整體實施及操作策略，以達致 S.M.A.R.T. 智能零售的評審準則。

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| **Objective (No more than 200 words) 目標 (不多於200字)** | | |
|  | **Please specify the objectives of your project.**  **請說明參賽項目的目標。** |
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| **Overall Strategy (No more than 100 words for each column) 總體策略(每欄不多於100字)** | | | |
|  | **Please elaborate the ways to implement the project according to the S.M.A.R.T criteria. Please indicate the target beneficial segments. 請根據S.M.A.R.T準則詳細說明項目的實施方式，並指示受惠目標群。** | |
|  | |  | | --- | |  | | for internal: improving operational efficiency in frontline / backend.  內向優化營運效率, 包括前線 / 後勤 |
|  | |  | | --- | |  | | for external: enhancing customer experience, engagement, loyalty.  外向提升顧客體驗、參與度及忠誠度 |
|  | |  | | --- | |  | | for both: please list the percentage \_\_\_\_\_\_\_\_\_% for internal and \_\_\_\_\_\_\_\_\_% for external.  內向及外向兼備, 並列出優化內向的比例 \_\_\_\_\_\_\_\_\_%及優化外向的比例 \_\_\_\_\_\_\_\_\_% |
| **S** | **Specific具體**  Please state the rationale for the project on how it helps on solving industry pain points on the above selected area(s). (Directions: for internal efficiency / for external customer experience)  請說明參賽項目如何在其所屬的零售業務範疇上解決行業痛點。   |  | | --- | |  | | |
| **M** | **Measurable可衡量**  Please specify how to quantify (1) the performance in its reliability and stability; (2) effectiveness of the project after the implementation; and (3) the results obtained from the assessment.  請具體說明如何量化 (1) 其可靠性及穩定性方面的表現；(2) 參賽項目在實施後有效性；及(3)其評估後的成效。   |  | | --- | | ***Performance in its reliability and stability可靠性及穩定性方面的表現*** | | ***Effectiveness of the project after the implementation項目在實施後有效性*** | | ***Results of assessment*** *(if applicable esp. for the solution covered the area of eco-friendly retailing)*  ***評估成效*** *(如適用, 尤其參賽項目涵蓋 “推崇綠色零售” 元素)* | | |
| **A** | **Attainable可達成**  Please elaborate how the project impacts the following areas.  請詳細說明參賽項目對以下範疇的影響。   |  | | --- | | ***Retail industry零售業*** | | ***Customer experience顧客體驗*** | | ***Employee experience (if it is easy to set up, learn and use)僱員體驗(是否容易設置、學習及使用)*** | | |
| **R** | **Radical革命性**  Please specify the most distinctive, innovation and creative areas of your project.  請具體指出參賽項目中最具特色、創新和創意的範疇。   |  | | --- | |  | | |
| **T** | **Timely適時**  Please specify how the project is realistic with flexible timeline in implementation and enhancement.  請具體說明參賽項目在實施和改進兩方面的時間表上的現實性及靈活性。   |  | | --- | |  | | |

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| **Other reference information 其他參考資料** | | |
|  | **Please list the Award or recognition related to the project received in the recent 2 years (if applicable).**  **請列出參賽項目於最近兩年獲得的獎項或認可 (如適用)。**   |  |  |  | | --- | --- | --- | | **Awarded Year**  **獲得年份** | **Award or recognition**  **獎項或認可** | **Organization**  **主辦機構** | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |
|  | **Please list your retail customer(s) which implemented the project (if applicable).**  **請列出已實施參賽項目的零售客戶(如適用)。**   |  |  |  | | --- | --- | --- | | **Implementation Date**  **實施日期 (MM/YY)** | **Completion Date**  **完成日期 (MM/YY)** | **Customer Name**  **客戶名稱** | |  |  |  | |  |  |  | |  |  |  | |
|  | **Please put** ✓**and provide related reference of the project (if applicable).**  **請填上**✓**並提供參賽項目的相關參考資料（如適用）。**   |  |  |  | | --- | --- | --- | |  | **Brochure小冊子** | Please provide e-version if have.  如有，請附上電子版本。 | |  | **Media interview媒體採訪** | |  | **Related photos相關相片** | |  | **Website網站** | http:// | |  | **Other, please state 其他，請說明** |  | |

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| **Declaration聲明** | |
| I declare that I have been authorized by the company of the present application and submission to make the following declaration:  本人謹此聲明，本人已獲本申請的公司授權作出以下聲明： | |
| |  | | --- | |  | | The submitted solution & application is developed and copyrighted by Hong Kong registered companies and can be distributed and licensed to retailers for use.  參與公司所提交的解決方案及應用是由香港註冊公司開發及擁有其版權，並可提供及給零售商使用。 |
| |  | | --- | |  | | The information stated in this proposal are real and authorized.  此計劃書所提供的的資料均為真實及已授權。 |
| |  | | --- | |  | | We agree to share our video record in the Open Presentation to the industry as best practice sharing.  本公司同意向業界分享公開演說的錄影內容作最佳作業分享。 |

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| **Information of Contact Person 聯絡人資料** |

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| **Name:**  **姓名** |  |  |  |  |
| **Title:**  **職位:** |  |  | **Date:**  **日期** |  |

**Remark:**

Please send **(1) Proposal in WORD FORMAT and (2) Presentation PowerPoint** to [eo@hkrma.org](mailto:eo@hkrma.org) on or before 25 July 2025.

請於2025年7月25日或之前電郵 **(1) 計劃書的WORD檔及 (2) 演說POWERPOINT**至 [eo@hkrma.org](mailto:eo@hkrma.org)。

一張含有 文字, 標誌, 字型, 圖形 的圖片

自動產生的描述一張含有 圖形, 標誌, 符號, 平面設計 的圖片

自動產生的描述

**Smart Retail Talent Award 智能零售人才大獎**

(Individual Award個人獎項)

**Proposal計劃書**

**(Optional for Participation)**

**Your company is invited to nominate representative(s) to participate the Individual Award of Smart Retailing Award - “Smart Retail Talent Award” for FREE. Please fill in the following information for the nominated representative.**

**現誠邀請貴公司提名代表免費參加「智能零售大獎」- 個人獎項「智能零售人才大獎」，請填寫以下有關代表資料：**

|  |  |  |  |  |  |  |  |
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| **Information of Nominated Staff 參賽者資料** | | | | | | | |
| **Name 姓名** | | | |  | | --- | | (Mr./Ms./Mrs./Dr) | | | **Title 職位** | |  | | --- | |  | | | |
| **Tel / Mobile**  **電話/手提** | | | |  | | --- | |  | | | **Email 電郵** | |  | | --- | |  | | | |
| **No. of related working experience 相關工作年資** | | | |  | | | | |
| **Highest Education and**  **related Education**  **最高學歷及相關學歷** | | | |  | | | | |
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| **Please select your expertise請選擇你的專業** | | | | | | | |
| |  | | --- | |  | | **Digital Marketers** - who initiate and implement innovative and successful marketing campaign to expand brands' digital presence **數碼營銷專家** - 構思及執行具創意及成功的營銷活動以擴大品牌數碼化的影響力 | | | | | | |
| |  | | --- | |  | | **E-Commerce Specialists** - who initiate innovative and impactful ideas to solve industry pain points and drive retail transformation **電子商務專家** - 構思及執行具創新及影響力的項目以解決行業痛點及推動零售轉型 | | | | | | |
| Please briefly describe your role of your current or last position in ENGLISH (no more than 200 words):  請簡述你現職或最後任職的職位工作（不多於200字）：   |  | | --- | |  | | | | | | | |
| **Please elaborate the ways to implement the project according to the S.M.A.R.T criteria.**  **請根據S.M.A.R.T準則詳細說明項目的實施方式。** | | | | | | | |
| **M** | | **Measurable可衡量**  Please specific how to measure the project KPIs.  請具體說明如何量化參賽項目的關鍵成效指標。   |  | | --- | |  | | | | | |
| **A** | | **Attainable可達成**  Please elaborate how you **1) apply your expertise on the project; & 2) lead and motivate your team** to attain the project KPIs.  請說明你如何在參賽項目 **1) 應用你的專業及知識；及2)領導及激勵團隊** 達至其關鍵成效指標。   |  | | --- | |  | | | | | |

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| **Name:**  **姓名** |  |  |  |  |
| **Title:**  **職位:** |  |  | **Date:**  **日期** |  |

**Remark:**

Please send **(1) Proposal in WORD FORMAT and (2) Presentation PowerPoint** to [eo@hkrma.org](mailto:eo@hkrma.org) on or before 26 July 2024.

請於2024年7月26日或之前電郵 **(1)計劃書的WORD檔及 (2)演說POWERPOINT**至 [eo@hkrma.org](mailto:eo@hkrma.org)。