

LOOK
FORWARD
看·建未來

JUNIOR SECONDARY BUSINESS CASE COMPETITION WORKSHOP

GUIDED CASE STUDY

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Creativity Theories

- **Imagination = Originality**
- **Creativity = Originality x Value**
- **Innovation =**
- **Creativity =**
- **Originality x Value**
- **Innovation =**
- **Originality x Value x Profit**

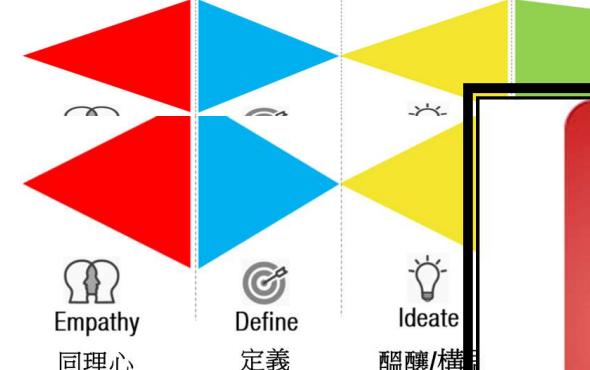


Design Thinking Process 設計思維過程

Discover 發現
Understanding ends in **insight**
理解止於洞察力

Design 設計
Creation ends in **ideas**
創造以想法結束

Deliver 遞送
Delivery ends in **reality**
交付在現實中結束



Marketing Mix 營銷組合

產品
Product

價錢
Price

分銷渠道
Place

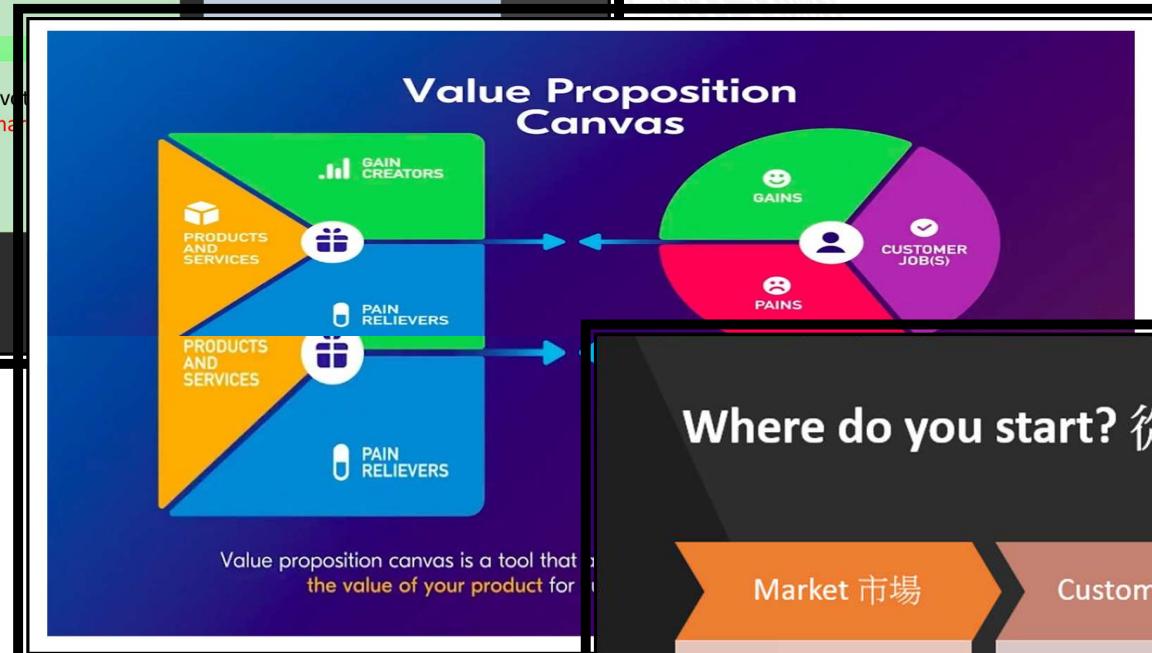
推廣
Promotion

Lean Startup Concept – Stage 1 to 3



Get out of the building
• Use lowest cost and time to test the market (MVP) to reach **problem-solution fit**

Quickly pivot to reach **product-market fit**



Where do you start? 從哪裡開始呢？

Market 市場

Where is the gap?
差距在這裡？

Customer 客戶

Customers needs and
how you help them to
solve their problems?
客戶的需求以及您如何
幫助他們解決問題？

Opportunity 機會

Not what you offer but
HOW you offer it and fill
the gap.
重要的不是你提供什麼，
而是你如何提供，以及
如何填補市場空隙。

LOGIC TEST: DO WE MAKE THE SAME DECISIONS?

The Importance of Business Environment

- ❖ In business world, we do not make decisions in a vacuum—much of an organisation's success or failure is due to internal and external factors.
 - **External environment** refers to factors, forces, situations, and events outside the organisation that affect its performance.
 - Internal environment includes **organisational culture**—the shared values, principles, traditions, and ways of doing things that influence the way organizational members act.

Environmental Analysis



POLITICAL
FACTORS

ECONOMIC
FACTORS

SOCIAL
FACTORS

TECHNOLOGICAL
FACTORS

P

E

S

T

ANALYSIS

Political-legal Components

- ❖ The **political-legal component** focuses on the areas in which government policy and/or regulations affect the economy, the specific industry, and the focal organisation.
 - Think further: any jewellery-related or specific regulations?
 - Think further: intellectual property rights (IPR) related regulations?
 - Think further: what are the impacts of these regulations on jewellery industry or CTFJ?

Political-legal Components

- ❖ Trade Descriptions (Marking) (Gold & Gold Alloy) Order (Cap. 362A):
 - Fineness Mark: Gold/alloy items sold must show purity.
 - Chuk Kam Standard: Raised to 999 parts per 1000.
- ❖ Hong Kong has no Value Added Tax (VAT), sales tax or import duties on physical gold.
 - In November 2025, Chinese Mainland implemented new VAT on physical gold.

Economic Components

- ❖ The **economic component** targets the key factors of interest, exchange rates, economic growth, supply and demand, and inflation.
 - Think further: how's the economy related to retail industries in Hong Kong?
 - Think further: how much do people in Hong Kong spend on jewellery and/or accessories?
 - Think further: what are the impacts of the economy on jewellery industry or CTFJ?

THE LIPSTICK EFFECT

WHY SMALL LUXURIES MEAN BIG PROFITS
DURING A RECESSION



Lipstick Index

Lipstick sales notably increase in times of financial Insecurity as consumers still want an "affordable luxury" to treat themselves.

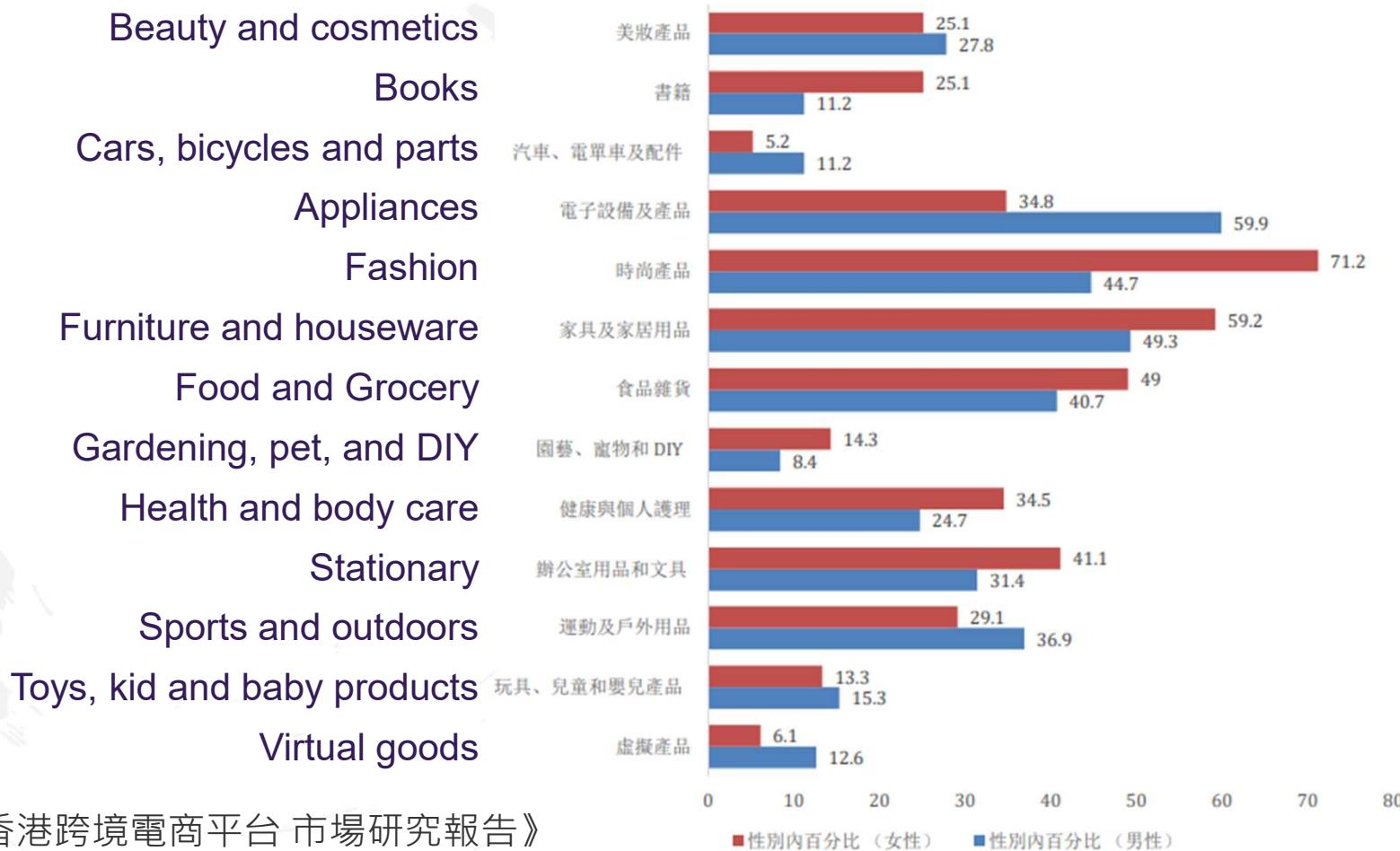
THE
DEPARTMENT



Social Components

- ❖ The socio-cultural component is concerned with societal and cultural factors such as values, attitudes, trends, traditions, lifestyles, beliefs, and patterns of behaviour.
 - Think further: what do gen Z (e.g., you!) like?
 - Think further: where do gen Z receive latest information?
 - Think further: how do gen Z do shopping?

Social Components

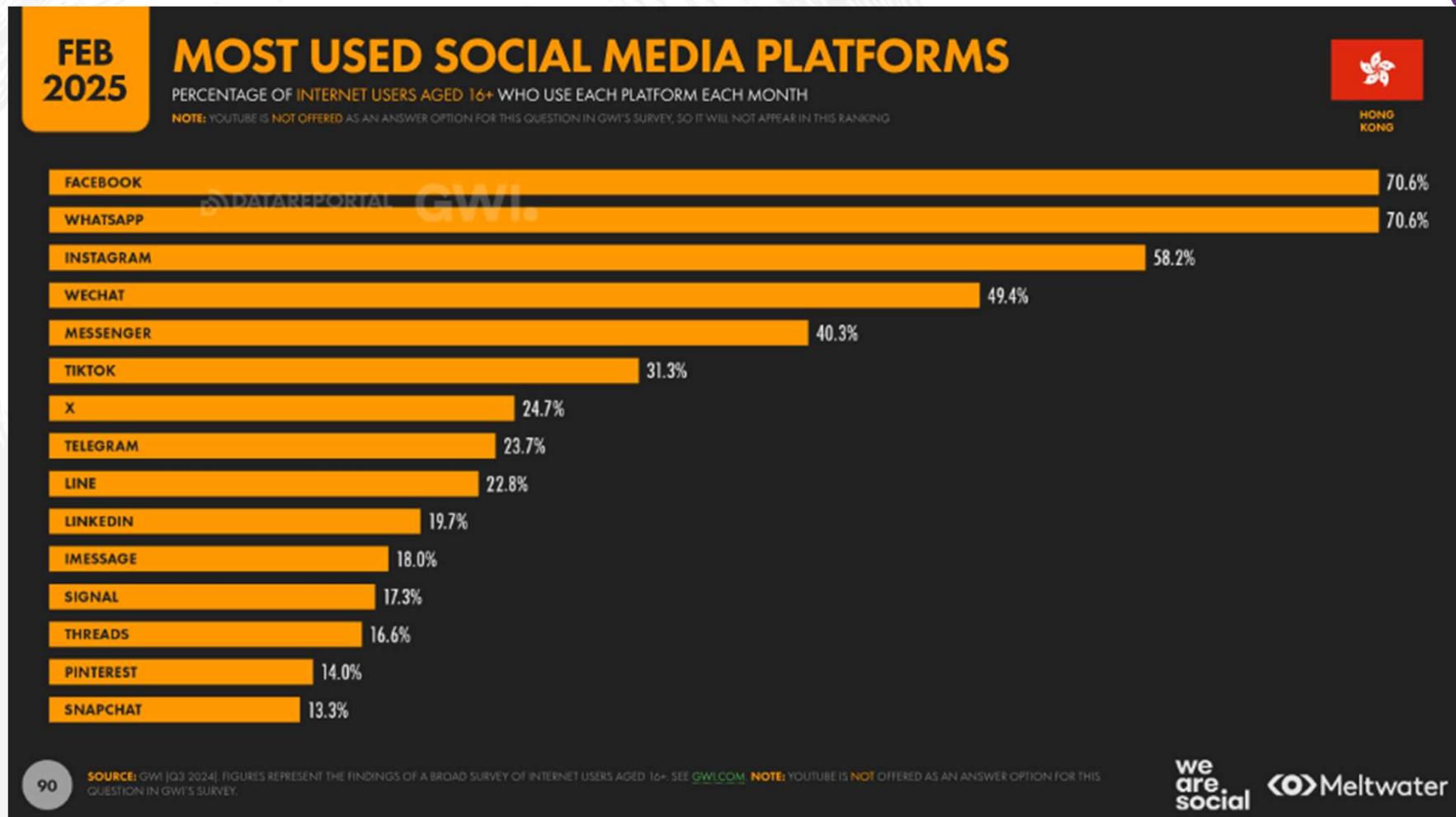


Source: 《2023年香港跨境電商平台市場研究報告》

Technological Components

- ❖ The **technological component** considers the specific role and development of technologies within the industry and organisation, as well as the wider uses, trends, and changes in technology.
 - Think further: Any latest jewellery-related technologies?
 - Think further: What are the latest social media used by gen Z?

Technological Components



Beyond PEST Analysis

- ❖ Sometimes, we should conduct PEST analysis across the border to explore other potential opportunities and challenges.
 - Think further: How does other global competitors affect CTFJ?
 - Think further: How does Hong Kong, close to Mainland, benefit CTFJ?

Beyond PEST Analysis



Environmental Analysis



POLITICAL
FACTORS

ECONOMIC
FACTORS

SOCIAL
FACTORS

TECHNOLOGICAL
FACTORS

Focus on critical factors!

ANALYSIS

ANY QUESTIONS?

Organisational Culture

- ❖ **Organisational culture** refers to the shared values, principles, traditions, and ways of doing things that influence the way organisational members act.
 - It reflects the vision or mission of the organisation—what it should be and do.
 - Think further: what is CTFJ's core value? Where to know its value?

VISION & VALUES

Our core ethos "Hardwork . Integrity . Loyalty" serve as the foundation of our vision and values, steering us towards becoming a pioneer in the jewellery industry.



VISION

To be the leading global jewellery brand that is a trusted lifetime partner
for every generation.

VALUES

Work
collaboratively

Act with
integrity

Be open-minded

Take ownership

Be passionate

WHAT SHOULD YOU DO?

What You Should Do

Be innovative

Come up with creative and feasible solutions



What would you do if you were CTFJ

Analyse the environments and choose the solution suitable for CTFJ

THANK YOU!

