

# 城大傑出學生市場顧問計劃

## 為企業度身訂制營銷策略 獲業界高度讚賞

香港城市大學市場營銷學系再度舉辦「傑出學生市場顧問計劃」，11隊參與學生用心為企業度身訂制專屬的市場營銷計劃，為企業帶來創新而高效的營銷報告，包括如何提升品牌形象、拓展潛在客群及市場等。其中6隊學生小組脫穎而出，獲企業及學系頒發「傑出學生市場顧問獎」。



### Team 1

### 金源米業

## 改變大眾慣性思維 聯乘食店吸納新客源

米飯是香港人的主糧，然而傳統米業正面對多方挑戰，包括同行競爭、市場份額遞減及客群數目下降等。為此，小組針對50至69歲的目標客群制定營銷計劃，提升他們對金源米業的支持及忠誠度，從而增加包裝香米的銷量。

過程中，小組走訪多個社區進行訪問，他們更是所有參賽隊伍中唯一一隊進行綫下戶外問卷調查的小組。同學們積極透過社區考察及實體訪談，了解香港傳統米商行業。他們發現不少長者相當注重包裝米的品牌商譽及口碑，並慣性長期購買同一牌子的包裝米，甚少轉換食米品牌，所以要在競爭對手中贏取新顧客的支持有一定難度，小組在制定營銷計劃時曾一度陷入困局，幸而獲得金源米業的支援及指導，小組着力在品牌形象優化及接觸潛在客源方面構思策略，例如以「新氣象」為主題的宣傳口號，改變大眾的慣性思維及廣納新的客源，並鞏固金源米業在包裝米市場的地位。

小組另建議金源米業與酒樓及中菜餐館聯乘合作，利用其廣泛的食肆網絡接觸潛在消費群，讓食客了解到他們進食的米飯正是金源米業的茉莉香米，透過優質的用餐體驗吸引潛在顧客轉換家中用米為金源米業的香米，從而帶動產品銷量的提升。小組憑藉創意的計劃書、生動的滙報及團結的表現，在比賽中脫穎而出。在此，同學們都非常感謝金源米業和學系老師在過程中給予豐富意見和支持，幫助小組順利完成任務。



▲ 左起：杜朗逸、關皓瑩、何曉晴、蕭洛塋、冼校琦、蘇穎琳、溫芷喬

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July 7, 2023

Dear Principal,

**Celebrating the Outstanding Performance of SO Wing Lam Philomena  
at City University of Hong Kong**

It is with great joy that we share the news of one of your graduates SO Wing Lam Philomena, who completed their secondary education at your school in 2018. Your graduate has recently been honored with the Outstanding Student Marketing Consultancy Projects Award (傑出學生市場顧問獎) for the outstanding performance in the Bachelor of Business Administration (BBA) Marketing program during the 2022/23 academic year at the Department of Marketing, City University of Hong Kong.

Our department is dedicated to fostering "Learning through Real Experience" and "Whole Person Development" by providing our students with a diverse range of academic and real-world opportunities. These include consultancy projects with renowned business corporations, internship programs, professional presentations, and team-building activities. SO Wing Lam Philomena has truly excelled in these endeavors, making both our program and your school incredibly proud of the achievements. Enclosed, you will find the advertorial we issued on June 27 2023, highlighting this accomplishment.

We recognize that your school has played a vital role in laying the foundation for SO Wing Lam Philomena to excel in their studies and beyond. We sincerely appreciate the dedication and effort you have invested in nurturing and supporting your students to achieve their full potential. Once again, congratulations on your school's contribution to SO Wing Lam Philomena's success, and we look forward to witnessing more remarkable achievements from your graduates in the future.

Warm regards,

Mr. THAM Koy Siong Alex  
Senior Teaching Fellow  
Department of Marketing  
City University of Hong Kong

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