

Achieving Latest Innovative Technology & Best Practices for Supply Chain Management Excellence
Developing Digital Age Advances in Supply Chain Management Training Series

Executive Certificate in New Technology Applications for Retail Industry (22 February 2011 - 24 March 2011)

Retail Technology



Organised by:



Supporting Organisations:



Nature and Objectives

Management faces many challenges to manage retail operations such as analyzing inventory and POS data, and conducting sales analysis with data mining. In this programme, participants will have an overview of retail management and new IT technologies to manage retail operations effectively.

Programme Outline

Module A New Insights in Retail Business  <ul style="list-style-type: none">Product Portfolio - Product Life Cycle ManagementHuman Resource Allocation and Efficiency MeasurementDistribution Channel and Geographical PlanningProfit Margin ManagementShop Floor Management and Display Analytics	Module B New Trends and Technologies in Retail Operations  <ul style="list-style-type: none">Visitor Flow Monitoring and ManagementTrends in Using Mobile Application in Retail Marketing and OperationNew Technologies in POS and Retail Security SystemCase Study in Food Chain and Luxury Industry
Module C New Technologies in Retail Intelligence Analysis  <ul style="list-style-type: none">Budget PlanningTechnology on Data MiningCustomer Knowledge ManagementSocial Media MarketingSmart Marketing with Mobile TechnologiesVIP Membership and Customer Relationship Management	Module D New Trends in Supply Chain Management  <ul style="list-style-type: none">Warehouse and Inventory ManagementLogistics Simulation Model DevelopmentCold Food Supply ChainRFID Application on TraceabilityOther e-Supply Chain Technologies (ROCARS, OBTS and E-Seal)

HKPC reserves the right to change the above arrangement

Speakers

Leading Speaker

Mr. Kevin NG MBA, BA, Senior Consultant, IT Industry Development, Hong Kong Productivity Council

Mr. Ng has over 20 years of IT and knowledge management experience focusing on IT Strategy, e-business, KM-BPI, CRM, PLM, ERP, DMS and BI implementation in the government, manufacturing, retail, logistics and accounting areas.

Mr. Ng has been delivering business, IT strategic, software evaluation and process improvement consultancy services for a number of retail chains in Cosmetic, Fast Food, Footwear, Jewelry and Luxury Fashion Industries covering Hong Kong, Mainland China and Taiwan areas. He is a member of:

- Hong Kong Logistics Development Council, e-Logistics Work Group Member 2002-present
- Hong Kong Logistics Development Council, s-Logistics Work Group Member 2005-present
- Hong Kong Linux Industry Association, Executive Committee Member, 2007-present

Council Members of Hong Kong Retail Technology Industry Association

- 👉 **Mr. Ken FONG**, Councilor
- 👉 **Mr. Ken LUI**, Vice Chairman & Hon. Treasurer
- 👉 **Mr. K K SUEN**, Vice Chairman
- 👉 **Dr. Veon SUN**, Councilor

Guest Speakers / Industry Experts

- 👉 **Mr. Aaron LEOW**, Sales Director, Asia Pacific Region, ShopperTrakTechnology (Shenzhen) Co. Ltd.
- 👉 **Mr. Benny LEUNG**, Chief Operating Officer, Green Tomato Limited

Who Should Attend

Senior Management, Executives and Managers from Retail Industry

Duration of the Programme

22 February 2011 - 24 March 2011 (Tuesday and Thursday, 7:00 pm to 10:00 pm)

10 sessions of 3 hours each (Total 30 hours)

Fee

HK\$3,990 per participant

HK\$3,590 per participant (Member from Supporting Organisations or
Group discount for 3 or more participants from the same company)

Medium of Instruction

Lectures will be conducted in Cantonese supplemented with English terminology. Handouts will be written in English only, i.e. no bilingual version.

Venue

Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon

Award of Certificate

Students will be granted the "Executive Certificate in New Technology Applications for Retail Industry" by Hong Kong Productivity Council if he/she has

- successfully completed the programme with 75% attendance rate, and
- satisfactorily completed and passed a group project at the end of the program.

Application Procedures

To enrol, please complete the Enrolment Form and send it, together with cheque made payable to "Hong Kong Productivity Council", to Productivity Training Institute, 3/F., Hong Kong Productivity Council, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon. (Attention: Ms. Wong)

Application Deadline

If the program was cancelled, applicants will be informed one week before the commencement date. Please also note that all applications are subject to HKPC's approval. Payment of fee should not be construed as acceptance of admission.

Enquiries

General Enquiry:	Ms. Wong	Tel: 2788 6183	Fax: 2788 6260	E-mail: willisw@hkpc.org
Program Organizer:	Ms. Lai	Tel: 2788 5573	Fax: 2788 6260	E-mail: maylai@hkpc.org

Website: <http://www.hktrainingonline.com>

課程編號 Programme Code:	課程名稱 Programme Title:	學費 Programme Fee:
37-04-40129975	Executive Certificate in New Technology Applications for Retail Industry	<input type="checkbox"/> HK\$3,990 <input type="checkbox"/> HK\$3,590 (Member from RITA / GS1 / LSCM or Group Discount)

請以正楷填寫此表格 Please complete this form in BLOCK LETTERS.

甲部 (Part A) 申請者資料 Applicant Information:				
中文姓名 (先生/小姐/太太/女士*): Name in Chinese (Mr./Miss/Mrs./Ms.*):				
英文姓名: Name in English:	姓 Last name	名 First name	(必須與香港身份證/護照相同 Must be the same as shown on ID card/Passport)	
公司名稱: Company Name:				
職位: Position:				
最高教育程度 Highest Achieved Education Level (請選擇一項。 Please select one only.):				
<input type="checkbox"/> 小學 Primary School <input type="checkbox"/> 中學 Secondary School <input type="checkbox"/> 文憑至副學位 Diploma to Associate Degree <input type="checkbox"/> 學位 Degree <input type="checkbox"/> 研究院或以上 Postgraduate				
辦事處電話: Office Telephone:	手提電話: Mobile No.:	住宅電話: Home Telephone:		
電郵地址: E-mail Address:	傳真: Fax:			
通訊地址: Correspondence Address:				

乙部 (Part B) 繳費方法 Method of Payment:				
請選擇一項 Please select one only				
<input type="checkbox"/> 現金Cash / <input type="checkbox"/> 易辦事 EPS / <input type="checkbox"/> 信用卡 Credit Card (Visa / Master) (親臨本局報名處辦理 Must be made in person at our enrolment counter)				
<input type="checkbox"/> 支票號碼 Cheque No.: _____, (公司 Company / 私人 Private*)。 (支票請劃線, 抬頭人為「香港生產力促進局」。The cheque has to be crossed and made payable to the "Hong Kong Productivity Council.")				
課程費用由僱主贊助? Is the programme fee sponsored by your employer? <input type="checkbox"/> 是 YES <input type="checkbox"/> 否 NO				

*請刪去不適用者/ Please delete whichever inappropriate

聲明 Declaration:	
本人聲明在此報名表格及隨附文件所載的資料, 依本人所知均屬完整真確。 I declare that all information provided in this enrolment form and the attached documents are, to the best of my knowledge, accurate and complete.	
本人同意如本人獲取錄入學, 本人當遵守學院的規則。 I consent that if admitted, I will comply with all the Rules and Regulations stipulated by the Institute.	
本人已細閱報名表的重要通知, 並明白所有「重要通知」內容均以本院課程單張及網頁之最後更新版本為依歸。 I have read and understood the "Important Note" in this enrolment form is subject to revisions in the course pamphlets and the latest updates in the Institute's website.	
申請者簽名 Applicant's Signature: _____	日期 Date: _____

報名程序

請填妥報名表、連同相關課程需要的文件及費用, 親身或以郵遞方式遞交。

郵寄地址: 九龍達之路78號生產力大樓香港生產力促進局生產力培訓學院 (請於信封面註明報讀課程名稱及編號。)

重要通知:

- 報名表(可用影印本)必須連同學費於開課前一併繳交, 否則報名無效。
- 本局已實施個人資料(私隱)政策, 有關資料單張可於報名處索閱, 或閣下可與本局個人資料管理主任查詢。
- 本局建議申請者以信用卡、易辦事或支票繳交學費。學費收據以本局機印方為有效, 支票收妥作實。
- 除非本局於課程開始前最少5個工作日收到申請者書面通知退學, 否則已繳學費概不退還。申請者申請退還學費需繳交手續費二百元正。
- 申請者可提名他人代替其本人出席課程, 惟事先須得本局同意。
- 香港生產力促進局保留在任何情況下及以任何原因拒絕任何入學申請的權利。申請者繳付學費後, 仍須符合入學的所有條件, 其申請方可獲得接納。
- 香港生產力促進局保留在任何情況下更改課程內容、授課地點、日期及時間的權利。
- 颱風及暴雨警告: 如課堂時間是在早上(09:00-13:00)、下午(14:00-17:00)或晚間(6:30-10:00), 將在下列情況下取消: (一)八號或以上颱風訊號或黑色暴雨警告訊號在早上6:00、11:00或下午4:00仍然懸掛; 或(二)香港天文台在早上6:00、11:00或下午4:00或之後, 宣佈將懸掛八號或以上颱風訊號或黑色暴雨警告訊號。本局將盡早通知學員補課的日期及時間。

Enrolment Procedure:

Please complete and send the enrolment form with required documents and fee to the Institute in person / by mail.

Mailing Address: Productivity Training Institute, Hong Kong Productivity Council, HKPC Building, 78 Tat Chee Avenue, Kowloon. (Please mark the programme title and programme code on the envelope.)

IMPORTANT NOTE:

- Course fee must be accompanied with this form (or photocopy) before course commence, otherwise enrolment would be rejected.
- HKPC has adopted a Personal Data (Privacy) Policy. Information about the policy is available at HKPC enrolment counters for collection. You may also contact our Personal Data Controlling Officer for further details.
- Applicants are encouraged to pay by credit cards, EPS or cheques, if possible. Amount received will be imprinted. Cheques are subject to bank clearance.
- Enrolment fee is not refundable unless HKPC is notified in writing of your withdrawal at least 5 working days before the course commences. A handling charge of HK\$200 will also be levied.
- An applicant may, subject to approval from HKPC, nominate a person to attend the course on his/her behalf.
- HKPC reserves the right to reject any application in any circumstances and for whatever reasons. Payment of fees should only be construed as conditional acceptance of application.
- HKPC reserves the right to change the contents, venue and / or time as necessary.
- Classes in the morning, afternoon or evening will be cancelled if typhoon signal No. 8 or above OR black rainstorm warning is still hoisted after (or is announced by the Hong Kong Observatory to be hoisted at/after) 6:00 a.m., 11:00 a.m. and 4:00 p.m. respectively. Participants will be notified when the class will be made up as soon as possible.