



Company Programme

Company Programme 2006/07 Orientation Session

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Education and Manpower Bureau
The Government of the Hong Kong Special Administrative Region

Organizer



Junior Achievement
Hong Kong

國際成就計劃香港部

Agenda

- About Junior Achievement
- About Company Programme
- Key Points in Company Programme
- Company Programme Awards
- Key Dates



About Junior Achievement



**Junior Achievement
Hong Kong**

國際成就計劃香港部

Mission of JA Hong Kong

Inspiring and Empowering Our Youth

to improve quality of their lives and communities



Junior Achievement Worldwide

- Established in 1919
- A non-profit charitable organization to provide quality **activities-based** programs
- Serving **7 million students in 97 countries** a year
- Supported by **over 200,000 volunteers business advisers**



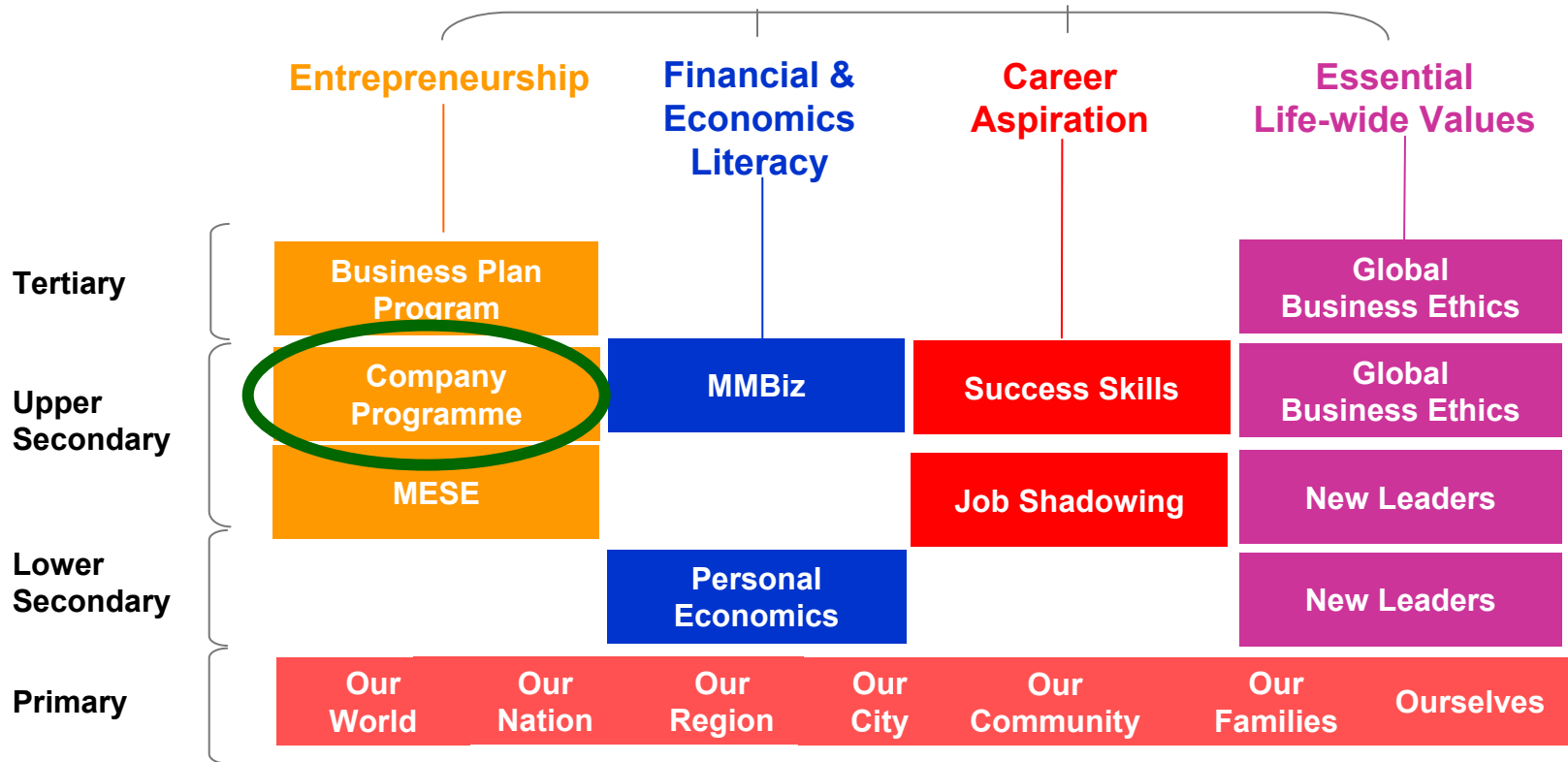
Junior Achievement (JA) Hong Kong

- Established in 2001
- Served **over 19,000 students** in **200 schools**
- Engaged **over 2,000 volunteer business advisers**



JA Programs

Understanding the world of work and market economics





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About Company Programme



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Company Programme Worldwide

- A **flagship program** of JA Worldwide
- Served **over 200,000 students**
- Involved **over 14,000 volunteer business advisers**

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Company Programme Hong Kong

	Year 03/04	Year 04/05	Year 05/06	Year 06/07
Schools	25	50	75	75
Students	500	1,118	1,650	1,600+
Volunteer Business Advisers	50	103	155	150+

Company Programme Hong Kong

Feb 2005 - “**Outstanding Partnership Project Award**” by
The Hong Kong Council of Social Service



About Company Programme

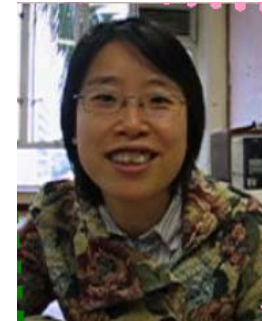
- **Hands-on learning experience** for Form 6 students to run a company, focusing on skills in:
 - Entrepreneurship
 - Leadership
 - Teamwork
- September 2006 – April 2007
- 18 meetings, 2 hours each

About Company Programme

Company Programme Team



20-25 students



1 x Link Teacher



2 x Volunteer Business Adviser

About Company Programme

- Students operate just like a real company:
 - Capitalize, operate and finally, liquidate their JA Companies
 - Work with real money
 - Simulate the real business environment





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Key Points in Company Programme



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Phase One Organization



**Junior Achievement
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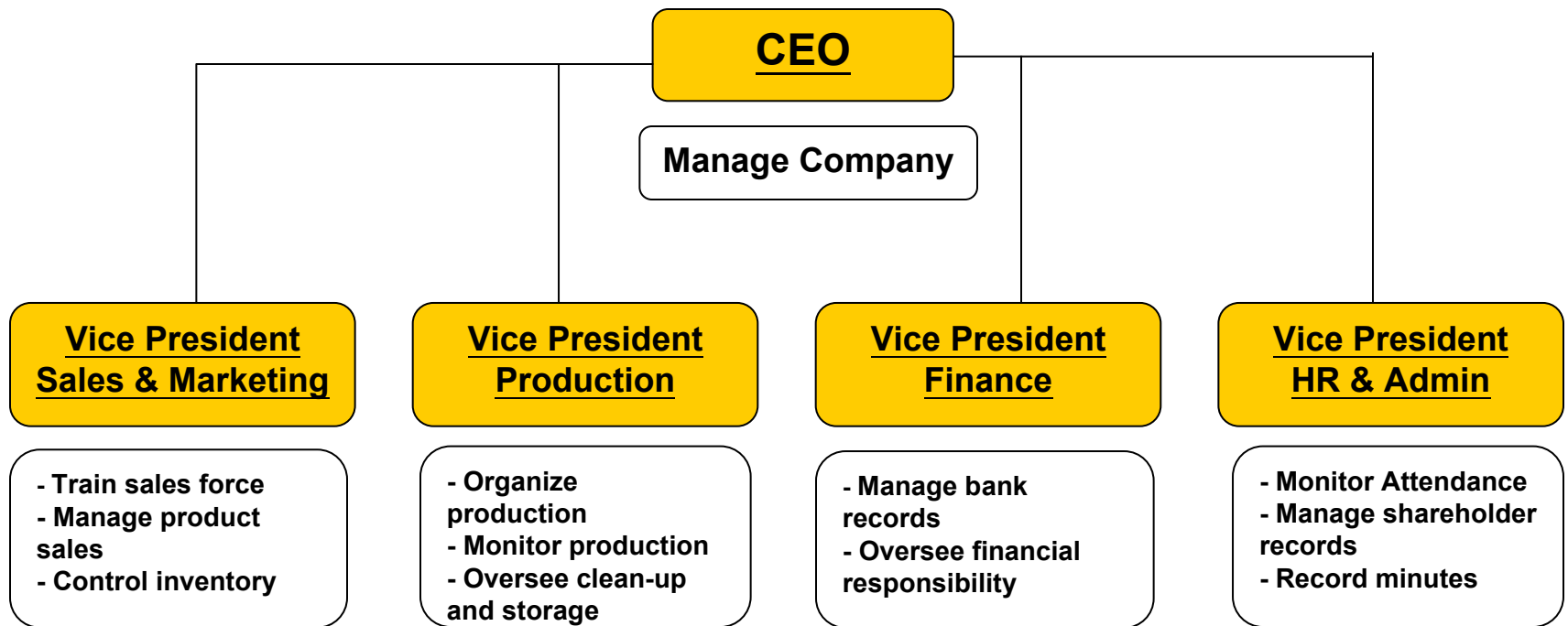
Phase One – Organization

Project Plan (p.6-7)

Phase / Tasks	No. of weeks	Start date	End date	Responsible by	Remarks
<i>Before Programme Starts</i>	1 week				
Business Advisers and Link Teachers to agree on roles, responsibilities and approach based on individual's experience and skills					
Obtain brief information about the school and the students					
Review all kit materials; order additional workbooks, and supplemental materials as needed					
Review product ideas					

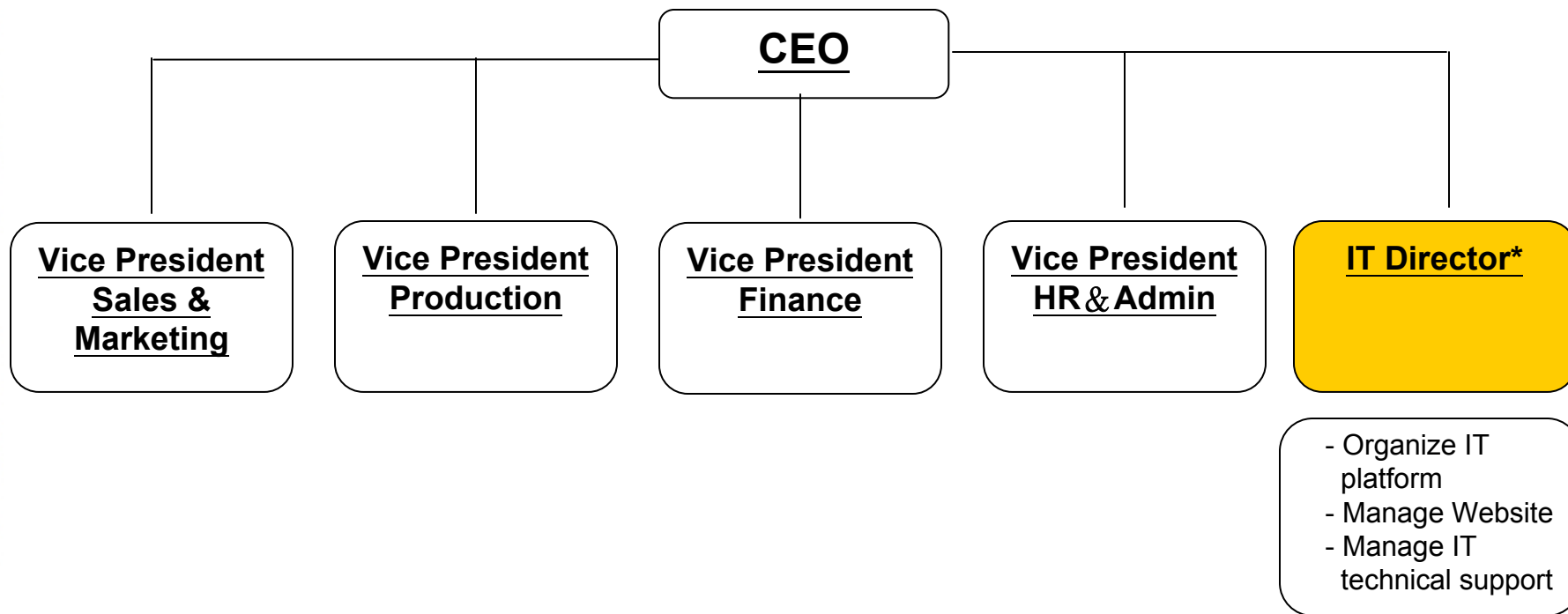
Phase One – Organization

Typical JA Company Structure (p.24)



Phase One – Organization

JA Company Structure with IT Director*



*Courtesy of Hong Kong Information Technology Federation

Phase One – Organization

Checklist for Product Approval (p.21)

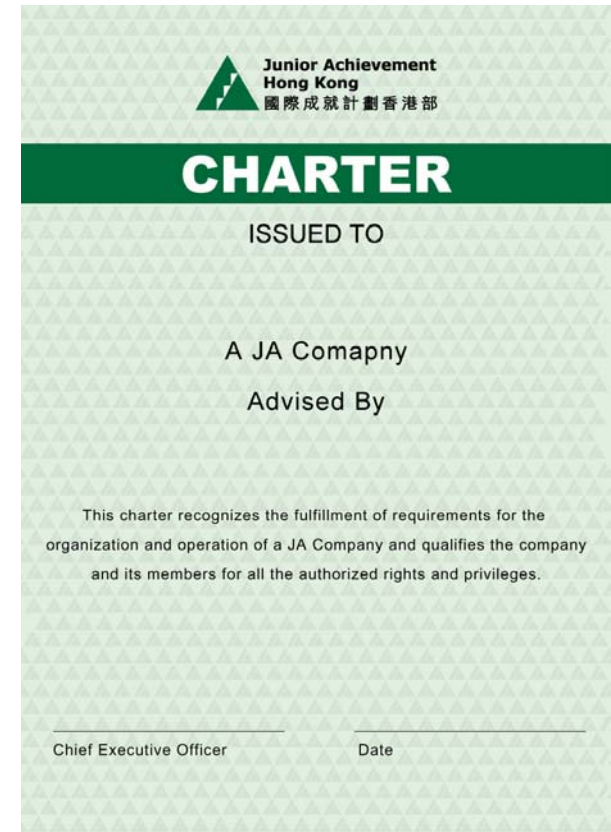
- No food or drinks, or any perishable items
- No electronic components that require a power plug (battery operated are acceptable)
- No sharp objects or knives
- Respect of intellectual property
- Original creation, or substantial value-added component



Phase One – Organization

JA Company Registration

- Complete JA Company Registration Form and send to JA (i.e. the formal registration of the student company)
- JA will issue a Charter Certificate to each JA Company



The image shows a template for a JA Charter Certificate. At the top, it features the Junior Achievement Hong Kong logo and name in both English and Chinese. Below this is a dark green horizontal bar with the word "CHARTER" in white, bold, uppercase letters. Underneath the bar, the text "ISSUED TO" is centered. Below that, there are two lines of text: "A JA Company" and "Advised By". Further down, a paragraph of text states: "This charter recognizes the fulfillment of requirements for the organization and operation of a JA Company and qualifies the company and its members for all the authorized rights and privileges." At the bottom, there are two horizontal lines for signatures, with the labels "Chief Executive Officer" and "Date" positioned below them.



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Phase Two
The Business Plan



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Phase Two – Business Plan

Raise Capital



Rules for Raising Capital (Student Manual p.27):

- **No more than HK\$5,000**, according to their business plan
- At least one share of stock per student
- No shareholder may hold more than two shares of stock
- No family may purchase more than 10% of stock



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Phase Three Operation



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Phase Three - Operation Trade Fair

- For students to demonstrate their learning by selling their products in a **REAL MARKETPLACE!**



Phase Three - Operation

Tips: Planning for the Trade Fair

- Time: planning ahead
- Teamwork: assigning tasks
- Resources: materials, control in production
- Training: sales, customer services





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Phase Four Liquidation



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Phase Four - Liquidation

Students will conclude operations and liquidate their company and:

- Write an **Annual Report**
- Conduct an **Annual General Meeting (AGM)**
- Prepare for Final Presentation & Graduation





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Company Programme Awards



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Awards – Individual Awards



Individual Award



**CEO
of the Year**



CANJAC



**IT Director
of the Year***

** Applicable only to the JA Company that involves this role. Details to be announced later*

Awards – Individual Awards

CEO of the Year

Personal integrity and influence

- **Leadership and strategic direction**
 - **Entrepreneurial spirit**
 - **Innovation**



Mr. Michael Smith
HSBC President and CEO Asia-Pacific



Mr. Vincent Cheng
HSBC Chairman Asia-Pacific

Awards – Individual Awards

Canadian National Junior Achievement Conference (CANJAC)

- 2 most outstanding students will be selected as Hong Kong delegates



Awards – Company Awards



JA Company of the Year

**Best
Product Design**

**Best
Booth Design**

**Best
Annual Report**

**Best
Presentation**

**Best
Marketing**

**Corporate
Social
Responsibility**



Trade Fair



Final Presentation Competition

Details to be announced later.

Corporate Social Responsibility (CSR) Awards

- Contribute to the society
- Corporate governance
- Environmental protection
- Commitment on employee relations
- Commitment on community outreach



Corporate Social Responsibility (CSR) Awards

CSR in 2005/06

- 27 CSR awards
- Over HK\$30,000 donated
- 20% of Net Profit
- 18 NGOs + 9 schools
- Including JA!





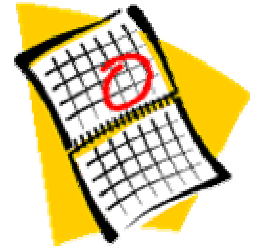
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Key Dates



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Key Dates



Main Events

2006			2007			
Sep	Nov	Dec	Feb	Mar	Apr	
Entrepreneurship Talk Sep 6, 2006	Trade Fair, CEO Briefing Nov 4, 2006	Trade Fair, Helpers' Briefing Dec 9, 2006	Final Presentation, CEO Briefing, Feb 10, 2007	Submit Annual Report, Mar 12, 2007	Final Presentation Apr 14, 2007	Graduation Apr 28, 2007

Supporting Events

Before Trade Fair

- **CEO Briefing Session – Nov 4, 2006**
 - JA Company CEO (mandatory) + IT Director / 1 Management Team member
 - 1 Business Adviser, and/or 1 Link Teacher
 - (Talks from HK Information Technology Federation for IT and Interior Designer for booth design will be arranged)*
- **Helpers' Briefing Session – Dec 9, 2006**
 - 1 student helper per JA Company

Trade Fair

Dec 16, 2006

Venue: G/F, HSBC Main Building, Central, Hong Kong



Before Final Presentation

- **CEO Briefing Session – Feb 10, 2007**
 - JA Company CEO (mandatory) + IT Director / 1 Management Team member
 - 1 Business Adviser and/or 1 Link Teacher

Before Final Presentation

- **Submission of Annual Report – Mar 12, 2007**
 - Annual Report must be presented in English

Final Presentation Competition

Apr 14, 2007

- Students to present their annual reports
 - Final Presentation must be presented in English



Graduation Ceremony

Apr 28, 2007

- Celebrate your accomplishments together!



Let Their Success Be Your Inspiration!®

