

Retail Reimagined Challenge 2025

Innovate to Thrive!



Apply by
19 Jan (Sun)

Open for
All Tertiary Students

Mentorship &
Networking with
Retail Experts

Cash Prizes
& Internship

Free HKRMA
Student Membership

Expert Insights
& Retail Trends

Case Competition
for Reinventing
the Retail Landscape



Participating brands include:

- Beauty & Cosmetic Products
- Convenience Stores/ Supermarkets
- Electrical & Electronic Appliances
- Fashion & Accessories
- Fast-food & Restaurants
- Personal Care Products
- Telecommunications
- Watch and Jewellery



**2024
Programme
Highlight**



The retail market is undergoing a significant transformation, driven by shifts in consumer behavior and mounting competition, particularly from businesses in the GBA. Retailers have to build stronger, longer lasting and more interactive customer relationships through experiential journeys that add unique value at every touchpoint. Consumers are increasingly concerned about how companies incorporate Environmental, Social, and Governance (ESG) principles. The pace and magnitude of change have been jarring and calls for a radical rethinking, offering the new generation tremendous opportunities to discover and thrive through all the changes.

Tertiary students will form teams of 5-7 and be tasked to develop their creative ideas to reinvent the retail landscape, focusing on one of the following themes:



The intensive 2-month learning journey will entail:

Retail Inspire

Leaders will share the latest trends on the transformation of the retail industry, exciting examples of success and innovations, and their passion and career roadmap in retail.

Mentorship

Shortlisted teams will be matched with an experienced mentor to further develop their videos to visualize their creative retail ideas, and get better prepared for the Challenge.

Retail Reimagined Challenge Finale 2025

Teams will present their videos in an online channel and in front of a professional judging panel at the Challenge Finale to compete for various awards and recognitions.

Schedule



Awards

- ☆ **Champion: Cash award HK\$25,000**
- ☆ **1st Runner-up: Cash award HK\$15,000**
- ☆ **2nd Runner-up: Cash award HK\$10,000**
- ☆ **Most Popular Award**

- * All participants will be granted a free HKRMA Student Membership to enjoy exclusive benefits and networking opportunities.
- * All participants and finalist teams will receive a certificate of participation and recognition respectively.

Eligibility

All tertiary students and alumni in Hong Kong are welcome to form teams to participate. Each team should comprise 5 to 7 students from the same or different institutions.

Application Method and Enquiry

Please complete the application form by **19 January 2025 (Sun)** stating the following content:

- ☆ **Ideas on "Retail Reimagined" (100 words)**
- ☆ **Your team strength and aspired learnings from the program (100 words)**

Shortlisted teams will receive a confirmation email by **14 February 2025 (Fri)**
For enquiries, please contact Ms. Coco Wan at 3426 3146 or rcc.ja@jahk.org



Retail Reimagined Challenge 2025

創新致勝！



1月19日(日)
前報名

歡迎所有大專生參與

師友指導及與業界
領袖建立人際網絡

現金獎及
實習機會

免費HKRMA
學生會籍

業界市場分析及
零售業最新趨勢

「重構零售業營商
環境」比賽方案



參與品牌包括：

-  美容及化妝品
-  便利店 / 超市
-  電器及電子產品
-  時裝及配飾
-  快餐及餐廳
-  個人護理產品
-  電訊
-  鐘錶及珠寶



2024
活動精彩
片段



零售業正處於轉型階段，不但是消費者行為改變，更受到粵港澳大灣區的競爭影響，零售商必須為顧客提供獨特和個性化的顧客體驗，從而建立更緊密和互動的客戶關係。同時，消費者變得越來越重視企業的社會責任，如何將環境、社會和治理（ESG）融入品牌行銷，使零售業在尋求突破時，亦為新一代提供無限機會，讓他們在變革中取得成功。

大專生將以五至七人為一隊，選擇以下其中一個主題，以創意構思重構零售業營商環境。



2個月的學習旅程 將涵蓋：

零售啟發

行業領袖將分享零售業轉型的最新趨勢、成功與創新範例、他們對行業的熱誠，以及業內的職涯發展。

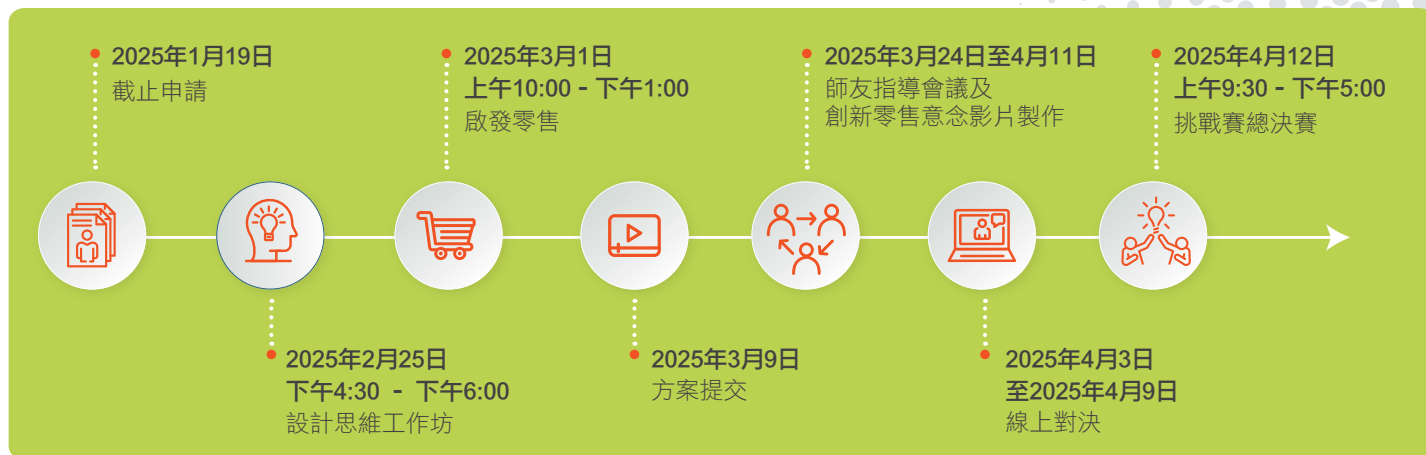
師友指導

入圍隊伍將由經驗豐富的導師指導，幫助他們以影片呈現創意零售理念，並為挑戰賽做好準備。

Retail Reimagined Challenge 總決賽 2025

隊伍將向網上觀眾及決賽的專業評審展示他們的創新零售意念影片，角逐各榮譽及獎項。

時間表



獎項

- ☆ 冠軍：現金獎港幣25,000元
- ☆ 亞軍：現金港幣15,000元
- ☆ 季軍：現金獎港幣10,000元
- ☆ 最具人氣獎

- * 所有參加者將免費獲得HKRMA 學生會員會藉，以獲得獨家優惠和交流機會。
- * 所有參加者及決賽入圍隊伍將分別獲發參與證書及嘉許獎，以茲鼓勵。

參賽資格

歡迎所有大專生或校友組隊參加，每隊由五至七名成員組成，成員可來自不同院校。

申請及查詢

請於**2025年1月19日（星期日）**前填妥報名表格，並回答以下問題：

☆ 請分享你對 "Retail Reimagined" 的想法 (100字)

☆ 你的團隊實力及希望在挑戰賽中獲得的得著(100字)

入圍隊伍將於**2025年2月14日（星期五）**或之前收到確認電郵。如有查詢，請致電34263145或電郵至rc.ja@jahk.org 尹小姐聯絡。

