



和富千禧企業家精神計劃 WOFOO MILLENNIUM ENTREPRENEURSHIP PROGRAMME

秘書處 Secretariat: 蒲窩青少年中心 The Warehouse Teenage Club

和富社會企業 Wofoo Social Enterprises

地址 Address : 香港香港仔大道116號 116 Aberdeen Main Road, Hong Kong

九龍彌敦道574-576號和富商業大廈26樓 26/F, Wofoo Commercial Building, 574-576 Nathan Road, Kowloon

電話 Tel: (852) 2873 2244 傳真 Fax: (852) 2873 2144 電郵 Email: mep@wse.hk 網址 Website: http://www.wse.hk/mep



第十九屆和富千禧企業家精神計劃 – 商業計劃書 Wofoo Millennium Entrepreneurship Programme (MEP XIX) – Business Proposal

甲部 – 基本資料

Part A – Basic Information

組別 Team	037
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組員資料 Details of Group Members

	中文姓名 Name in Chinese	英文姓名 Name in English
隊長 Team Leader	劉焯瑤	LAU CHEUK YIU NATALIE
組員 Member #1	林穎	LIN YING WING
組員 Member #2	張紫珊	CHEUNG TSZ SHAN SANDY
組員 Member #3	李倬寧	LEE CHEUK NING CHARLINE
組員 Member #4	余玉媛	YU YUK WUN WENDY
組員 Member #5		

帶隊導師資料 Details of Team Advisor

姓名 Name	Ms. Wat Man Wah Cora
學校或機構 (中文) School or Organization (Chinese)	寶血會上智英文書院
學校或機構 (英文) School or Organization (English)	Holy Trinity College

啟蒙導師資料 Details of Mentor

姓名 Name	Mr. Alan Chow
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乙部 – 創業計劃書

Part B – Business Proposal

第一部份：計劃摘要 (請用不多於500字簡介)

Section I: Executive Summary (Not more than 500 words)

Main target: Teenagers (Especially female)

Aim: -to nurture the diversity of juvenile development

-to provide opportunities for teens to develop their potentials

-to attract more visitors

-to let visitors understand and explore the history of warehouse

-use the revenue to help more teens in need

-arouse the awareness of people in the protection of the historical buildings and the cultural heritage

Program held: -Hydroponic farming:

- Provide a place for visitors to get acknowledge of the convenient farming method
- Provide STEM education for students.

-Tea House Theatre

- Provide a comfortable and relaxing place to visitor
- Let visitors practice to be concentrated during the tea ceremony
- Preserve the traditional tea ceremony
- Let more people know about the traditional tea ceremony

-Maker garden

- Greenery garden with creative artworks which is made by recycled items

-“Escape Room” game

- Participants will escape from the room by solving different puzzles and finding different clues from the room
- Train visitors’ problem of solving skills
- Provide an exciting experience

-Coffee Shop

- Provide a comfortable and relaxing place for customers
- Hire the young offenders so as to give them a chance to renew
- Provide coffee, dessert, salad or sandwiches (provide light and healthy snacks to eat)

Venue to be changed: - Hydroponic farming →The basketball court

- Tea House Theatre→721 sq.ft maker room

- Coffee shop→558 sq.ft coffee shop + 143 sq.ft room + bar beside stairs

- ‘Maker garden’ → the garden

- “Escape Room”game→744 sq.ft activity room + 325 sq.ft activity room



第二部份：企業社會責任

Section II: Corporate Social Responsibilities

(i) 社會問題及其嚴重性 (不多於 200 字簡介)

Social problem and its seriousness (Not more than 200 words)

In recent years, teenagers always use online social media to communicate with their friends and family members. They seldom communicate face-to-face. This worsens interpersonal relationships and social skills of teenagers. They may tend to have conflicts with others.

With advanced technology, many traditional cultural are declined. Time flies, many new generations have already forgotten the solemn and stirring history of Hong Kong. Moreover, many traditions are facing to be drained.

In recent decades, air pollution and water pollution are getting more serious in Hong Kong. These make Hong Kong has become a city that is not suitable for farming.

The fast pace of life in Hong Kong make citizens always under great pressure. They crashed by their lives, peers or even family. They lack place and chances to relax.

Stress, pollutions and the fast pace of life make Hongkongers need more care and space.

(ii) 如何運用蒲窩紓緩或解決上述社會問題 (不多於 200 字簡介)

How to adaptively reuse Warehouse to alleviate or solve the above problem? (Not more than 200 words)

By introducing activities held by the Warehouse, for example, “Escape Room” game, time spending in the virtual world will be reduced. Teenagers get more chances to try different games, events and so on developing their communication skills. It also helps participants to develop the problem analyzing skills.

The pressure-free area is provided. The atmosphere in the Warehouse is relaxing and peaceful. Visitors are free from the city flood with high pressure. There are different kind of facilities to ensure that visitors satisfied after visiting the site.

The education system in Hong Kong was treated as spoon-feeding education. With hydroponic farming and ‘Maker Garden’, STEM education is provided. Students may be inspired by the visit. Hence, their creativity will be enhanced.

Furthermore, the hydroponic farming also helps absorbing carbon dioxide. The environment will be less polluted. The method of hydroponic farming should also be introduced to the household as to release the poison suspended particles in the air.

By the way, the activities and games organized by the Warehouse help teenagers developing face-to-face communication skills. They may also hold an optimistic attitude towards communicating with different people.

(iii) 為何蒲窩適合推行上述計劃 (不多於 200 字簡介)

Why is Warehouse suitable for the above proposal? (Not more than 200 words)

The Warehouse is a historical building which has been standing over a hundred year. It has been abundant in history and culture for so long. Therefore, there are many conserved facilities. This helps the cultural heritage of Warehouse and Hong Kong.

Visitors come and have a look at the history of Warehouse. They experience history with walking around the hundred years of land. They know more about the history of the Police Station which is the previous incarnation of the Warehouse. They know more about the place they standing. The building was suffered from war hundreds year ago. The rich history value helps teenagers learn about the importance of conservation and cultural heritage.

For example, the living habit and the structure of the nearby place as well as Hong Kong. As the geographical location of Warehouse located near the sea, its nearby facilities also worth conserved for future generations.

(iv) 此計劃如何保育及活化蒲窩 (不多於 200 字簡介)

How does the proposal conserve and revitalize Warehouse? (Not more than 200 words)

Through our proposal, it helps to promote the Warehouse to the public and arouse public awareness about the importance of cultural heritage and protection of the environment.

By promoting the Warehouse, more people could know a clearer the historical background of Hong Kong as the Warehouse contain a long history of the attack of Japan. And the staff in the Warehouse would provide some protection ways of historical building to the public.

Moreover, by introducing more new courses and new uses in the Warehouse, it could attract more teenagers to come to this historical building. They could know more about the traditional skills of their ancestors and the earlier generation in the Warehouse.

Besides, tea house theatre can let teenagers to learn more about the Chinese tradition. They can access more information about preserving culture. We hope these activities can attract teenagers to visit the Warehouse and raise public awareness which starts from teenagers.

The Warehouse reflects the story and history of the past of Hong Kong. Therefore we should conserve the Warehouse and keep the history behind it.

第三部份：項目資料

Section III: Details of Business

(i) 產品或服務簡介 (不多於 200 字簡介)

Introduction of product or service (Not more than 200 words)

- ❖ Coffee shop
 - Locate at the 'Red boot coffee shop' on the ground floor
 - Hire young offenders to work
 - Provide coffee, desserts, salad, and sandwiches
 - Performance of Latte Art (Baristas will perform free pouring)
- ❖ Tea House Theatre
 - Locate at the 721 sq.ft 'Makers' room' on the ground floor
 - Provide a quiet and relaxing area for visitors
 - A multimedia area (stage for performance) will be set up
 - Visitors enjoying traditional Chinese tea while watching the performance
 - Traditional Chinese Tea Ceremony will be taught regularly
 - A place to introduce traditional culture and art of Hong Kong
- ❖ "Escape Room" game
 - Locate at the 744 sq.ft 'Activities room' on the first floor
 - Participants will escape from the room by solving different puzzles and finding different clues from the room
 - The background and stories are related to the history of the Warehouse and Hong Kong
 - The time frame of the room design is from 1891-1989
 - The theme will be changed irregularly
- ❖ Hydroponic farming
 - Locate at the basketball court on the ground floor
 - Harvest may be used as an ingredient in the dishes
 - Plants may be used in courses
 - Introduction of ecosystem
 - STEM education
- ❖ Maker garden
 - Make use of the abundance garden to demonstrate artworks related to plant
 - Place artworks which made by recycled materials
 - Put lights as it could shine at night (give a right direction to visitors)

(ii) 產品或服務優點 (不多於 200 字簡介)

Advantages of product or service (Not more than 200 words)

- ❖ Coffee shop
 - Let visitors feel free and relax
 - Provide a chance for young offenders to renew
 - Attract people who like coffee or dessert
 - Fresh vegetables from the hydroponic farming are provided
- ❖ Tea House Theatre
 - Visitors will be taught to be patient and concentrate

- Free visitors from the crowded city
- Chances are provided for teenagers to perform
- Preserve the traditional tea ceremony
- Help in culture heritage by performing tradition to an audience
- ❖ “Escape Room” game
 - Problem-solving ability will be trained
 - Amazing experience which can experience the history
 - Visitors learn to think outside of the box
 - Way to improve communication skills
 - A chance to enhance the relationship between peers
 - Provide an immersive experience for the participants to know the history
- ❖ Hydroponic farming
 - Provided STEM education for example by demonstrating the ecosystem to visitors
 - Visitors can learn a convenient farming method
 - Promote eco-visit
 - Attract people who want interested in planting and protecting the environment
 - Attract schools to visit the site
 - Make use of the harvest to make organic meals
- ❖ Maker garden
 - For artists to demonstrate their works
 - Decorate the abundant area
 - Place for visitors to take photos
 - Use up the area of Warehouse
 - Provide greenery area for visitors

(ii) 業務目標 (不多於 200 字簡介)

Business goals (Not more than 200 words)

First of all, we want to provide opportunities for teenagers to explore themselves through the new activities and services that hold by the Warehouse. For example, teenagers can perform themselves through the multimedia area where located at the Tea House Theatre. It can give a chance to teenager to show perform themselves. Teenagers can express themselves on the stage and share their interest with others. If the audiences give responses to them, teenagers can learn from the advice and improve themselves. They can gain self-confident too.

Moreover, we will enhance the visitor’s awareness of cultural heritage and cultural preservation. In fact, people don’t protect the heritage and they do not aware of the importance of cultural heritage. Since we can find people painting on the wall of the Warehouse, it shows their disrespectful. Therefore, we will like to arouse the awareness of the public holding more activities to attract people to visit this Warehouse. We hope the visitor can beware the cultural heritage reflect the history of HK. If it had been destroyed, the memory would not exist anymore. So it is important to know how to protect our culture.

第四部份：營銷及市場策略

Section IV: Sales & Marketing Strategy

(i) 市場定位 (不多於 200 字簡介)

Market positioning (Not more than 200 words)

Warehouse is a market nicher.

Firstly, our target consumers are not the great majority. Teenagers, people who are cared about environmental protection or want to know more about hydroponic farming, and history lovers are our target consumers as they may be attracted by the Warehouse. Not all people would be interested in this historical teens' center as they may think the Warehouse is too far from the urban city.

Secondly, the Warehouse is still in the introduction stage. Although the Warehouse has already launched for about 26 years, there are only plenty of people know this center. It still needs to take time for consumers to develop acceptance of this center. Also, the promotion cost would be high per each consumer as the awareness of people to the Warehouse is low. Therefore, it still needs time to develop and spend.

Thirdly, the market share of the Warehouse in this kind of teenagers' activity center is limited. As not many people know the Warehouse, there are fewer consumers and visitors than other teenagers' activity center in Hong Kong.

(ii) 主要顧客對象 (不多於 200 字簡介)

Target customers (Not more than 200 words)

❖ Teenagers

-Teenagers are hard to find a place to perform and express themselves. Therefore teenagers used to express their views through different social media. However, it will weaken the communication skill as they used to type on the internet. Therefore, the Warehouse set up a multimedia area that can give teenagers a chance to express their view and practice their communication skills. We hope we can help teenagers to explore themselves on different aspect throughout our activities.

-As many teenagers use social media, the advertisement can be more likely to be seen when it is posted on the social media platform. Therefore we will promote on the social media which are commonly used by them and increase the probability to be seen.

-Since they like to take photos to share their life with their friends and family, we will attract them by the beautiful outlook of the Warehouse.

-They are easy to gain pressure from their daily life. Then, they can relax though joining our activities or enjoy the surrounding by nature. They can even learn the traditional tea ceremony which can help to release their pressure and train to be more calm and concentrate which is good for them.

(iii) 競爭對手狀況 (不多於 200 字簡介)

Competitors (Not more than 200 words)

❖ Historical buildings in Hong Kong

➤ Central Magistracy

-located at Arbutin Road in Central

-have a more convenient location than Warehouse

-is more famous to both tourist and local

-have a majestic appearance to attract visitor to visit and take photos

➤ Victoria Prison

-located at the Old Bailey Street in Central

- have a more convenient location than Warehouse
- a prison which is famous for its history since it is the first and the longest-running prison in Hong Kong
- its prison attract many people to take photos
- Central British School
 - located in Tsim Sha Tsui
 - have a more convenient location than Warehouse
 - is is used as Antiquities and Monuments Office now
 - it is the oldest English building in Hong Kong as people would go there and take photos
- Tai Kwun
 - located at Hollywood Road in Central
 - is one of the successful and significant revitalisation projects in Hong Kong
 - a center for heritage and arts
 - offer the best heritage and arts experiences to the public
 - public can take photos and understand more about heritage and art in the center which can attract public who are interested in both of them

(iv) 市場優勢 (不多於 200 字簡介)

Marketing advantages (Not more than 200 words)

Teenagers are willing to accept new things nowadays. They are have open mind and tend to be creative. The awareness of teenagers in cultural heritage will be rose. Moreover, teenagers are taught the importance of culture reservation in liberal studies lessons. In other words, the advance of technology boosts the usage of online social media. For the sake of rising use of the Internet, teens always want to keep up to date. They may tend to go for the historical buildings introduced by the popular bloggers. Teens like to post photos with special and rare backgrounds through social media. With the attractive red brick outlet, teens are willing to go for taking photos. For getting more 'like', teens will have motivated to lovely historical buildings.

(v) 營銷渠道 (不多於 200 字簡介)

Sales channels (Not more than 200 words)

- ❖ Special Pricing
 - Discount for elderlies, students and children
- ❖ Historic web
 - Show the historic value to the public
- ❖ NGO
 - Promote the activities to members from those corporate NGO

(vi) 宣傳方法 (例 : Facebook/上架費) (不多於 200 字簡介)

Promotion method (e.g. Facebook/listing fee) (Not more than 200 words)

- ❖ Social Media
 - Facebook: Use the recent account to promote the activities going to be held.

Moreover, get cooperate with some pages that promote travel.

- Instagram: The popularity of this social media among young generation helps to promote the Warehouse
- Web page: Promoting the newest activities through the web page.
- ❖ Government
 - The building has historic value so that we can get access to the public through government.
- ❖ Cooperate
 - NGO: Win-win situation
 - Magazine(Travel): Need to pay plenty of fees to promote but the result is good
- ❖ Video
 - Create promotional videos to introduce the site
 - This will increase the mobility of people to go
- ❖ Manga
 - Use graphics to express the story of the building to readers
 - Interesting and high readability

(vii) 銷售預測 (首三年) (不多於 200 字簡介)

Sales projection (First 3 years) (Not more than 200 words)

- ❖ Coffee shop
 - 30 cups/days
 - expected a 60% increased in the second year
 - 2 times the sales in the third year
- ❖ Tea House Theatre
 - Performances will be held about once two month
 - 30 tickets will be sold per show
 - Expected the performance will be held increased 30% in the second year
 - The performance will increase to twice per month in the third year
- ❖ “Escape Room” game
 - 3 round / day in the first year
 - 4 round / day in the second year
 - 20% increase in the total round per month
- ❖ Maker garden
 - 2 exhibitors/month in the first year
 - 30% increase in the number of exhibits in the second year
 - 35% increase total number of exhibits in the third year with compare to the second year
- ❖ Hydroponic farming
 - Harvest increased by 10% and 30% in the second year and third year respectively

第五部份：財務 (請列明各項明細)

Section V: Finance (With cost breakdown)

(i) 公司成立成本

Startup cost

- ❖ Construction fee \$600000-700000 for renovating the building
- ❖ Tea (Pu Erh tea, Scented tea, Oolong tea etc.) \$100000
- ❖ Tea set \$600000 for 40 sets
- ❖ Tent for Hydroponic farming: \$100000
- ❖ Seeds for Hydroponic farming: \$50000

<ul style="list-style-type: none"> ❖ Material for Hydroponic farming: \$20000 ❖ Maintenance cost for the coffee shop: \$25000 ❖ Advertising fee: \$8000 ❖ Salary: \$80000 ❖ A license fee for the coffee shop and Tea house: \$16000-20000 ❖ Ingredients for the coffee shop: \$20000 ❖ Coffee beans: \$100000 ❖ Construction fee for Escape room: \$500000 ❖ Props for Escape room: \$50000
<p>(ii) 預計每月支出 Expected monthly expenditure</p>
<ul style="list-style-type: none"> ❖ Props for Escape room:\$10000 (\$30000 per quarter) ❖ Tea (Pu Erh tea, Scented tea, Oolong tea etc.) \$8000 ❖ Material for Hydroponic farming(including seed): \$1000 (\$3000 per quarter) ❖ Ingredients for the coffee shop: \$30000 (\$1000 per day) ❖ Salary: \$80000 ❖ Advertising fee: \$8000
<p>(iii) 預計收入 Expected income</p>
<ul style="list-style-type: none"> ❖ For the Tea house theatre: <ul style="list-style-type: none"> ➢ Tea house Theater is about \$30000 a month(\$1000 per person & 30 people for one course) ➢ Rental tea set \$10 for one set ➢ Selling of tea is \$200-2000 for one packet ❖ For coffee shop: <ul style="list-style-type: none"> ➢ \$20-28 per cup of coffee ➢ \$25 per piece of cake ❖ For Hydroponic farming: <ul style="list-style-type: none"> ➢ Selling of the vegetables \$10 per packet ➢ Courses about Hydroponic farming:\$6000 (\$100 per person & 30 people for one course) ❖ For Escape room Admission fees:\$100 per person
<p>(iv) 集資來源 Funding sources</p>
<ul style="list-style-type: none"> ❖ Government ❖ The Bank of East Asia Ltd. ❖ Tung Wah Group of Hospitals ❖ NGOs
<p>(v) 三年財務預測 Financial projection in 3 years</p>
<p>Ref. Excel 1 (final projection of 3 years)</p> <p>It shows that the revenue of the our activities can helps to bring profit to the Warehouse.</p> <p>For the first year, the revenue is about \$1,995,600</p>

For the second year, the revenue is about \$2,195,160

For the third year, the revenue is about \$2,414,676

Therefore, this shows that the activities can help to bring benefit and profit for the Warehouse and it means more people will get more information about the Warehouse and as it becomes famous. It helps to raise the concern of the preservation of the Warehouse.

第六部份：風險管理 (請列舉營運期間可能面對的風險及相關應變計劃)

Section VI: Risks management (Predicted risks and respective contingency plans)

❖ Risk avoidance

- Imported raw materials are unsuccessful
 - Check the quality of imported goods regularly
 - Change the suppliers when the imported goods were found defective
- Coffee machine is broken
 - Use the spare coffee makers
 - Lower output
 - Place a note outside the shop to tell visitors that there is limited supply today
- Imported food is spoiled
 - Monitor the quality of inventory regularly and carefully, for example, coffee bins, tea, equipment.....
 - Avoid buying goods that are expired
 - Ensure that the working space is clear every time
 - Classification of foods
- Typhoon debris the Hydroponic farming space
 - Do preparation jobs before typhoon comes
 - Move the whole set of Hydroponic farming equipment indoors
- Not enough human resources
 - Close some of the facilities
 - Reduce output
- Equipment in the escape room was destroyed
 - Instructions should be written clearly
 - Make warnings on the equipment
 - Fines will be made if the equipment is destroyed
- Fire
 - Give a clear introduction of using the facilities which involved using fire for the visitors
 - Provide guidance to staff to ensure that they can give a clear instruction to participants
- Power cut
 - Prepare spare power supplies
- Shortage of resources
 - Check the storeroom frequently in order to ensure there are inventories for operating the Warehouse
- Visitors got hurt
 - Clear instructions should be made

- Place warning notes at some dangerous facilities
- ❖ Risk assumption
 - Visitors do not attend expectation
 - Change the purpose of some of the rooms
 - Close some venues as to save energy and expenses
 - Reduce the opening hours as well as close earlier if the number of visitors did not attend the limited expectation
 - Visitors got hurt
 - Staff was taught basic first aid procedures and guide as to handle a small degree of injures
 - First-aid kits were placed at easy-getting places
 - Call ambulance at first time when there are deep injures
 - Fresh air is provided to the patients
 - Disperse people stand in circle and watch
 - Coffee machines were broken
 - Suspend the selling of coffee until the machines were fixed
- ❖ Risk reduction
 - Fire
 - Provide fire drill training courses for staff to teach them how to disperse the visitors and protect their own safety in the fire
 - Make notes with clean instructions about fire escape route map to ensure everyone knows how to escape fire occurred
 - Install fire alarm, smoke detectors or sprinkler systems
 - Equipment debris by typhoon
 - Place all fragile equipment indoor before typhoon comes
 - All equipment should be in well protection before the typhoon comes
 - Injuries
 - provide work-safety training for workers
- ❖ Risk transfer
 - Fire
 - Buy fire insurance
 - Equipments
 - Register for the maintenance of equipments
 - Typhoon and storming
 - Buy insurance to protect equipment and inventories
 - Injuries
 - Buy employees compensation insurance