**Brief for Live Project Spring 2014**

**TSM09907 Live Project (Hong Kong)**

**Project Title: Org Y and SMEs in Hong Kong**

**Participating Organisation: Organisation Y**

**Organisation Contact: Person P**

**Position:** Director of Business Development

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**Student Team:** Student 1 (students TBA)

Student 2

Student 3

Student 4

**Aim:** To deliver conceptual and outside the box recommendations for Organisation Y for targeting SMEs (Small and Medium Enterprises) in the Asia-Pacific region.

**Background/rationale:** Organisation Y, the (business summary), was established z years ago. Since then it has developed into a dominant product and has close to x00,000 customers worldwide. Most of these include huge brands, new startups and conferences. Its largest markets include Japan, China, Australia and the United States. One point to mention is that Organisation Y is a not for profit organisation, investing funds back into the community to bridge the digital divide.

In the Asia Pacific region, SMEs make up a huge part of the regionalGDP With their flexibility and adaptability to the ever-changing conditions, SMEs have taken a leading role in driving and stimulating their respective local and regional economies.

Having an online presence for enterprises in this day and age is no longer a ‘nice-to-have’, it is a necessity. When these SMEs look to go online, there still is a habitual inclination to opt for the most common method. Organization Y wants the SMEs to know they have another viable and potentially more valuable activity they could undertake. Compared to some of its competitors, Org Y has been around for a shorter amount of time. Thus, there are plenty of attractive products still out there for these SMEs to expand their reach in the Asian virtual market and offer to their target audience.

**Objectives:**

* Research and understand the current market situation and trends for SMEs in Hong Kong
* Identify the main concerns of SMEs, their limitations and their online strategies.
* Gauge their knowledge and awareness of product category r.
* Research and analyze the SMEs’ online targeting strategy and their strategy for expanding their brand and products.
* Research the nature of jobs in SMEs in Hong Kong and how an online presence could benefit them
* Analyze and benchmark at mid-Project point key findings and highlight the main areas of concern, or areas that could need additional work or resources
* Make conceptual and practical recommendations for Organisation Y to have a strategy in place to better reach out to these SMEs and improve the awareness and brand recognition of Organisation Y among them.

**Notes:**

1. Skype should be used as the main means of communication and face to face meetings are recommended once or twice a month for progress updates.
2. A date should be set for the Mid-Project Meeting for the Team to present their initial findings to the Organisation Contact.