

Guidelines for students' activity report

Write an activity summary of 400-800 words in either Chinese or English. The report can be prepared individually or by a group of not more than 3 students. Please include the following information:

1. Brief summary of the activity:

- Name of the company and the executives involved (put down their names and titles where possible).
- What was the activity about?

2. Your impression and feeling about the activity:

- What have you learnt?
- Was there anything to your surprise?
- What made you think differently after the activity?
- Do you have any interesting story to share?

Example:



Production Plant and Warehouse Visit

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We visited the Warehouse and Production Plant of Nilom in Kwun Tong during our second visit. During the visit, we learnt the whole process of operation, from receiving customers' orders to the printing of tag and even packaging.

When we arrived, the manager of the Production Plant toured us around and explained to us how labels are produced and printed in a production line with different machines. We were then given the precious opportunity to try to work as factory workers. Our leader first demonstrated her part of work of label packaging. We were taught how to pack and seal the products into a plastic bag. We also learnt how to check whether the products were packed correctly with reference to the order list.

We then visited Nilom's Warehouse. We were particularly impressed in the maze-like setting there. We had always imagined warehouse to be messy and

dirty. However, it turned out to be an extremely tidy and organised place, with the boxes numbered systematically and placed on shelves neatly. We have a chance to experience the daily duties of the staff there, which is to collect the corresponding goods according to the order, pack the goods and mail them to the customers.

Although we were really exhausted after the visit, we have really enjoyed ourselves and gained a fruitful experience of being a one-day factory worker. We are really grateful for the eye-opening experience in Nilom's Warehouse and Production Plant.

Project presentation

For the third visit, we were asked to design a collection designed by ourselves and present our ideas to the Managing Director and the managers of different service lines. This is the highlight of this business programme and the golden chance for us to showcase what we learnt in the previous visits.



We started designing the collection and preparing for the presentation two weeks before the presentation day. At the first meeting, we briefly brainstormed ideas for our collection. We were struggling between children wear and women wear at first, but we finally chose children wear and started to get inspiration for our collection. We chose Alyssum as our brand name as it symbolizes playfulness and wonder, which are the personalities we think a child should possess. For our collection, we designed wrapping tissue paper with pressed flower, clothing label, price tag with fretwork, embroidery patch, charm and paper bag hanger. In addition, as environmental protection is the theme required, we searched for some environmentally friendly fabrics and materials such as bamboo, hemp and recycled bicycle tires to fit the 4Rs principle. We have also added in some new elements like combining paper bag and hanger as one to meet our ultimate goal of awakening public awareness on environmental protection. We added pressing flower

onto the wrapping paper to make our product stand out. We also made a sample of our bag hanger for our presentation.

In the preparation stage, I have gained more insights into the branding and labelling industry. Before visiting Nilom, I even didn't realize there was such a industry designing and manufacturing labels and foolishly believed that these should be made by the brand itself. In this programme, we even got the chance to experience how to create a collection for a brand to make it stand out from competitors. Not only did I discover how important labelling is to a company, but also how to work as a team efficiently. Winning is just a bonus, the knowledge we gained from the programme is the most valuable.



Notes:

- Please submit your report within one month after the activity has taken place.
- Please indicate the student's ENG and CHI full name in the report.
- Please email your report and photos to Mr Wilkins Lau of HKGCC at wilkins@chamber.org.hk.
- HKGCC will review the reports and award the best ones with the "Outstanding Students' Report" certificate at the Programme's Closing Ceremony in July 2025.
- Outstanding reports will be published in the BSP Annual Report. You may refer to previous report at: <https://bit.ly/BSPannualreport>