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| Deadline截至日期: 30-09-2020 Email to [sta@hkrma.org](mailto:sta@hkrma.org) | | |
| **2020 Retail Anti-Pandemic Award**  **2020 零售抗逆大獎**  **Proposal計劃書** | | |
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| Please complete the following parts **ALL in ENGLISH or ALL in Chinese** and put ✓where appropriate.  請**以全英文 或全中文**完成以下各部份及在適當位置填上✓。 | | |
| **Company Information 公司資料** | | |
| Company Name  公司名稱 | (English) | |  | | --- | |  | |
| (中文) | |  | | --- | |  | |
| Retail Category  零售業務類別 | |  | | --- | |  | | |
| Please briefly describe the nature of business and missions of your company in ENGLISH (no more than 100 words):  請簡述公司業務和服務理念（不多於100字）：   |  | | --- | |  | | | |

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| **Theme of the Campaign 參賽項目主題 (Not more than 10 words不多於10字)** | | |
| Please provide theme of the campaign. 參賽項目主題。 | |
| Theme of the Campaign  參賽項目主題 |  |

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| **Introduction of the Campaign (No more than 150 words) 簡介 (不多於150字)** | | |
|  | **Please specify the objective, target and key deliverables of your campaign.**  **請說明參賽項目的目標、對象及重點內容。** |
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| **Overall Strategy (No more than 100 words for each criteria) 總體策略(每項不多於100字)** | | |
|  | **Please elaborate ways to implement the campaign according to the judging criteria.**  **請根據評審準則詳細說明項目的實施方式。** |
|  | **Innovation創意**  Please specify the most distinctive, radical, innovative and creative areas of your campaign.  請具體指出參賽項目中最具特色、革命性、創新和創意的範疇。   |  | | --- | |  | |
|  | **Teamwork同心抗逆**  Please specify the support of different teams in order to have the campaign successfully rolled out.  請具體說明項目執行期間不同崗位同事之通⼒合作、支援。   |  | | --- | |  | |
|  | **Results抗逆效果**  Please illustrate the results and sustainability of the campaign (measurable data is required)  請詳細說明項目之抗逆效果及其持續性。(須提供可量化之服務、銷售或其他數據)   |  | | --- | |  | |
| **Other reference information 其他參考資料** | | |
|  | **Please put** ✓**and provide related reference of your campaign (if applicable).**  **請填上**✓**並提供參賽項目的相關參考資料（如適用）。**   |  |  |  | | --- | --- | --- | |  | **Brochure小冊子** | Please provide e-version if have.  如有，請附上電子版本。 | |  | **Media interview媒體採訪** | |  | **Related photos相關相片** | |  | **Website網站** | http:// | |  | **Other, please state 其他，請說明** |  | |