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|  Deadline截至日期: 30-09-2020 Email to 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) |

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| (中文) |

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| Retail Category零售業務類別 |

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| 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)** |
| 1.
 | **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。

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|  | **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。

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|  | **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)

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| **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）。**

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|  | **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** |  |

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