

FEBRUARY 2021

# CONSULTING PROJECT

ENACTUS  
CITY UNIVERSITY OF HONG KONG  
2020 - 2021

# ABOUT ENACTUS CITYU

Enactus CityU is a student society dedicated to promoting social innovation and entrepreneurial spirit. Supported by Enactus Hong Kong and the Office of Education Development and Gateway Education (EDGE) of CityU, we organize various student engagements to encourage social impact creation.

## PROJECT DESCRIPTION

The consulting project is one of our core events that offers students from various disciplines hands-on experience to undertake semester-long projects for social enterprises in Hong Kong.

Consisting of training and consultations with supervisors, the program offers student consultants opportunities to deliver innovative ideas and solutions to their clients.

Throughout the consulting project, the client organization can benefit from fresh insights and real value results. Student consultants can also gain insights into the operation of local social enterprises and build up connections with valuable industry stakeholders.

Each of our clients will be covered by a team of student consultants, along with executive members of our society.

### #IMPACT STARTS FROM US



## WHAT ARE OUR CONSULTING AREAS?

- **Marketing Strategy**  
Advise and implement new marketing ideas to maximize brand awareness.
- **Product Development & Modification**  
Create or refine the current product/service offerings of the company.
- **Market Expansion**  
Expand the current market by targeting Gen-Z customers.
- **Social Impact Consulting**  
Redefine and amplify the social impact of the company.
- **Technology Transformation**  
Explore and assist in possible technology adoption for the company's operations and efficiency.

## FEBRUARY

## INVITATION OF PARTNERSHIP

- Introduce the consulting project to prospective client. Enactus CityU will arrange a meeting to provide a better overview of the project if the client requests further details to make the collaboration decision.
- Collect information of the client organization, including the company background, current business situation, challenges/ difficulties, project expectation, and intended deliverables.

## ONBOARDING

- Student consultants will receive training on relevant knowledge and skills for conducting a consulting project.
- Enactus CityU will facilitate the project team formation and release the client information to the project team for preliminary preparation.

## MARCH

## FIRST MEETING

- The project team will gain insights into the current situation and the challenges that the client is encountering.
- The client will suggest their needs during the discussion for defining the project scope and the intended deliverables.

### Proposed Agenda

Time (minutes)	Major Tasks
10	Project Team Introduction
20	Company Introduction <ul style="list-style-type: none"> <li>• Company background (e.g. history, mission, market position)</li> <li>• Major issues encountered/ Items to be improved</li> </ul>
30	Discussion <ul style="list-style-type: none"> <li>• Idea sharing on potential improvement areas</li> <li>• Discuss the format of deliverables</li> <li>• Propose arrangements of the next meeting</li> </ul>

## APRIL

## SECOND MEETING

*\*Before the second meeting, the project team will meet their school supervisor in early March for feedback and suggestions regarding their initial deliverables.*

- The project team will present the proposed solution and initial deliverables to the client.
- The client can provide feedback and advice for the project team to further modify their ideas.

### Proposed Agenda

Time (minutes)	Major Tasks
15	Project Review
15	Company Feedback <ul style="list-style-type: none"> <li>• Question and comment on the deliverables</li> </ul>
30	Discussion <ul style="list-style-type: none"> <li>• Idea refining and polishing</li> <li>• Propose arrangements of the next meeting</li> </ul>

## JUNE

## FINAL MEETING

- The project team will present their final deliverables to the client.

### Proposed Agenda

Time (minutes)	Major Tasks
15	Final Presentation
15	Company Feedback <ul style="list-style-type: none"> <li>• Question and comment on the final deliverables</li> </ul>
30	Closing <ul style="list-style-type: none"> <li>• Acknowledgment and appreciation</li> <li>• Mingling session</li> </ul>

# CONTACT US



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[www.enactuscityu.hk](http://www.enactuscityu.hk)



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