

“KTMC Boy” Becomes Hong Kong Management Game Champion



A team made up of friends, code-named “KTMC Boy”, emerged as the Champion of the Hong Kong Management Game on 25 July 2015 by outperforming four other finalist teams.

The Management Game is a simulation exercise making use of the computer program SIMBUSI to simulate a competitive business environment. In the Hong Kong Final, each of the five teams managed a company selling pet food. Their business objective was to outperform all other competitors and return the highest accumulated profit.

Apart from the typical decisions like pricing, marketing and production, teams had to make strategic decisions under a number of limitations such as selling products with limited shelf-life. In the middle part of the competition, teams are asked to consider a campaign of buy-two-get-one-free or buy-three-get-one-free which would increase their promotional costs. They are also asked to implement a five-day work week which would further increase their administrative cost, otherwise the staff moral would be eroded without the new five-day work scheme.

At the end of the six periods, “KTMC Boy” reaped a total of \$31.3 million profit and won the honour of Hong Kong champion. The team from “Starter” which was formed by a group of friends became the first runner-up, and the team from HK Air Cargo Terminals, came third. The champion team was awarded four air tickets to Singapore, a cash prize of HK\$10,000 and the SCMP Morning Post Perpetual Trophy. The first runner-up team received a cash prize of HK\$6,000. The second runner-up was awarded a cash prize of HK\$4,000.

The Prize Presentation Ceremony was held immediately after the competition. It was officiated by Ms Liz Heron, Editor of Classified Post, South China Morning Post; Dr Miranda Kwok, Deputy Director of the Hong Kong Management Association; Dr Albert Ma, Council Member of the Hong Kong Management Association; Ms Clara Man, Marketing Managing of A S Watson & Co Ltd and Mr James E Thompson GBS, Chairman of Crown Worldwide Holdings Ltd.

Organized by the Hong Kong Management Association, the Game is sponsored by A S Watson & Co Ltd, Cathay Pacific Airways Ltd, Crown Worldwide Holdings Ltd and Pfizer Corporation Hong Kong Ltd. The official media partners of the Game include the South China Morning Post, Classified Post and Jiu Jik.