

HKUST Team Wins its First Championship in

CPA Case Competition

HKUST undergraduates have achieved the best results ever in the Qualification Programme (QP) Case Analysis Competition organized by the Hong Kong Certified Public Accountants (HKCPA). The team bagged the titles of “Championship” and “Best Written Report”, and one of its members was also named the “Best Presenter”.

The QP Case Analysis Competition is organized by HKCPA annually with an aim to develop students’ business skills and cultivate their professional judgment by testing their ability to analyze and evaluate a specific business situation. In its 13th year, the competition invited undergraduates in Hong Kong to form team of three or four members and submit a financial analysis summary of a given case. Of the 30 shortlisted teams, nine were selected based on their full case analysis report to give an oral presentation in the final round.

This year the champion team was formed by four HKUST undergraduates Lincoln Chan, Nicole Lee, Coco Tong and Andy Wong (Best Presenter), all of whom are third-year students majoring in accounting. The team joined another 300 participating teams in the first round and made their initial submissions, in which they were required to put forward steps to attract potential investors for a fictitious listed health & beauty company.

The HKUST team impressed the judges by their all-inclusive and practical report as well as their innovative ideas. They suggested for example to develop a mobile phone service booking app to enhance consumer experience and introduce franchising to tap into the mainland market. Supported by convincing financial figures and market analysis, the team presented a highly feasible solution to the audience and addressed questions raised by the adjudication panel in the finale on 29 November.



**The winners of the HKICPA QP Case (from left):
Andy Wong, Lincoln Chan, Nicole Lee and Coo Tong.**



**The winners of the HKICPA QP Case (from left):
Lincoln Chan, Coo Tong, Nicole Lee and Andy Wong**

2014 QP Case Competition:

<http://www.hkicpa.org.hk/en/become-a-hkicpa/other-services/qp-affiliate-club/case-analysis/2014/>