



2025 Smart Retailing Award 智能零售大獎

Smart Retail Tech Award 智能零售科技獎

Proposal 計劃書

(Applicable to Technology Vendor/Technology Start-up 適用於科技供應商/科技初創企業)

Please email this proposal in WORD Format and presentation PowerPoint to eo@hkrma.org on or before 31 July 2025.

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✓。

A. Company Information 公司資料

Business Type 業務類別	☐	Technology Vendor 科技供應商	☐	Technology Start-up 科技初創企業*
Company Name (Vendor 科技供應商)	(English)			
	(中文)			
Company Name (Retailer 零售商) <i>If nominate retailer for competing "Smart Retail Best Practice Award"</i>	(English)			
	(中文)			

Please briefly describe the nature of business and customer group of your company in ENGLISH (no more than 200 words):

請簡述公司業務和客戶性質 (不多於200字) :

B. Project Information 參賽項目資料

Please provide basic information of the participating solution / application / project campaign

請提供參賽方案 / 應用程式 / 活動項目的基本資料。

English Name 英文名稱

(For promotional use作宣傳之用)	
Chinese Name中文名稱 (For promotional use作宣傳之用)	
Operating Platform & Development Tools 營運平台及開發工具	
Equipment for implementation 實施儀器	
Price range / Fee model 價錢範圍 / 收費模式	

Area範疇	Please select the area of your participating project, your choice can more than one. 請選擇參賽項目所屬的零售業務範疇, 可以選多於一項。	
Customer Attraction 吸引顧客	☐	Big data application on customers behavior 應用於顧客行為的大數據分析
	☐	Digital marketing 數碼營銷 (Local / Visitors)
	☐	ROI measurement on digital transformation 數碼轉型的投資回報率計算
	☐	Conversational Commerce / Chatbot 對話式商貿 / 聊天機械人
	☐	Video Commerce 短片式商貿
	☐	Social Media Marketing 社交媒體營銷
Customer Experience 顧客體驗	☐	Product information database management 產品資訊數據庫管理
	☐	Pre & Post sales CX touch points management (i.e. POS & CRM) 售前和售後顧客體驗接觸點管理 (POS和CRM)
	☐	Personalization / Customization marketing solutions 個人化 / 訂製化營銷
	☐	Cybersecurity (website / database / endpoint) 網絡安全 (網站 / 資料 / 端點)
	☐	Online booking system 網上預約系統

	☐	Kiosk for CX enhancement 優化顧客體驗售賣機
Order Fulfillment 交易履行	☐	Warehouse logistic management 倉庫物流管理
	☐	Order fulfillment management 交易履行管理
	☐	OMO POS payment system
Retail Operations 零售業務營運	☐	Smart office automation 自動化辦公室系統
	☐	Digital roster management system 數碼化編制管理系統
	☐	ERP system 企業資源管理方案
	☐	Remote office system 遠端遙控辦公室系統
	☐	Other HR / Account System for Operation Efficiency 其他優化效率辦公室系統
Cross border Retailing 跨境零售	☐	Cross-border online shopping platform 大灣區跨境零售
	☐	China social media marketing 內地社交媒體營銷
	☐	Digital marketing automation 自動化數碼營銷
	<i>If your participating solutions covered the aspects of cross-border retailing, then you are entitled to compete for the “Smart GBA Retail Solution Award”</i> 如貴公司參賽方案涵蓋跨境零售元素，即合資格競逐「大灣區智能零售方案獎」。	
Eco-Friendly Retailing 推崇綠色零售	☐	Responsible consumption-driven solution for environmental sustainability 促進綠色經濟，確保永續消費行為對環境可持續性
	☐	Responsible production-driven solution for carbon reduction 促進減碳排放生產模式方案
	<i>If your participating solutions covered the aspects of eco-friendly retailing, then you are entitled to compete for the “Smart Green Retail Tech Solution Award”</i> 如貴公司參賽方案涵蓋環保友善零售元素，即合資格競逐「綠色智能零售科技方案獎」。	

AI Technology 人工智能科技 (New in 2025)	☐	With the focus / assistance on AI technology to drive retail business efficiency, no matter to assist retailer for better customer experience at retail store front or operation efficiency at backend office. 以AI人工智能主導 / 輔助的零售科技方案協助提升零售業務運作，以協助零售商無論在店舖層面的顧客體驗或企業內部的營運效能
	<i>If your participating solutions covered the aspects of AI technology adoption, then you are entitled to compete for the new award in 2025 "Smart AI-Driven Retail Tech Award"</i> 如貴公司參賽方案涵蓋人工智能科技元素，即合資格競逐「人工智能驅動零售方案獎」。	

In case you have target of retailer to be nominated for competing the special award of "Smart Retail Best Practice Award) for the solution demonstrating best practice on industry application, please provide retailer info as below, if no retailer to nominate, the below session can be unfilled. 如科技供應商有提名的零售商對象參加競逐『最佳智能零售應用獎』旨在表揚具最佳方案應用的方案的特別獎，請填寫以下零售商相關資料；如沒有提名對象，以下部份可以留空。（只適用於供應商/ 初創企業的零售客戶同時參加了『智能轉型及創新獎』，並提交相同解決方案）

Information of Nominated Retailer 零售品牌公司資料

Nominated Retail Brand 提名參賽零售品牌:	
Participated Solution / Project 參賽項目名:	
Contact Person (Retailer): 零售品牌聯絡人:	
Email of Retailer Contact: 聯絡人電郵	

In the scope and perspective of retail operation, please list the objective and the overall strategy in reaching the S.M.A.R.T. criteria about your participating solution. 請按零售業務的涵蓋面及角度出發，列出參賽方案的目標及整體實施及操作策略，以達致 S.M.A.R.T. 智能零售的評審準則。

C. Objective (No more than 200 words) 目標 (不多於200字)

1. Please specify the objectives of your project.

請說明參賽項目的目標。

D. Overall Strategy (No more than 100 words for each column) 總體策略(每欄不多於100字)

2. Please elaborate the ways to implement the project according to the S.M.A.R.T criteria. Please indicate the target beneficial segments. 請根據S.M.A.R.T準則詳細說明項目的實施方式, 並指示受惠目標群。

☐

for internal: improving operational efficiency in frontline / backend.

內向優化營運效率, 包括前線 / 後勤

☐

for external: enhancing customer experience, engagement, loyalty.

外向提升顧客體驗、參與度及忠誠度

☐

for both: please list the percentage _____% for internal and _____% for external.

內向及外向兼備, 並列出優化內向的比例 _____%及優化外向的比例 _____%

S

Specific具體

Please state the rationale for the project on how it helps on solving industry pain points on the above selected area(s). (Directions: for internal efficiency / for external customer experience)

請說明參賽項目如何在其所屬的零售業務範疇上解決行業痛點。

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M

Measurable可衡量

Please specify how to quantify (1) the performance in its reliability and stability; (2) effectiveness of the project after the implementation; and (3) the results obtained from the assessment.

請具體說明如何量化 (1) 其可靠性及穩定性方面的表現; (2) 參賽項目在實施後有效性; 及(3)其評估後的成效。

Performance in its reliability and stability可靠性及穩定性方面的表現

Effectiveness of the project after the implementation項目在實施後有效性

Results of assessment (if applicable esp. for the solution covered the area of eco-friendly retailing)
評估成效 (如適用, 尤其參賽項目涵蓋“推崇綠色零售”元素)

A

Attainable可達成

Please elaborate how the project impacts the following areas.

請詳細說明參賽項目對以下範疇的影響。

Retail industry零售業

Customer experience顧客體驗

Employee experience (if it is easy to set up, learn and use)僱員體驗(是否容易設置、學習及使用)

R

Radical革命性

Please specify the most distinctive, innovation and creative areas of your project.

請具體指出參賽項目中最具特色、創新和創意的範疇。

T

Timely 適時

Please specify how the project is realistic with flexible timeline in implementation and enhancement.

請具體說明參賽項目在實施和改進兩方面的時間表上的現實性及靈活性。

E. Other reference information 其他參考資料

3. Please list the Award or recognition related to the project received in the recent 2 years (if applicable).

請列出參賽項目於最近兩年獲得的獎項或認可 (如適用)。

Awarded Year 獲得年份	Award or recognition 獎項或認可	Organization 主辦機構

4. Please list your retail customer(s) which implemented the project (if applicable).

請列出已實施參賽項目的零售客戶(如適用)。

Implementation Date 實施日期 (MM/YY)	Completion Date 完成日期 (MM/YY)	Customer Name 客戶名稱

5. Please put ✓ and provide related reference of the project (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	

F. Declaration 聲明

I declare that I have been authorized by the company of the present application and submission to make the following declaration:

本人謹此聲明, 本人已獲本申請的公司授權作出以下聲明:

☐ The submitted solution & application is developed and copyrighted by Hong Kong registered companies and can be distributed and licensed to retailers for use.
參與公司所提交的解決方案及應用是由香港註冊公司開發及擁有其版權, 並可提供及給零售商使用。

☐ The information stated in this proposal are real and authorized.
此計劃書所提供的資料均為真實及已授權。

☐ We agree to share our video record in the Open Presentation to the industry as best practice sharing.
本公司同意向業界分享公開演說的錄影內容作最佳作業分享。

G. Information of Contact Person 聯絡人資料

Name: _____
姓名

Title: _____
職位

Date: _____
日期

Deadline of Material Submission to eo@hkrma.org :

- **31 July 2025 –**
 - (1) Proposal submission in WORD FORMAT and
 - (2) Company logo; and / or
 - (3) Preliminary PPT is welcomed if ready for easier understanding of participating solution.

- **29 Aug 2025 –**
 - (3) Final submission of PowerPoint for Sep. presentation.

Please submit above materials to eo@hkrma.org as the listed deadline, if you need time buffer for submission, please email to doris.chung@hkrma.org for acknowledgement in advance.