ACCA Business Competition 2022-23 - FAQ in Briefing Session

What is the proposal format? Do we need to give very accurate financial model analysis?

We do not have any sample nor standard format of proposal. The required elements you can refer to page 7 of the e-leaflet for more information on what should be included in your proposal. Your proposal should reflect a reasonable and feasible budget plan and the estimated return.

Will proposal being judge based on the capabilities mentioned?

Yes, ACCA Seven Capabilities for Success is one of the judging principles along the Competition. The assessment criteria is not only focusing on the accounting knowledge of the contesting teams, but also on creativity and feasibility of the business strategies, the research support and application of digital technologies, the clarity and presentation of ideas and recommendations, plus the consideration of the potential ethical issues, etc.

Do the proposed return must be monetary and tangible?

It is definitely ok for you to include intangible return like goodwill, level of social awareness, level of engagement with donors and so forth.

The proposal should include "research on awareness & social needs ". Do we have to conduct our own research or is it ok to quote from industry researches??

Your team can conduct primary researches by yourselves, or quote from others with clear specification.

Where can download proposal cover sheet?
Please download and print the cover sheet from competition website when you submit your brief proposal.

Do we have to work out business ideas for World Vision Hong Kong, can it for World Vision Singapore or Vietnam?

Researches and supporting information can be universal. The business ideas should focus on the key missions of World Vision Hong Kong.

Could we propose collaboration for World Vision Hong Kong with World Vision Singapore or Vietnam?

Yes, it is ok.

Can World Vision share your experiences and difficulties in promoting campaign to you're the public? Any tips on how to persuade the boss to adopt the idea?

There is a plenty of components have to be considered, including but not limited to the full understanding of the missions and culture of the company. Sufficient information and background researches are important, clear objectives and planning plus persistency to cultivate and obtain support from the company.