

## 《蓄勢而發：中小企品牌「智」勝要略》案例專書

### Case Book on "Ready to Go: SMEs' Winning Strategies for Brand Development"

獲工業貿易署中小企業發展支援基金資助，香港品牌發展局聯同香港中華廠商聯合會、香港理工大學進行名為「品牌有價：中小企創建強勢品牌之道」研究及培訓計劃，透過企業焦點訪問、系列講座及培訓工作坊、案例專書等，協助中小企發展原創品牌。「計劃」將於2011年2月底出版名為《蓄勢而發：中小企品牌「智」勝要略》案例專書，詳錄二十多家受訪企業發展品牌的經驗及心得，為中小企提供借鑑。詳情如下：

Under the SME Development Fund of Trade and Industry Department, the Hong Kong Brand Development Council has joined forces with the CMA and the Asian Centre for Brand Management (ACBM) of the Hong Kong Polytechnic University to implement a research and training project namely "Branding for Returns: The Path to Strong Brands for SMEs". As a culmination of the project, a Case book entitled "Ready to Go: SMEs' Winning Strategies for Brand Development" will be published at the end of February. The case book documents the brand-building processes and experiences of some 20 Hong Kong SMEs, provides local SMEs an effective theoretical framework for reference as well as pertinent best-practices for benchmarking in branding. Details are as follow:

#### 專書內容：

Case Book Content:



#### 一、理論篇 (Theoretical Framework)

- 21世紀品牌策略之管理範疇變化 (The Changes on Brand Management in the 21st Century)
- 價值導向品牌管理架構 (Value-based Perspective in Brand Management)
- 品牌戰略及管理過程 (Effective Brand Strategy & Management)
- 設計和管理品牌體驗 (Brand Design & Experience)
- 自創品牌的商業模式 (Business Model on Own Brand)

#### 二、實戰篇 (Best-Practice Cases)

- 香港中小企品牌行為及戰略總覽 (Brand Behavior and Strategic Management of Hong Kong SMEs')
- 20多家受訪中小企的案例研究 (Case Studies of Around 20 SMEs in Different Industries)

如閣下欲免費索取案例專書，請填妥以下回條以傳真(號碼: 3421 1092)/電郵(地址: ser1@cma.org.hk)交回品牌局。案例專書數量有限，先到先得。品牌局將於案例專書出版後通知閣下到品牌局辦事處(中環干諾道中64號廠商會大廈3樓; 辦公時間: 早上九時至下午五時四十五分)領取。如有查詢，請與陳小姐(電話: 2542 8635)聯絡。To get the complimentary copy of the Case book, please fill in the reply slip and send it by fax to 3421 1092 or email to ser1@cma.org.hk. The case book will be distributed in first come, first served basis while stock last. For enquiry, please contact Ms. Mei Chan at 2542 8635.

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「中小企業發展支援基金」撥款資助  
Funded by SME Development Fund



香港品牌發展局  
Hong Kong Brand  
Development Council



香港中華廠商聯合會  
The Chinese Manufacturers'  
Association of Hong Kong



工業貿易署  
Trade and Industry Department

#### 免責聲明

「品牌有價：中小企創建強勢品牌之道」的中小企品牌發展計劃由香港品牌發展局主辦，香港中華廠商聯合會合辦；理工大學亞洲品牌管理中心擔任執行機構，並獲香港特別行政區政府工業貿易署「中小企業發展支援基金」撥款資助。在此刊物上/活動內(或項目小組成員)表達的任何意見、研究成果、結論或建議，並不代表香港特別行政區政府、工業貿易署及中小企業發展支援基金評審委員會的觀點。

致：香港品牌發展局

傳真：3421 1092

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