



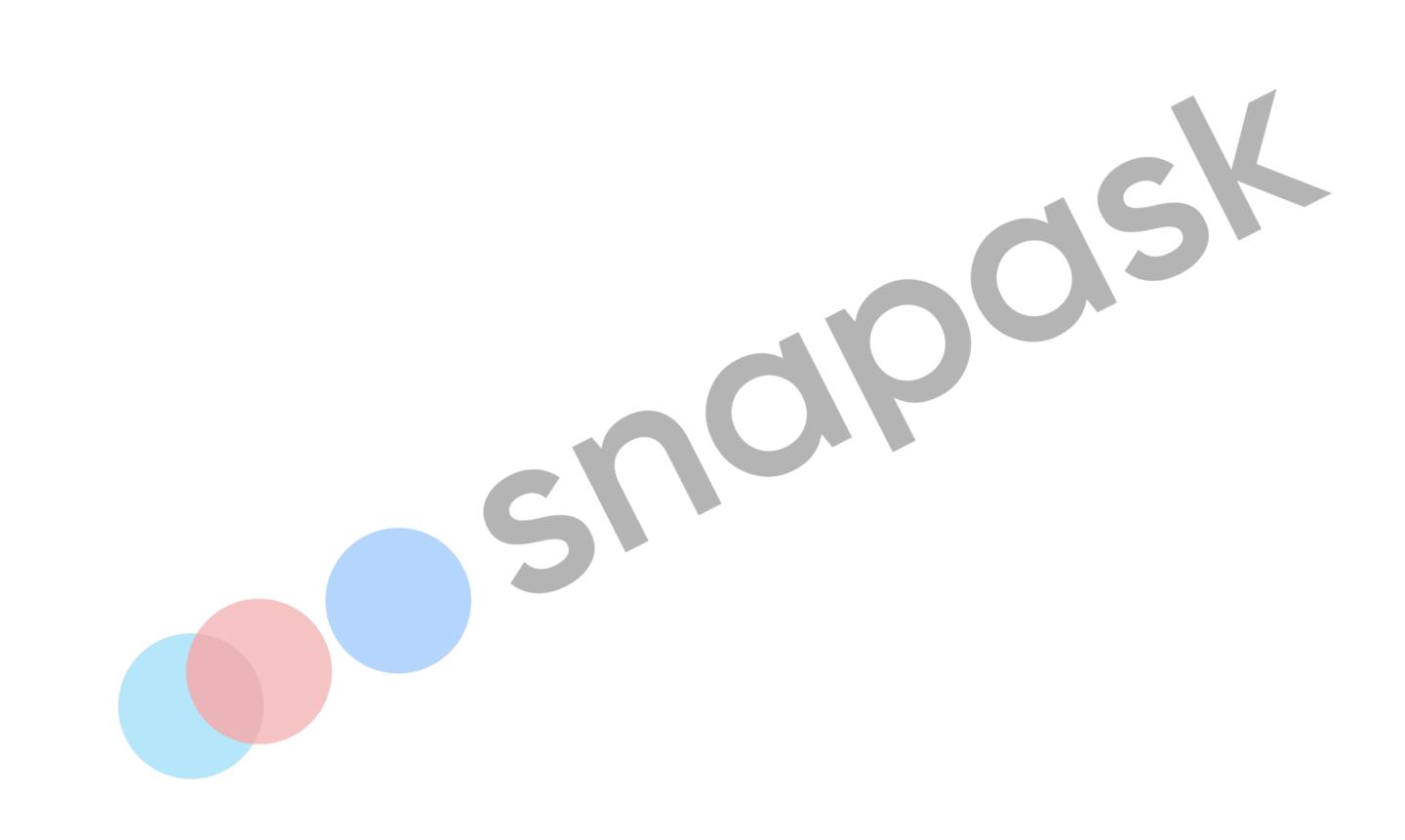


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BAFS 企會財精讀課程

> Business Management (Elective Part) 商業管理 (選修部分)





### BAFS(管理)衝刺精讀班

Lesson 8: Conclusion (Marketing management, Human resources management and Financial management) 結論(市場營銷管理、人力資源管理和財務管理)

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INTENSIVE COURSE

BAFS(管理)衝刺精讀班 – LESSON 8

## Lesson Flow 課堂流程

- The Difference between Traditional Marketing and E-marketing 傳統市場營銷策略與電子市場營銷策略差別
- Characteristics of Services 服務的特性
- HR Functions in Essays Esaay 中的人力資源管理功能題目
- Advantages of Consulting before Employment 職前輔導的好處
- Set up an Internal Communication Plan 設定內部溝通計劃
- Using Accounting Ratios to Comment on the Performance of Companies 運用會計比率評論企業的業績

## Learning Objectives 學習目標

- Branch Marketing Strategy 分辦營銷策略
- Marketing Management 市場營銷管理
- human resource Management 人力資源管理
- Financial Management 財務管理

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Characteristics of Services 服務的特性

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HR Functions in Essays Essay 中的人力資源管理功能題目

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Advantages of Consulting before Employment 職前輔導的好處

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Using Accounting Ratios to Comment on the Performance of Companies 運用會計比率評論企業的業績

# The Difference between Traditional Marketing and E-marketing 傳統市場營銷策略與電子市場營銷策略差別

	Traditional marketing 傳統市場營銷策略	E-marketing 電子市場營銷策略
Product 產品	<ul> <li>If the company provides products that customers need, market research must be done to find out the preferences of customers. 假如企業上提供顧客有需要的產品,須作市場研究找出顧客的喜好。</li> </ul>	<ul> <li>Learn about their preferences based on past purchases.</li> <li>根據以往購買紀錄來了解他們的喜好。</li> </ul>
Price 價格	<ul> <li>Customers must go to the store to compare the price before making a purchase decision. 顧客須自行到店舖比較價錢再作購買決定。</li> <li>Stable Price. 產品價格相對較為穩定。</li> </ul>	<ul> <li>Find product-related information and prices easily, making prices more transparent. 輕易找到產品相關資料和價格,令價格的透明度更高。</li> <li>Product prices can better reflect demand, such as auctions.</li> <li>產品價格更能反映需求例如可以在拍賣網站拍賣。</li> </ul>
Place 分銷方法	<ul> <li>The company needs to have a brick-and-mortar store.  一般而言,企業要開設實體店舖。</li> <li>The business hours of the store and the working hours of the employees are fixed. 門市的營業時間及員工的工作時間是固定的。</li> </ul>	<ul> <li>No need to have a brick-and-mortar store, can reduce rental costs. 無需開設實體店舖,可減輕租金成本。</li> <li>Customers can buy from all around the world. 世界各地的顧客也能購買。</li> <li>Trading 24/7. 可以24小時進行交易。</li> </ul>
Promotion 推廣	• It is expensive to advertise in different media.要以不同的媒介作宣傳,宣傳費用高昂。	• Using e-media to advertise is relatively cheaper. 可以用價格相宜的電子媒介作推廣。

# Characteristics of services 服務的特性-

Characteristics of services 服務的特性	Definition 定義	How companies can improve the service quality through training 企業可如何透過培訓提升服務質素	Other possible methods 其他可能措施
Intangibility 無形性	Services cannot be touched, held, tasted or smelt. 服務是看不到、噹不到、感受不到、聽不到和嗅不到的。	Through training, employees can be more confident and persuasive in appearance and expression, and their credibility can be enhanced. 透過培訓,令員工外觀和表達方式更具自信和說服力,提升員工的可信	Improve store environment, equipment, uniforms, etc. to demonstrate good quality. 改善店舗環境、設備、制服等以展示優良質素。
Inseparability 不可分割性	Services are generated and consumed within the same time frame. The communication between them is the main point of deciding customer satisfaction. 指服務的生產及使用在同一時間進行。兩者之間的互動便是決定顧客對服務滿意程度的重要因素。	Through training, employees can master good interpersonal communication skills and provide more thoughtful services. 透過培訓,員工掌握良好的人際溝通技巧,提供更周到的服務。	

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Variability 多變性	Each service offering is unique and cannot be exactly repeated even by the same service provider. 一間企業內的服務提供者所提供的服務質素各有不同。即使是同一服務提供者,其服務質素在不同時間也會受多項因素影響而出現差異。	Through training, services can be more standardized, unified and high-quality. 透過培訓,使服務可以更標準化、統一化和優質化	Part of the service is replaced by a robot. Regular spot checks on employee service levels 由機械人代替部分服務 定期抽查員工服務水平
Perishability 易逝性	Services are limited and cannot be stored, saved, returned or resold. 指服務是有期限的,不可以留存起來留待日後銷售或使用。	Train employees to identify when and how to coordinate to close deals. 培訓員工找出合設的時機和方法來完成交易。	Demand side: Differential pricing, cheaper than busy hours during non-peak hours. Adopt a reservation system.  Supply side: Hire part-time staff during peak hours to increase service availability.  改變需求方面: 差異性定價,非繁忙時段較繁忙時段收費便宜 採用預約制度  改變供應方面: 在繁忙時間聘用兼職員工增加服務供應

# HR Functions in Essays 論文中的人力資源管理功能

#### Recap of HR functions 人力資源管理功能重溫

- Human resources planning 人力資源規劃
- Staffing制定員工編制
- Performance management 員工考績/工作表現評核
- Compensation and benefit management 報酬和福利管理
- Training and development 培訓和發展
- Maintaining a harmonious employee relationship 發展優質人力資源



# Essay examples 例子

#### Example 1: Measures to support employees with mild intellectual and physical disabilities

例子一:支援輕度智障及肢體殘障僱員的措施

HR Functions 人力資源管理功能				
Human resources planning	AR FUIICUOIIS 人力員冰官连功能			
人力資源規劃				
Staffing 制定員工編制	Allocate <b>jobs and responsibilities</b> according to their abilities 因應他們的能力分配 <b>工作和職責</b>			
Performance management 員工考績/工作表現評核	Give more frequent <b>feedback</b> and set reasonable performance standards 給予較頻密的 <b>回饋、</b> 訂定合理的表現標準			
Compensation and benefit management 報酬和福利管理	Ensure a <b>fair</b> remuneration system to maintain their positive work attitude 確保 <b>公平</b> 的報酬制度以維持他們正面的工作態度			
Training and development 培訓和發展	Training programs to help them learn and practice 訓練計劃以助他們學習和實習			
Maintaining a harmonious employee relationship 發展優質人力資源	<b>Understand their needs and feelings</b> , avoid discrimination, and improve their self-image <b>體察他們的需要及感受</b> 、避免歧視、提升他們的自我形象			
*Re-training 工作再培訓	Simplify work steps and provide them with special tools and equipment 簡化工作步驟及為他們提供特別的工具和器材			