

Retail Reimagined Challenge 2025

Innovate to Thrive!



Apply by
19 Jan (Sun)

Open for
All Tertiary Students

Mentorship &
Networking with
Retail Experts

Cash Prizes
& Internship

Free HKRMA
Student Membership

Expert Insights
& Retail Trends

Case Competition
for Reinventing
the Retail Landscape



Participating Brands (More to Come)

Platinum Brand

Diamond Brand



Gold Brands



Sliver Brand



2024
Programme
Highlight



The retail market is undergoing a significant transformation, driven by shifts in consumer behavior and mounting competition, particularly from businesses in the GBA. Retailers have to build stronger, longer lasting and more interactive customer relationships through experiential journeys that add unique value at every touchpoint. Consumers are increasingly concerned about how companies incorporate Environmental, Social, and Governance (ESG) principles. The pace and magnitude of change have been jarring and calls for a radical rethinking, offering the new generation tremendous opportunities to discover and thrive through all the changes.

Tertiary students will form teams of 5-7 and be tasked to develop their creative ideas to reinvent the retail landscape, focusing on one of the following themes:



The intensive 2-month learning journey will entail:

Retail Inspire

Leaders will share the latest trends on the transformation of the retail industry, exciting examples of success and innovations, and their passion and career roadmap in retail.

Mentorship

Shortlisted teams will be matched with an experienced mentor to further develop their videos to visualize their creative retail ideas, and get better prepared for the Challenge.

Retail Reimagined Challenge Finale 2025

Teams will present their videos in an online channel and in front of a professional judging panel at the Challenge Finale to compete for various awards and recognitions.

Schedule



Awards

- ☆ **Champion: Cash award HK\$25,000**
- ☆ **1st Runner-up: Cash award HK\$15,000**
- ☆ **2nd Runner-up: Cash award HK\$10,000**
- ☆ **Most Popular Award**

- * All participants will be granted a free HKRMA Student Membership to enjoy exclusive benefits and networking opportunities.
- * All participants and finalist teams will receive a certificate of participation and recognition respectively.

Eligibility

All tertiary students and alumni in Hong Kong are welcome to form teams to participate. Each team should comprise 5 to 7 students from the same or different institutions.

Application Method and Enquiry

Please complete the application form by **19 January 2025 (Sun)** stating the following content:

☆ **Ideas on "Retail Reimagined" (100 words)**

☆ **Your team strength and aspired learnings from the program (100 words)**

Shortlisted teams will receive a confirmation email by **14 February 2025 (Fri)**

For enquiries, please contact Ms. Coco Wan at 3426 3146 or rrc.ja@jahk.org

