让模特儿穿戴商品促销
管理大学三女生行销点子获大奖

在莱佛士城添置“真人模特儿”，每周策划不同购物主题由美女模特儿穿戴商品真人示范，刺激消费者购买欲。情人节促销期间还发放幸运签(fortune cookies)，为消费者制造惊喜。

新加坡管理大学商学院三年级学生杨翠如、陈晓影和洪小娅凭借新颖而富创意的市场行销点子脱颖而出，夺得首届“嘉德商用品市场行销大奖”(CapitaLand Retail Marketing Award 2006)的冠军。颁奖典礼昨天在李光前商学院举行。

这项比赛由嘉德商用品产业有限公司(CapitaLand Retail Limited)和新加坡管理大学联办，只开放给新加坡光前商学院学生。比赛在4月开始征收计划书，参赛学生必须由三人组成一队参加。比赛共吸引了27支队伍参赛。

参与者必须从嘉德商用品产业旗下的4个购物商场：福南科技资讯广场、白沙浮商业城、狮城大厦或莱佛士城，挑选其中一个，根据10万元预算来构思市场行销计划书。

李光前商学院副教授陈清伟是评判之。他说：“参赛学生提交的计划书水平很高。这项比赛让他们有机会吸取实际的行销经验，把课堂所学的知识和现实的市场情况结合起来。”

评审标准包括创意(30%)、企划效益(30%)、计划书(20%)和现场报告表现(20%)。

比赛奖金丰富，冠军队伍除了获得3000元购物券，还获得在嘉德商用品产业实习的机会，并获赞助参加北京到该公司的考察。亚军和季军队伍则分别获得2000元和1000元购物券。另外获得安慰奖的5支队伍则个别获得500元购物券。

(左起)杨翠如、陈晓影和洪小娅凭新颖而富创意的市场推广点子脱颖而出，夺得首届嘉德商用品市场行销大奖冠军。

SMU students' idea tops marketing competition

Live models adorned with clothes and accessories and placed within Raffles City shopping centre to entice shoppers to spend in the mall. Fortune cookies distributed to shoppers during Valentine's Day as a surprise element.

These fresh ideas came from a team of three SMU third-year undergraduates, Carrie Chen, Mary Yeo and Fanny Ang, winning them the top spot in the CapitaLand Retail Marketing Award 2006. The award presentation took place at the Lee Kong Chian School of Business yesterday.

Organised by CapitaLand Retail Limited and SMU, it is open to business management students of SMU. Since April this year, a total of 27 teams have signed up for this competition forming themselves in teams of three each.

Participating teams need to pick one of the four malls - Bugis Junction, Funan DigitaLife Mall, Plaza Singapura or Raffles City – and propose a marketing plan based on a S$100,000 budget.

Said Associate Professor Thomas Tan of the Lee Kong Chian School of Business: "The quality of the proposals is very high. This competition gives them a chance to have practical experience in marketing and to combine their textbook and industry application knowledge."

The judging criteria are: Creativity (30%), Effectiveness of Campaign (30%), Written Proposal (20%) and Live Presentation (20%).

Prizes are attractive. In addition to a S$3,000 shopping voucher, the winning team will get to intern in CapitaLand Retail as well as fly to its Beijing office for internship. The second and third prize winners will get S$2,000 and S$1,000 shopping vouchers. There are five consolation prizes of S$500 CapitaLand shopping vouchers.