

AIA Case Study Contest - Ocean Park

AIA案例分析比赛—海洋公园

Learning objectives/学习目标:

Students are expected to learn/学生学习重点:

- To apply basic accounting, finance and business concepts in analysing a real business case
在一个真实的案例中，运用基本的会计、财务及其他商业概念等知识进行分析;
- To gather information about the case and analyse the situation of the company under study
在案例分析当中，收集有关这个案例的信息和情况，并进行分析;
- To make recommendation(s) related to the case.
提出与案例相关的建议

Tasks/学习任务:

- Student participants are expected to form groups. A maximum of 15 groups and each group consists of 3 members
学生参与者需以团队形式报名。每组3人，最多15组
- On Sunday, 15 February 2015 afternoon, each group is required to give the Panel of Judges a powerpoint presentation in English within 15 minutes and then answer a question in Putonghua within 3 minutes. (Presentation in Chinese is also acceptable)
比赛日为2015年2月15日下午，每组学生必须在15分钟之内用英语向评委作演示(powerpoint presentation)，然后用普通话在3分钟之内回答一个被提问的问题。(用中文向评委作演示都可以)

References/参考:

Students are required to pay attention to the regulations on plagiarism
规定学生不能互相抄袭.

Example of Reference:

Ocean Park Corporation audited results for the year ended 30 June 2013.

<http://www.oceanpark.com.hk/html/en/footer/corporate-information/ar.html>

Background - Ocean Park

背景 - 海洋公园



Ocean Park

Ocean Park, situated on the southern side of Hong Kong Island, is Hong Kong's premier educational theme park. The current park covers more than 870,000 square metres of land and features a diverse selection of world-class marine attractions, thrill rides and shows divided between three areas: Lowland, Headland and Tai Shue Wan. Operated by the Ocean Park Corporation, a statutory board, it is a not-for-profit organization that aims to provide elements of entertainment, education and conservation at an affordable price.

The park has consistently rejuvenated and reinvented itself to better serve its guests, establishing itself as a major tourist attraction both locally and abroad. Since its opening more than 30 years ago, over 100 million guests have visited Ocean Park. Over 5 million guests visit Ocean Park each year. In 2006, Forbes.com named Ocean Park one of the "10 Most Popular Amusement Parks in the World", and in 2007, Forbes Traveler ranked Ocean Park as one of the "50 Most Visited Tourist Attractions in the world".

Ocean Park was officially opened in January 1977 by the then Governor of Hong Kong, Sir Murray MacLehose. It was built at a cost of HK\$150 million funded by the Hong Kong Jockey Club with land provided for free by the Hong Kong Government. Between 1982 and 1984, the Hong Kong Jockey Club allocated a further HK \$240 million to fund the Park's second phase

of development, which included facilities at Tai Shue Wan and thrill rides at the Headland. The objectives were to diversify the Park's attractions, increase its popularity and revenue and utilize more fully the land granted by the Government.

A new Master Redevelopment Plan (MRP) for Ocean Park was unveiled in 2005, which will see significant upgrades to the quality and availability of features at the Park. The Lowland will be completely redeveloped into a new area called the Waterfront, while the Headland will be transformed into a fantastic new section called the Summit. The Waterfront will feature an exclusive themed resort and a brand new Aqua City, showcasing a Grand Aquarium with 3 levels of viewing galleries approximately four times the size of the existing Atoll Reef; the Amazing Asian Animals themed-area, which incorporates the themed Giant Panda Adventure, highlighting some of Asia's rarest creatures; a redeveloped children's area called Whiskers Harbour and an array of refreshment and retail facilities.

Groundbreaking for the MRP took place in November 2006, signalling the start of this HK\$5.5 billion project, which will be completed in six years over eight phases while the Park remains open throughout. The number of animal attractions and rides will be doubled from 35 to 70 when the redevelopment project is completed in 2012.

The Master Redevelopment Plan represented the park's strategic responses to the arrival of Hong Kong Disneyland, which had opened the previous year. Faced with a formidable competitor, Ocean Park repositioned itself as a world-class marine theme park

Vision:

Ocean Park aspires to be a world leader in providing excellent guest experiences in a theme park environment connecting people with nature.

Mission Statement:

Ocean Park provides all guests with memorable experiences that combine entertainment and education, while inspiring lifelong learning and conservation advocacy. Our aim is to maintain a healthy financial status, while striving to deliver the highest standards of safety, animal care, products and guest service.

Source of corporate information and reference:

<http://www.oceanpark.com.hk/html/tc/home/>

The topic is to “**Analysis of the current financial position of Ocean Park**”

题目：分析目前海洋公园财务状况

- Briefly discuss the overview of the business. 简略地讨论一下业务的概况
(Overview of the company such as highlights of main areas, etc 公司重点领域等)
- Analyse the company position by computing and interpreting financial ratios.
(Students are expected to include the calculation steps in the appendix) 通过计算和解释财务比率来分析公司的经营状况
- Make recommendation(s) to further improve or strengthen the Company’s financial position based on your analysis. (For example, you may recommend how the company can improve the profit, etc.) 根据你的分析，建议如何进一步完善及加强公司的财务管理。

Marking scheme / 评分标准

Presentation contents (analysis, arguments, etc) (50%) 内容 (分析、争论等) (50%)	
Visual Materials (e.g. use of powerpoint, etc) (10%) 材料 (使用投影片等) (10%)	
Presentation Skills and Timing (20%) 表达能力及时间控制 (20%)	
Team Coordination (10%) (All group members need to participate) 团队协作 (所有团队成员都要参与) (10%)	
Question and Answer (10%) 问答题 (10%)	
Total (100%) 总计 (100%)	

Award 奖品

Champion group @HK\$1,000 x 3 = HK\$3,000

冠军组三人每位现金港币 1,000 元 x 3 = HK\$3,000