Proposal of

Result of Bossini’s Brand Revamp

By

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(Team No. 2008/2009 BSOM / F10)
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(Tuen Mun)
2008/2009
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Result of Bossini’s Brand Revamp
1. INTRODUCTION

Brand equity is a valuable intangible asset that simulates the sales and improves the profitability. A product with a well known brand name implies higher standard of quality as well as the greater perception of the consumers. It definitely leads a firm to a competitive advantage in the marketplace as the consumers have greater chance to recall that product when they recognize their needs.

When a brand is no longer popular among the customers and without any significant innovation or improvement, the brand value of a company will be eventually declined. Thus each firm is developing, expanding the brand name through different marketing strategies like product line renewals, brand repositioning, brand image revamp or even expand to new market segments in order to seek for new business opportunities. Otherwise the consumers regarded the brand as outdated, fallen behind the others and probably stop patronizing and choose other retailers eventually.

Especially the customers are now more and more emphasized on the brand effect to show out their nobilities. Because of this buying behavior, Bossini aim to satisfy the need of customers on the brand value. So it launched a brand revamp program to inject new elements to the brand at the beginning of 2007. In this study, we are going to investigate the result of brand revamp of Bossini.
2. BACKGROUND

Bossini International Holdings Limited launched its first retail outlet in 1987. Its subsidiary (“Bossini”) is a leading apparel brand owner and retailer in the Hong Kong. Over the past two decades, it rapidly established an extensive international operating platform and distribution network and successfully expanded its business to about 30 countries & regions around the globe, with its five core markets of Hong Kong, Mainland China, Taiwan, Singapore and Malaysia.

Last year Bossini carried out a series of brand revamp activities. Our group is going to find the main reasons for Bossini to revamp the brand, the marketing efforts to strengthen the brand like the brand image change, the promotion attracting the potential customers and the new product lines.
3. OBJECTIVES

Our group is interested in the Bossini operation as it had provided services of leisure clothes to Hong Kong residents over 20 years. And it had changed the brand value to improve the company image. We would like to investigate deeper on its brand revamp. Three objectives are listed as follow.

3.1. To investigate the reasons of brand revamp campaigns

A continuous brand name improvement is needed to make it more impressive in customers mind when it starts to lose its appeal and attractiveness. Thus, we are going to investigate why Bossini invested to change from a developed brand to a revised brand.

3.2. To study the performances of the brand revamp

Our investigation is focus on the financial performance like profitability but also how the consumers perceive the brand before and after the brand renewal in order to find out different perceived values on customer’s view.

3.3. To find out the successful factors and rooms for improvements

We would like to specify the critical successful factors that lead Bossini to improve the operation performance after brand revamp. For example, the change in store decoration and layout, the new design of different product lines. And finally recommend any improvements based on the customer opinions.
4. LITERATURE REVIEW

Annual reports, press releases, leaflets of Bossini, online search and reference books about brand revamp are the secondary data we are going to use in the project.

4.1. Annual reports, press releases and leaflets of Bossini

This is the official data directly deliver the internal information of Bossini such as financial performance, management discussion, and corporate culture. This is the most convenient way to get the internal information of Bossini.

4.2. Online search

This is the most convenient way for us to collect secondary data. We have found out that Bossini had conducted different kinds of marketing events before and after brand revamp. Also we know that there are some differences about marketing events of Bossini before and after brand revamp. One of the differences is it established strategic alliance more with different famous cartoons (crossover), such as The Simpsons, M&M's, and Kung Fu Panda.

(Please refer to Appendix 1 and References in the proposal)
4.3. Reference books

There are four categories of books we are going to use. They are marketing, strategic management, brand management, and books that guide us how to write a proposal and project. Moreover, books about brand management are the most important for us. (Please refer to Bibliography)
5. METHODOLOGY

The following are methods we are going to use to collect the primary data, how we can obtain the data and how to analyze them.

5.1. Personal interview

We want to study more about brand revamp of Bossini by directly contacting with the representative of Bossini. We have contacted a representative of the marketing department of Bossini. However, the representative of Bossini has an important project on hand, so we cannot make an appointment with him up to now. About this problem, we will explain in Chapter 6 of this proposal.

Moreover, opinions given by marketing professional about brand revamp of Bossini are important too. We will also make an appointment with the interviewee to find out what his opinion is.

5.2. Questionnaire

Questionnaire can reflect the perception of the customer on brand revamp of Bossini. So it can help us to get the data that fulfill our objectives. Following is the methods about how we can get those data.
5.2.1. Target population

For this study, the target population is composed of the existing Bossini’s customers in Hong Kong. There are some requirements for choosing the target respondents: They should be Hong Kong residents that over or eighteen years old or above. The reason is that they are mature enough to precisely give out opinions of the interview. Besides they should have already visited to or consumed at any Bossini branch before and after Bossini brand revamped. For the above conditions, we will confirm that by asking the respondents before the interview.

5.2.2. Sample size

We will take around 300 samples in the study because we assume that there are a number of respondents who may not know the brand revamp of Bossini. Due to time and cost constraints, we can only take around 300 samples including the people who are not our target respondents.
5.2.3. Sampling measure

In this study, we will use convenience sampling which is one of the non-probability sampling for choosing our target respondents. Since there are some conditions for choosing the target respondents and convenience sampling is normally the cheapest and easiest way to conduct method and we have the freedom to choose our target respondents.

We would like to choose Mongkok and Causeway Bay to do the questionnaires. Many people like to go shopping in different huge shopping malls there. We can interview the people from different districts. The comment collected will be not overwhelmingly to one side that may affect by the respondents’ demographic, educational and economical levels in one district.

In addition, we will do interview near Bossini branches because it has a higher opportunity to find the target respondents like interviewing the people who just came out from Bossini branch. The respondents can see and get some ideas of Bossini’s information about the revamped branches. These make the respondents more easily to understand and answer the questions.
Moreover, we plan to do interview one week prior to Chinese New Year.

According to the traditional habit of Hong Kong people, they will go shopping for the new clothes before Chinese New Year, so we have more opportunity to find our target respondents at that time.
6. ANTICIPATED PROBLEMS AND SUGGESTED SOLUTIONS

6.1. The face-to-face interview arrangement with Bossini may be rejected

The main reason of the interview is to obtain information that we cannot find in its annual report or other means of media. We still have not obtained the approval of Bossini’s marketing representative yet since his workload or other corporate reasons.

Solution:

We will most likely to ask Bossini’s representative if he can answer our questions through telephone or email since Bossini’s marketing team is working on a project that do not have spare time to do the interview with us.

6.2. The marketing professional do not aware of the Bossini’s brand revamp

We are contacting a marketing professional to conduct an interview, who has a deep knowledge in brand management. But we do not know whether he is aware of Bossini’s brand revamp or not.

Solution:

We will ask him if he is aware of Bossini’s brand revamp during contact. If he does not know much about Bossini’s brand revamp, we can provide him the data or information that we have searched or we can find other professionals when he refuse to conduct an interview with us.
6.3. Potential problems when conducting the questionnaires

The respondents may refuse to do the interviews or even do not know about the brand revamp.

Solution:

We will put the personal information to the last part of the questionnaire in order to reduce the probability of respondents refuse to do the interviews.

When the respondents do not know about the brand revamp, we can show information that is about Bossini before brand revamp such as pictures of branches and logo. They may help the respondents to recall about the brand revamp.
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  3.2 Opinions of Marketing Professional
  3.3 Questionnaire Survey
Chapter 4: Data Analysis
Chapter 5: Limitations
Chapter 6: Conclusions and Recommendations
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8. BIBLIOGRAPHY


Cooley, L. & Lewkowicz, J. (2003), Dissertation writing in practice: turning ideas into text. Hong Kong University Press, Hong Kong


Lehu, Jean-Marc (2006), Brand rejuvenation: How to protect, strengthen & add value to your brand to prevent it from ageing. Kogan Page, London and Philadelphia


Heskett J. (2007), Very Hong Kong: Design 1997-2007. Hong Kong Design Centre, Hong Kong
### 9. TIME SCHEDULE

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<td>Information search</td>
<td>Until the project end</td>
<td>Continuing</td>
</tr>
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<td>Submit initial project title</td>
<td>Week 2</td>
<td>Completed</td>
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<tr>
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<td>Completed</td>
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<td>Contacting</td>
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<td>Submit draft proposal</td>
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<td>Execute the project</td>
<td>From week 11</td>
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<tr>
<td>Prepare interview and questionnaire question</td>
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<td>Present the final Research Proposal</td>
<td>Week 13-14</td>
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<tr>
<td>Interview Bossini</td>
<td>Week 13-17</td>
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<tr>
<td>Analyzed the interviewed result</td>
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<td>Pilot test</td>
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<td>Modify questionnaire</td>
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<td>Questionnaire</td>
<td>Week 21</td>
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<td>Semester 2</td>
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<td>Analyzing the questionnaire data</td>
<td>Week 23</td>
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<tr>
<td>Conclusion</td>
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<td>Submit draft Research Report</td>
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<td>Submit final Research Report</td>
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<td>Presentation</td>
<td>Week 34-35</td>
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<td>Submit all project deliverables</td>
<td>Week 37</td>
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## 10. DISTRIBUTION OF WORK

<table>
<thead>
<tr>
<th>Student Name</th>
<th>Project Workloads &amp; Contributions</th>
</tr>
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| Hui Sai-wing     | Decide the project title  
|                  | Proof reading  
|                  | Information search and reading  
|                  | Search reference books  
|                  | Discuss the topic and contents  
|                  | Proposal writing (Objectives, Introduction, Background)  
|                  | Design Questionnaire for interviewee, representative of Bossini and respondents  
|                  | Analyze collected data  |
| Ip Hoi-yi        | Decide the project title  
|                  | Information search  
|                  | Discuss the topic and contents  
|                  | Read reference books  
|                  | Proposal writing (Sampling Method)  
|                  | Analyze collected data  
|                  | Design Questionnaire for interviewee, representative of Bossini and respondents  |
| Chan Chi-man      | Decide the project title  
|                  | Information search  
|                  | Discuss the contents  
|                  | Search reference books  
|                  | Secretary  
|                  | Proposal writing (Methodologies, Literature Review and Bibliography)  
|                  | Analyze collected data  
|                  | Design Questionnaire for interviewees, representative of Bossini and respondents  
|                  | Contact with representative of Bossini and interviewee |
| Kwok Kun-lam          | Decide the project title  
|                      | Information search       
|                      | Discuss the topic and contents  
|                      | Read reference books     
|                      | Proposal writing (Anticipated Problem, suggested Solutions and Time schedule)  
|                      | Analyze collected data   
|                      | Design Questionnaire for interviewee, representative of Bossini and respondents  
| Ngo Lap-fung         | Decide the project title  
|                      | Information search       
|                      | Discuss the topic and contents  
|                      | Read reference books     
|                      | Proposal writing (Methodologies, Trial Table of Contents, References, Appendix and Work Schedule)  
|                      | Analyze collected data   
|                      | Contact with representative of Bossini  
|                      | Design Questionnaire for interviewee, representative of Bossini and respondents  

11. REFERENCES

11.1. Online resources

Nonprobability Sampling, Research Methods Knowledge Base:

(http://www.socialresearchmethods.net/kb/sampnon.php)

Official website of Bossini:

(http://www.bossini.com)

Official website of Headline Daily:

(http://www.hkheadline.com/)

“From teenagers to whole family” said by Yim Kai Ming (嚴啓明) – Admango:

(http://www.admango.com/hkej/bossini.htm)

11.2. Printing resources

Newspapers  - Appendix 2

Leaflet of Bossini  - Appendix 3

Press releases of Bossini

Annual report of Bossini (2006-07)

Annual report of Bossini (2005-06)
12. APPENDICES

12.1. Appendix 1 - Marketing events of Bossini (from 2005 to now)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>19th June 2008</td>
<td>bossini x &quot;Kung Fu Panda&quot; collection</td>
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<tr>
<td>18th December 2007</td>
<td>bossini x &quot;M&amp;M's&quot; collection</td>
</tr>
<tr>
<td>23rd July 2007</td>
<td>bossini x &quot;The Simpsons&quot; collection</td>
</tr>
<tr>
<td>26th March 2007</td>
<td>Brand revamp campaign</td>
</tr>
<tr>
<td>16th January 2007</td>
<td>bossini x &quot;Monopoly&quot; collection</td>
</tr>
<tr>
<td>28th July 2006</td>
<td>bossini Kids Model Competition 2006</td>
</tr>
<tr>
<td>11th April 2006</td>
<td>bossini Sesame Street Workshop – &quot;Cook with Me&quot;</td>
</tr>
<tr>
<td>10th November 2005</td>
<td>Charlie Press Conference</td>
</tr>
<tr>
<td>25th March 2005</td>
<td>New Shop of Kwun Tong Millennium City 5 APM Now Open</td>
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</tbody>
</table>

Marketing Event in the official website of Bossini:


新聞孕婦嬰兒服飾店 一站式購物吸客

最近bossini首間嬰兒、童裝及孕婦系列專門店bybossini，於荃灣愉景新城設店，新店大量概念主題，專營孕婦服飾、嬰兒服及童裝，提供一站式的零售服務。雖然商場同一層有不同的嬰兒用品店鋪，但品牌市場部表示不擔心店鋪之間的競爭，相反鮮明有利吸引更多人流，「客人希望選購嬰兒用品，才會到來購物，而店鋪提供多元化的產品，可方便消費者於店內購買一切所需。」

除售賣嬰兒服飾外，亦有為準媽咪而設的孕婦服飾，服飾以黑色為主，款式具立體剪裁及比較修長，設計着重輕便，打破市面一般孕婦裝笨重設計的缺點。為慶祝開幕，顧客憑荃灣聯邦酒樓或荃灣金漢庭於即日至7月31日期的單據，到新店購物滿折實減$100即可享$20現金優惠。

文：Eunice 圖：何健勇
12.3. Appendix 3 – Cover of Leaflet of Bossini

![Image of Bossini leaflet cover]

In the internationally acclaimed Danish lifestyle, 'hygge' is a term that
undenotes that it is a feeling, not just a thing. 'Hygge' can be a
cozy morning with a cup of coffee, a warm embrace for a loved one,
or a simple moment of enjoyment with friends. The concept of
'hygge' advocates that true happiness is found in the simplest
moments of life.

The cover of the Bossini leaflet celebrates this philosophy with a
note that 'hygge' is about simplicity and the joy of the ordinary.

Bossini

In the world of fashion, Bossini stands for comfort, quality, and
style. The leaflet cover aptly captures the essence of the 'hygge' philosophy
by showcasing a moment of family bonding and leisure.

Result of Bossini’s Brand Revamp
Result of Bossini’s Brand Revamp

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Table of contents

- Introduction
- Background
- Objectives
- Literature review
- Methodology
- Anticipated problems and suggested solutions
- Bibliography
- Time schedule
- References
Introduction

• Why business need brand management
  – Valuable intangible asset
  – Implies higher standard of quality
  – Competitive advantage
Introduction

• Expanding the brand name
  – through different marketing strategies
  – seek for new business opportunities
  – satisfy the need of customers on the brand value

• Brand revamp program of Bossini
  – investigate the result of brand revamp of Bossini
Background

- First retail of Bossini outlet in 1987
- Apparel brand owner and retailer
- Has expanded its business to about 30 countries & regions around the globe
- A series of brand revamp activities carried out last year
Objectives

• To investigate the reasons of brand revamp campaigns of Bossini
• To study the performances of the brand revamp of Bossini
• To find out the successful factors and rooms of Bossini for improvements
Literature review

- (A) Annual reports, press releases, leaflets of Bossini
- (B) Online search
- (C) Reference books
A) Annual reports, press releases and leaflets of Bossini

- Official data directly deliver the internal information of Bossini, such as
  - financial performance
  - management discussion
  - corporate culture
- The most convenient way to get the internal information
(B) Online search

- The most convenient way for us to collect secondary data
- Also provide different view of point from different parties
- Example is view of Yim Kai Ming (嚴啟明), Chairman of Hong Kong Institute of Marketing
(C) Reference books

- Business books
  - marketing
  - strategic management
  - brand management
- Books that guide us how to write a proposal and project
Methodology

• Following are methods to collect the primary data:
  – (A) personal interview
  – (B) questionnaire
(A) Personal interview

- With representative of Bossini
  - Marketing Department of Bossini
    - contacting
    - if not
      - use telephone or email
- With marketing professional
  - contacting
  - waiting for obtain approval
(B) Questionnaire

- (i) Target population
- (ii) Sample size
- (iii) Sampling measure
- (iv) Locations for the interview
- (v) Time for the interview
(i) Target population

- Public in Hong Kong with following conditions:
  - Hong Kong residents
  - eighteen years old or above
  - already visited to or consumed at any Bossini branch before and after Bossini brand revamped
(ii) Sample size

- Take around 300 samples
- Time constraint
- Including a number of respondents who may not know the brand revamp of Bossini
(iii) Sampling measure

- Non-probability sampling - convenience sampling
  - some conditions for choosing the target respondents
  - normally the cheapest and easiest way to conduct
  - freedom to choose our target respondents
(iv) Locations for the interview

- Mongkok and Causeway Bay
- People like to go shopping there
  - interview the people from different districts
- Comment collected will be not overwhelmingly to one side
  - affect by the respondents’ demographic, educational and economical levels in one district
(iv) Locations for the interview

• Near Bossini branches
  – the respondents can see and get ideas of Bossini’s information about the branch
  – easily to understand and answer the questions
(v) Time for the interview

- One week prior to Chinese New Year
  - traditional habit of Hong Kong people
  - higher opportunity to find the target respondents
- Around 3-5 days for doing the interview
  - probably from 7 pm – 9 pm each weekday
Anticipated problems and suggested solutions

• (A) The face-to-face interview arrangement with Bossini may be rejected
• (B) The marketing professional do not aware of the Bossini’s brand revamp
• (C) Potential problems when conducting the questionnaires
Interview may be rejected

• Still have not obtained the approval of Bossini’s marketing representative since his workload or other corporate reasons

• Solution:
  – ask Bossini’s representative if he can answer our questions through telephone or email
Unaware of brand revamp

• We do not know whether marketing professional is aware of Bossini’s brand revamp or not

• Solution:
  – ask him if he is aware of Bossini’s brand revamp during contact, provide him the data or information that we have searched
  – find other professionals
Problems when conducting questionnaires

• Respondents may refuse to do the interviews
• Solution:
  – put the personal information to the last part of the questionnaire

• Respondents do not know about the brand revamp
• Solution:
  – show information that is about Bossini before brand revamp to help the respondents to recall about the brand revamp
Bibliography

• Business books
  – Grant, J. (2006), The brand innovation manifesto: How to build brands, redefine markets and defy conventions, John Wiley & Sons, Ltd. West Sussex, England
  – Haig, M. (2003), Brand failures: The truth about the 100 biggest branding mistakes of all time, Kogan Page, London and Philadelphia
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• Business book
  – Lehu, Jean-Marc (2006), Brand rejuvenation: How to protect, strengthen & add value to your brand to prevent it from ageing. Kogan Page, London and Philadelphia
Bibliography

- Cooley, L. & Lewkowicz, J. (2003), Dissertation writing in practice: turning ideas into text. Hong Kong University Press, Hong Kong
## Time schedule

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<td>Until the project end</td>
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<td>Prepare interview and questionnaire question</td>
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## Time schedule

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<td>Analyzed the interviewed result</td>
<td>Week 13-18</td>
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<td>Pilot test</td>
<td>Week 19</td>
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<tr>
<td>Modify questionnaire</td>
<td>Week 20</td>
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<td>Questionnaire</td>
<td>Week 21</td>
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# Time schedule

<table>
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<tr>
<th>Activities</th>
<th>Date</th>
<th>Remarks</th>
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<tr>
<td>Semester 2</td>
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<tr>
<td>Analyzing the questionnaire data</td>
<td>Week 23</td>
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<td>Conclusion</td>
<td>Week 25</td>
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<tr>
<td>Submit draft Research Report</td>
<td>Week 27</td>
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<td>Submit final Research Report</td>
<td>Week 32</td>
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<tr>
<td>Presentation</td>
<td>Week 34-35</td>
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<tr>
<td>Submit all project deliverables</td>
<td>Week 37</td>
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</table>
References

Online resources

- Nonprobability Sampling, Research Methods Knowledge Base:
  - (http://www.socialresearchmethods.net/kb/sampnon.php)
- Official website of Bossini:
  - (http://www.bossini.com)
- Official website of Headline Daily:
  - (http://www.hkheadline.com/)
- “From teenagers to whole family” said by Yim Kai Ming (嚴啓明) – Admango:
  - (http://www.admango.com/hkej/bossini.htm)
References
Printing resources

- Newspapers
- Leaflet of Bossini
- Press releases of Bossini
- Annual report of Bossini (2006-07)
- Annual report of Bossini (2005-06)
The End

Thank you for your attention