## PROJECT TITLES - BSOM

<table>
<thead>
<tr>
<th>2008/09</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>F01</td>
<td>A study on the marketing strategy of iphone</td>
</tr>
<tr>
<td>F02</td>
<td>Banking – the difference between Industrial and Commercial Bank of China and China Merchants Bank</td>
</tr>
<tr>
<td>F03</td>
<td>A study of the successful factors of Pizza Hut</td>
</tr>
<tr>
<td>F04</td>
<td>An analysis of the successful marketing strategy of IKEA in Hong Kong</td>
</tr>
<tr>
<td>F05</td>
<td>The study of the marketing strategy of China Eastern Airlines</td>
</tr>
<tr>
<td>F06</td>
<td>A study on the competitiveness of the Hong Kong International Airport</td>
</tr>
<tr>
<td>F07</td>
<td>A study to investigate the marketing strategy between SaSa and Bonjour</td>
</tr>
<tr>
<td>F08</td>
<td>The challenges of Cathay Pacific</td>
</tr>
<tr>
<td>F09</td>
<td>A study on the marketing strategies of Park’N Shop in Hong Kong</td>
</tr>
<tr>
<td>F10</td>
<td>Performance results of Bossini’s brand revamp</td>
</tr>
<tr>
<td>F11</td>
<td>The marketing strategy and position of Jusco</td>
</tr>
<tr>
<td>F12</td>
<td>Analysis on the market of Star Cruises Ltd.</td>
</tr>
<tr>
<td>F13</td>
<td>The marketing strategies of Disneyland</td>
</tr>
<tr>
<td>F14</td>
<td>A study on the growth and success of Octopus Holdings Ltd. in Hong Kong</td>
</tr>
<tr>
<td>F15</td>
<td>The challenges and future outlook of tourism in Hong Kong</td>
</tr>
<tr>
<td>F16</td>
<td>The accomplishments of H&amp;M in Hong Kong fashion industry</td>
</tr>
</tbody>
</table>