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A MATPP Seminar\* by

**Mr. Tsang Wing-hang**

*Former Head (Business & Strategic Development)*

*NWS Transport Services Limited*

On

## **Business Development in Bus Operation**

*Time: 7:00 p.m., Friday, 28 April, 2006*

*Venue: Room 222, Hui Oi Chow Science Building, HKU*

### **About the Speaker**

Mr. Tsang Wing-hang was the Head of business & Strategic Development in the NWS Transport Services Limited, the transport arm of the New World Group. He was also one of the founding members of the New World First Bus Services Limited. Prior to joining the New World Group, he served in various departments in the Hong Kong Government including the Transport Department, mainly working on traffic and transport matters.

### **Seminar Abstract**

Like many other commercial activities, business development in bus operation encompasses a number of techniques designed to grow an economic enterprise. Such techniques include, but not limit to, intelligence gathering on opportunities and constraints and assessments of business potential and future challenges. Based on the findings, the enterprise will be in a better position to consider if the business and revenue models of the operation match its own strategic objective and core competence.

Successful business development of bus operation often requires a multi-disciplinary approach. A comprehensive strategy for starting and growing the business in desirable ways is frequently necessary. Similar to other operations of complicated nature, the development of the strategy will require managerial, operational, financial, legal and marketing inputs.

In this talk, Mr. Tsang will first introduce the practices and procedures adopted for business development in bus operation. He will then discuss the problems that might be encountered in the process. Finally, he will highlight the need of fulfilling some legal and financial requirements prior to the inauguration of bus operation.

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\*Starting from January 2006, the MATPP seminars will also be opened to members of the Chartered Institute of Transport and Logistics in Hong Kong (CILTHK) as continual professional development (CPD) activities. Registration for the seminar is required for all non-MATPP students. For enquiries and registration, please contact CILT directly.