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## 「共築·創業家 2.0」計劃

### 背景資料

恒隆地產有限公司（「恒隆」）將在旗下指定商場，提供共三間商舖或快閃店供年輕人創業，為期六（6）個月。獲選參加者無須繳付租金，並會獲協助進行基本地板和牆身粉刷和市場推廣。如獲選參加者在計劃中獲取利潤，恒隆會收取淨利潤的百分之二十（20%），以支持計劃的發展。

### 申請須知

#### 申請日期

2025 年 4月28日上午 9 時至2025 年 5月19日下午 6 時

#### 申請資格

- 35歲或以下的年青人
- 須持有香港永久性居民身份證

#### 主要評審標準

包括營商計劃的創新性、可行性和市場潛力、社會效益、財政安排及團隊管理等

#### 申請辦法

1. 申請人須透過恒隆網站提交網上申請表格



2. 申請人須在提交網上申請表格的同日內將創業計劃書以電郵提交至 CorpComm@HangLung.com (須使用與網上申請表格所提供的相同電郵，電郵主旨請註明：「共築·創業家2.0」計劃—提交創業計劃書)

### 結果公布

獲選參加者預計將於 2025 年 5 月底接獲通知

### **創業計劃書大綱**

申請人須提交創業計劃書，詳細闡述以下各個範疇：

#### 1. 基本資料

- 創業計劃簡介
- 產品/服務性質及特點
- 目標客戶
- 未來的業務發展方向和增長潛力

#### 2. 公司資料

- 組成模式 (獨資/合資/有限公司)
- 負責人/合夥人/股東名稱、年齡、地址、聯絡方式及持股比例基本資料
- 商業登記証號碼 (如已辦理)

#### 3. 業務營運模式

- 擬開展業務的性質和經營理念
- 計劃每週營業時間及營業時段 (例如：逢星期日; 10:00 a.m. - 9:00 p.m.)



#### 4. 產品/服務計劃

- 計劃推出的主要產品或服務
- 產品/服務的特點及創新之處
- 產品/服務的市場定位及定價策略

#### 5. 市場推廣方案

- 目標客戶群
- 市場推廣和宣傳計劃
- 品牌建立策略

#### 6. 財務安排

- 財務預算，包括資金需求及來源
- 成本控制和收益預測
- 投資回報和財務可行性分析

#### 7. 團隊管理

- 創業團隊成員及其背景
- 組織架構、預計僱員人數及職責分工
- 團隊協作機制和管理策略

#### 附件要求

- 接受檔案格式：PDF, DOC, DOCX, PPT, PPTX, JPEG, JPG, GIF, PNG, MP4, ZIP, 7Z
- 總檔案大小不多於 10.0 MB



## 條款及細則

1. 恒隆將就有關計劃的細節安排保留最終決定權及恒隆之決定將為最終決定。
2. 入選的參加者須根據《商業登記條例》(第310章) 就經營的業務自行申請商業登記。
3. 入選參加者須於次月15日前，向恒隆提交當月的營運及財務報告（包括管理帳目）（格式須符合恒隆要求）。此外，入選參加者須於結束日（定義見下文）後60天內向恒隆提交由註冊執業會計師準備的業務審計報告，該報告應涵蓋該參加者參與本計劃的整個期間。
4. 如獲選參加者在計劃中獲取淨利潤，恒隆會收取淨利潤的百分之二十（20%）（「費用」），以支持計劃的發展。恒隆將於計劃六(6)個月的結束日，或獲選參加者提早停止參與此計劃之日（以較早者為準）（「結束日」）起計算的[30]天收取費用，費用將根據獲選參加者業務之管理帳目計算。獲選參加者需在結束日起計算的[14]天內向恒隆提供截至結束日的業務之管理帳目，以供恒隆審閱及計算費用之用。在沒有明顯錯誤的情況下，恒隆計算的費用金額應為最終且具有決定性的。
5. 入選的參加者須按恒隆不時要求提供所需證明文件（例如住址證明、公司註冊證書副本、商業登記副本等）及向恒隆出示其香港身份證以便核實身份。
6. 入選的參加者可在獲分配的商舖或快閃店經營業務，為期六個月。恒隆會定期檢視參加者的經營情況。如發現商舖或快閃店經營不善、長期關閉或出現其它不理想狀況，恒隆保留要求參加者停止營運並將店舖交回恒隆的權利。
7. 恒隆保留隨時以合理理由通知參加者終止經營的權利。
8. 參加者如獲入選，即向恒隆授予許可權，以使用相關照片及 / 或影片之知識產權。前述之許可權令恒隆有權編輯、發布、列印、使用、改編、翻譯、開發、修訂、編纂、複製、發放、處置、上載至伺服器、廣播及 / 或傳送相關照片及 / 或影片，以作廣告、推廣、展示及 / 或宣傳用途，而毋須另作賠償、取得進一步許可或通知。



恒隆可能會錄製本計劃用於行銷目的及其認為合適的任何其他用途。恒隆或為恒隆代表所拍攝的參加者的照片、影片、錄音及任何其他類型媒介（統稱「資料」）可由恒隆及／或經恒隆授權的第三方在出版物、報章、雜誌、電台及電視台、網站、手機應用程式、電子郵件、戶外廣告或任何其他類型媒介中使用、展示、及傳播，並須向其轉讓的任何其他第三方授予其費用而可向其提供任何費用或其他類型而可向其提供任何費用恒隆擁有使用該資料的絕對權利。資料的所有智慧財產權及專有權利始終應由恒隆及／或恒隆指定的第三方完全及絕對擁有。該等參加者被視為同意、確認、保證及承諾，其將完全放棄及永遠放棄根據本第8段使用資料而產生的或與之相關的針對恒隆提起的一切訴訟、索賠、權利、要求和抵銷的權利，不論是基於合同、侵權行為、普通法、衡平法、成文法或其他方式，也不論是基於任何司法管轄區。

9. 參加者於參與計劃之同時，即代表同意接受計劃之條款及細則約束。
10. 如有任何爭議，恒隆將保留最終決定權，包括隨時暫停、更改或終止計劃及其條款及細則，而毋須另行通知。恒隆對於上述的修改、暫停及/或終止不負任何責任。
11. 即使本計劃條款及細則有任何相反條文，恒隆保留絕對酌情權權利，基於下列情況取消參加者的資格：
  - a. 參加者(以個人或有限公司名義)已經或正在、或有理由相信已經或正在作出任何行為或活動，有可能引致或構成危害國家安全的罪行或其他罪行；
  - b. 為國家安全起見，有需要取消參加者資格；或
  - c. 公眾安全，有需要取消參加者資格。

為免生疑問，本段「作出」一詞或其變體詞包括但不限於協助、教唆、慫恿或促使，恒隆亦無須就證明上述需要負上法律責任。

12. 若條款與條件的英文版本與中文版本有差異或不一致，則以英文版本為準。



## 個人資料收集聲明

1. 此表格及透過此計劃所收集的個人資料，包括《個人資料(私隱)條例》(第486章) 所指的個人資料，只限用於此計劃用途，包括聯絡參加者、討論創業計劃等事宜。
2. 提供你的個人資料為自願性質。如你拒絕提供某些所需資料，恒隆可能無法處理你就相關活動的申請。
3. 恒隆所持有的個人資料將會保密，但我們可能披露或移轉你的個人資料予(i) 本集團的任何成員, (ii)就上述目的向我們或/及恒隆集團提供與促銷、處理及儲存你的資料、付款或其他服務相關的任何代理人、承辦商或第三方服務提供者 ( 第三方服務提供者 ) , (iii) 銀行, (iv)根據任何對恒隆有約束力的法律規定或恒隆應遵守的監管機構或其他機構所頒佈的任何指引，恒隆有責任向其作出披露的任何人士, 及(v) 對恒隆負有保密義務的任何人士 ( 包括恒隆的會計師、法律顧問或其他專業顧問 ) 。所有第三方服務提供者均對恒隆負有保密責任，僅可將資料當事人的個人資料用於上文第1條所述之用途，不可用於第三方本身之用途 ( 包括直接行銷) 。恒隆可能會因應上述目的將你的個人資料轉移至香港境外的上述各方。
4. 就入選參加者而言，恒隆將只保留你的個人資料，直至完成收集個人資料目的為止，不再需要的個人資料將會被銷毀。未入選參加者的個人資料將會於評審後的12個月被銷毀。
5. 恒隆將採取適當措施，以確保你的個人資料得到妥善保障。然而，互聯網上的任何資料傳送並無安全保證，你須自行承擔傳送所有該等資料的風險。當恒隆收到你傳送的資料，只有恒隆許可的僱員或承辦商可以存取你的個人資料。
6. 遞交報名表後，報名表內所提供的資料如有任何更改時，參加者必須通知恒隆集團傳訊部 (CorpComm@HangLung.com) 。
7. 根據《個人資料(私隱)條例》(第486章)，所屬資料的當事人有權查閱及更正其個人資料。如欲查閱或更改閣下於報名表上所提交的個人資料，該等查詢或要求敬請致函予：



資料保護主任

恒隆地產有限公司

地址：香港中環德輔道中四號渣打銀行大廈28樓

電郵地址：[privacyofficer@hanglung.com](mailto:privacyofficer@hanglung.com)



## Well Being · Start-Up 2.0 Programme

### Background Information

Hang Lung Properties Limited (“Hang Lung”) will provide a total of three shops or pop-up stores for young entrepreneurs in three designated shopping malls of Hang Lung for a duration of six (6) months. Selected participants will not need to pay rent and will receive assistance for basic floor and wall painting and marketing. If selected participants make a profit, Hang Lung will charge 20 percent (20%) of their net profits to support the development of the Programme.

### Notes

#### Application Period

April 28, 2025 (9:00 a.m.) to May 19, 2025 (6:00 p.m.)

#### Eligibility

- Applicants must be 35 years of age or younger
- Applicants must hold a Hong Kong Permanent Identity Card

#### Major Selection Criteria

Includes innovation of the business plan, feasibility and market potential, social benefits, financial arrangements and team management, etc.

#### Application Method

1. Applicants must submit an online application form on the Hang Lung website.
2. Applicants must submit their business plan by email to CorpComm@HangLung.com on the same day they submit the online application form. (The email must match the one provided in the online application form. Please use the subject line: Well Being · Start-Up 2.0 Programme – Submission of Business Plan.)

#### Result announcement

Selected applicants will be notified at the end of May 2025.





## **Outlines for Business Plan**

Applicants are required to submit a detailed business plan and elaborate on the following aspects:

### **1. Basic Information**

- Business Plan Introduction
- Product/Service Nature and Features
- Target Customers
- Future business development direction and growth potential

### **2. Company Information**

- Type of ownership (sole proprietorship, partnership, limited company)
- Names, ages, addresses, contact information, and shareholding percentages of the owners, partners, or shareholders
- Business Registration number (if any)

### **3. Business Operation**

- Proposed business nature and operating philosophy
- Weekly operating hours (e.g., Every Sunday; 10:00 a.m. - 9:00 p.m.)

### **4. Product/Service Plan**

- Primary products or services you intend to offer
- Features and innovative aspects of your products or services
- Market positioning and pricing strategies

### **5. Marketing Plan**

- Target market and customer base
- Marketing and promotional initiatives
- Brand building strategies



## 6. Financial Arrangements

- Financial budget, including funding requirements and sources
- Cost control and revenue projections
- Return on investment and financial feasibility analysis

## 7. Management Team

- Team members and their backgrounds
- Organizational structure, projected employee numbers, and division of responsibilities
- Team collaboration mechanisms and management strategies

### Requirements for Attachments

- Accept file format: PDF, DOC, DOCX, PPT, PPTX, JPEG, JPG, GIF, PNG, MP4, ZIP, 7Z
- Total file size up to 10.0 MB

### **Terms and Conditions**

1. Hang Lung reserves the right to make the final decision on all aspects of the Programme and the decision of Hang Lung shall be final and conclusive.
2. Selected participants must apply for business registration for their business operations in accordance with the Business Registration Ordinance (Cap. 310).
3. Selected participants are required to submit monthly business and financial reports of their business (including management accounts) (each in form satisfactory to Hang Lung) for the current month to Hang Lung by the 15<sup>th</sup> day of the following month. An audit report of the business prepared by a certified public accountant covering the entire period of the applicant's participation in the Programme is required to be provided to Hang Lung within 60 days following the end of the Termination Date (as defined below).
4. If the selected participants make net profits from their business during the Programme, Hang Lung shall be entitled to charge 20 per cent (20%) of their net profits ("Fee") to support the development of the Programme. The Fee will be calculated based on the management accounts of the business of the selected participants and payable by the selected participants on the date which is [30] days from the earlier of (i) the end date of the six-month period of the Programme and (ii) the date the relevant selected participant



ceases to participate in the Programme (the “Termination Date”). Selected participants shall within [14] days from the Termination Date deliver to Hang Lung updated management accounts of their business covering the period up to and including the Termination Date for Hang Lung’s review and calculation of the Fee. The calculation of Fee by Hang Lung shall be final and conclusive, save for any manifest error.

5. Selected participants must provide the required supporting documents (e.g. proof of address, copy of certificate of incorporation, business registration certificate, etc.) as requested by Hang Lung from time to time and present to Hang Lung their Hong Kong Identity Cards for verification purposes.
6. Selected participants may operate their business in the allocated shops or pop-up stores for a duration of six months and subject to review of the business performance every two months. Hang Lung will regularly review the participants' business performance. If a shop or pop-up store is found to be operating unsatisfactorily, remains closed for an extended period of time or encounters other unsatisfactory conditions, Hang Lung reserves the right to require the participant to cease operations and return the store to Hang Lung.
7. Hang Lung reserves the right to terminate a participant’s eligibility to participate in the Programme at any time with reasonable justification.
8. If a participant is selected, such participant is deemed to grant Hang Lung the license to use the intellectual property rights subsisting in their respective photographs and/or videos. The foregoing license shall provide Hang Lung the right to edit, publish, print, use, adapt, translate, exploit, modify, include in a compilation, copy, disseminate, dispose, load onto servers, broadcast and/or transmit each participant’s photographs and/or videos for advertising, promotional, display, and/or publicity purposes without any compensation, further permission, or notification.

Hang Lung may record the Programme for marketing and promotional purposes and any other purposes it deems fit. Photos, videos, audio-records and any other types of medium taken of participants (collectively, the “Materials”) by or for and on behalf of Hang Lung may be used, presented, published and disseminated in or through publications, newspapers, magazines, radio and television broadcasts, websites, mobile applications, emails, outdoor advertisements or any other types of medium by Hang Lung and/or third parties as authorized by Hang Lung and may be transferred by Hang Lung to any other third party it deems fit for the aforementioned purposes, without the payment of any remuneration, royalty payments or any fees to such participants. Hang Lung has the absolute right to use the Materials. All intellectual property rights and proprietary rights of the Materials shall at all times be wholly and absolutely owned by Hang Lung and/or third parties as directed by Hang Lung. Such participants are deemed to agree, confirm, warrant and undertake that they shall wholly waive and forever abandon all rights to pursue and be estopped from pursuing any action, claim, right, demand and set-off against Hang Lung



arising out of, or in connection with, the use of the Materials in accordance with this paragraph 8, whether in contract, tort, at common law, in equity, under statute or otherwise, in whatsoever jurisdiction.

9. By participating in the Programme, participants agree to be bound by the terms and conditions of the Programme.
10. Hang Lung reserves the right to make the final decision in case of any dispute, including the right to suspend, modify, or terminate the Programme and its terms and conditions at any time without prior notice. Hang Lung accepts no liability for the aforementioned amendments, suspension and/or termination.
11. Notwithstanding anything to the contrary in the Terms and Conditions of the Programme, Hang Lung reserves the right in its absolute discretion to disqualify a participant on the grounds that –
  - a. the participant (in the name of persons / limited companies) has engaged, is engaging, or is reasonably believed to have engaged or to be engaging in acts or activities that are likely to cause or constitute the occurrence of offences endangering national security or otherwise;
  - b. the disqualification is necessary in the interest of national security; or
  - c. the disqualification is necessary to protect the public interest, public morals, public order or public safety of Hong Kong.

For the avoidance of doubt, the word "engage" or its variants in this paragraph shall include but not limited to aiding, abetting, counselling or procuring, and Hang Lung shall not be liable to justify the said necessities.

12. In case of discrepancies or inconsistencies between the English and Chinese versions of the terms and conditions, the English version shall prevail.

### **Personal Information Collection Statement**

1. The personal data collected on this form and in connection with this Programme, including personal data as defined under the Personal Data (Privacy) Ordinance (Cap. 486), will only be used for the purposes of this Programme, including communication, business plans discussions, and related matters.
2. Provision of personal data of participants is voluntary. Refusal to provide certain



information may hinder application being processed.

3. Personal data held by Hang Lung will be kept confidential but may be disclosed or transferred to (i) any member of the Hang Lung group, (ii) any agent, contractor or third-party service provider ("Third-Party Service Providers") who provides marketing, data processing and storage, payment or other services to us and/or Hang Lung group for the aforementioned purposes, (iii) banks, (iv) any person to whom Hang Lung is under an obligation to make disclosure under the requirements of any law binding on Hang Lung or for the purposes of any guidelines issued by regulatory or other authorities with which Hang Lung is expected to comply and (v) any person under a duty of confidentiality to Hang Lung (including accountants, legal advisors or other professional advisors). All Third-Party Service Providers are bound by confidentiality agreements with Hang Lung and may only use the data subject's personal data for the purposes stated in paragraph 1 above, and not for their own purposes (including direct marketing). Hang Lung may transfer participant's personal data outside Hong Kong for the purposes mentioned above.
4. With regard to selected participants, Hang Lung will keep your personal data for as long as necessary to fulfil the purpose for which the personal data was collected and personal data which is no longer required will be destroyed. Personal data of unsuccessful applicants will be destroyed at the end of 12 months following the release of the screening result.
5. Hang Lung will take appropriate measures to ensure that the participant's personal data is properly protected. However, there is no security guarantee for any data transmission over the internet and participants transmit all such data at participants' own risk. Once Hang Lung receives participant's transmission, only its authorized employees or contractors will be able to access the participant's personal data.
6. You are required to notify Hang Lung's Corporate Communications department (CorpComm@HangLung.com) if there are any subsequent changes to the information provided after submission of the application form.
7. In accordance with the Personal Data (Privacy) Ordinance (Cap. 468), data subjects have the right to access and correct their personal data. To access or modify the personal data you submitted on the application form, please address such enquires or requests to:

Data Protection Officer

Hang Lung Properties Limited

Address: 28/F, Standard Chartered Bank Building, 4 Des Voeux Road Central, Hong Kong

Email: [privacyofficer@hanglung.com](mailto:privacyofficer@hanglung.com)