**CKPC Student Brand Management Standard Operations Procedure (SOP)**

**曹光彪書院學生品牌管理標準流程**

2019-12-10

To promote entrepreneurship, CKPC encourages college students to establish student brands. The primary objectives for student brands are:

* To achieve cash flow balance through proper financial management
* To operate businesses by implementing standardized procedures
* To nurture new managers as successors to the brands

With stable operation and a healthy cash flow, managers should plan to use the excess funds for equipment maintenance and future improvement. Managers may consider using excess funds for charitable purposes, such as service learning programs and community services.

The following rules apply to CKPC student brands:

* CKPC owns the brand name and grants the operating right of a student brand to student managers once every Academic Year (see the annual review procedure below).
* Student managers must be CKPC students. They are responsible for recruiting helpers (who may come from other UM colleges) and nurturing new student managers.
* CKPC provides the facility and some basic equipment free of charge. Student managers are fully responsible for the operating costs and bear the risk of operating loss.
* CKPC will conduct periodic inspection on the facility and food safety (if applicable). CKPC may suspend a brand's operation if results from the inspection are unsatisfactory
* Student managers must not make substantive alternation of the facility (including nearby designated areas) without concurrence by CKPC Office. Violation may result in suspension of operation.

Below are relevant procedures for related tasks.

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| --- | --- | --- |
| **Tasks** | **Steps and Descriptions** | **Person in charge**  |
| Proposing a new student brand | * Students interested in initiating a new student brand should hold a brainstorming discussion with the CKPC Brand Manager before formally proposing the brand.
* The CKPC Brand Manager will assess the feasibility of the idea and consult with CKPC Management Team.
* If the CKPC Management Team is in favor of the idea, the students may submit a business plan, which should include:
	+ Team information and management
	+ Vision and products/services
	+ Marketing plan and business development
	+ Estimated income and expenses
* The CKPC Management Team may invite the students to give a presentation and to hold a discussion on the business plan
* After reviewing the business plan, the CKPC Management Team may reject it, or accept it with partial or full start-up funding
 | CKPC Brand Manager and CKPC Management Team |
| Management Agreement | * At the beginning of an Academic Year, or the start of a new brand, student managers shall sign a CKPC Student Brand Management Agreement (see below)
* With the Agreement, CKPC grants the operating right of the student brand and delegates management responsibility of rooms to the student managers
* The student brand is deemed "open for business" thereafter.
 | CKPC Brand Manager |
| Collection of customer comments | * In order to achieve continuous improvement and provide transparency to the CKPC community, the student managers shall use an online form to collect customer comments
* The QR code for the online form shall be placed at the brand facility or made available to brand customers by other means
* The student managers shall include a summary of customer comments in the annual review
* The CKPC Management Team reserves the right to inspect the original customer comments
 | Student Managers |
| Annual renewal | * Student managers shall submit an annual report to the CKPC Brand Manager by the end of February each year. The annual report shall include:
	+ Business vision and products/services
	+ Operation highlights with a summary of customer comments
	+ Marketing plan and business development
	+ Cashflow statement
* The CKPC Management Team will invite the student managers to give a presentation and to hold a discussion on the report
* The CKPC Management Team reserves the right to audit the brand's accounting as needed
* The CKPC Management Team will inform the student managers on the renewal decision by the end of May. Renewal criteria are:
	+ Was the cashflow positive? Will it be a viable business?
	+ Was the operation stable and free of serious issues (e.g. food safety)? Were customer comments positive?
* If the renewal decision is negative for a particular brand, the CKPC Management Team may invite other students to propose new business plans for the brand
 | CKPC Brand Manager and CKPC Management Team |

References:

2019-12 CKPC Brand annual report template.pptx [[link](https://ckpc.rc.um.edu.mo/wp-content/uploads/2019/12/2019-12-CKPC-Brand-annual-report-template.pptx)]

2019-05 [**書院學生創業平台的新嘗試**](https://ckpc.rc.um.edu.mo/wp-content/uploads/2019/06/%E6%BE%B3%E9%96%80%E5%A4%A7%E5%AD%B8%E6%9B%B9%E5%85%89%E5%BD%AA%E6%9B%B8%E9%99%A2_%E6%9B%B8%E9%99%A2%E5%AD%B8%E7%94%9F%E5%89%B5%E6%A5%AD%E5%B9%B3%E5%8F%B0%E7%9A%84%E6%96%B0%E5%98%97%E8%A9%A6.pdf)

**CKPC** **Student Brand Management Agreement**

**曹光彪書院學生品牌管理協議書**

2019-12-02

With this agreement, CKPC grants the operating right of student brand \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (brand name) and delegates management responsibility of rooms \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and nearby designated areas (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) to the student managers listed below, under the following terms:

* CKPC grants door access of the above facility to the managers until 31 May of the current Academic year
* Managers shall not share student ID cards with others
* Managers are responsible for equipment usage and A/C setting (25°C)
* Managers may enlist up to six student helpers. Managers attest that the helpers perform necessary tasks for the brand operation
* Helpers can have door access to the above facility. Helpers from other colleges may be granted access to CKPC as visitors until 31 May of the current Academic year. They must follow the RC Code of Conduct (<https://ckpc.rc.umac.mo/code-of-conduct-in-rc/>)
* CKPC will conduct periodic inspection on the facility and food safety (if applicable). CKPC may suspend the brand's operation if results from the inspection are unsatisfactory
* Managers shall submit an annual report by the end of February each year

The undersigned acknowledge the above terms and understand any violation will result in revocation of door access and associated privileges.

Managers (Between one to two. All must be CKPC students):

|  |  |  |  |
| --- | --- | --- | --- |
| Name & Student ID | College | Signature | Date |
|  | CKPC |  |  |
|  | CKPC |  |  |

Helpers (Up to six. Visiting hour for helpers is from 08:00 to 22:00):

|  |  |  |  |
| --- | --- | --- | --- |
| Name & Student ID | College | Signature | Date |
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