

Team 9

Pot+Luck

Introduce Hong Kong local business to MTR shopping malls.

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The underutilised walkways and other spaces can become pop-up spaces. These pop-up spaces will be for LOCAL BUSINESS to create new relationships with both the local and international markets. The strategy not only caters for diversity in the malls but also allows these businesses to expand at low barriers to entry. MTR will help bring exposure to local business at a low-entry fee in “high traffic spaces” like mall corridors. These shops will move every 6 months based on performance, while rent will be set at a 18% sales revenue share with the MTR mall.