



## HKU Business School x Accenture x HKTV - Business Consulting Program

HKTV was the case partner for the HKU-Accenture Business Consulting Programme 2024-25, providing the case of Wet Market Express for the business case competition. This opportunity allows us to share our experiences in operating Wet Market Express and enables students to dig deep into its business model.

A Business Exploration Day was organised to give the students a comprehensive understanding of the online-to-offline operations of Wet Market Express. Besides, students can also get valuable comments from HKTV management from the individual coaching session, allowing them to put commercial theory into reality.