

**The sample report is for reference only.**

**The Grantee must comply with the terms and conditions specified in the Funding Agreement.**

**Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)**

**E-commerce Easy**

**Final Report of Approved Project**

**Important Notes**

1. To facilitate monitoring and evaluation of the implementation of each approved project under the E-commerce Easy of the BUD Fund, the Grantee has to submit Final Report with the audited accounts to the Implementation Partner of the Government of the BUD Fund – Hong Kong Productivity Council (HKPC) **within two months** upon project completion.
2. An approved project has to be carried out strictly in accordance with the approved project proposal and the funding agreement. Any amendment to the approved project proposal or the funding agreement, including but not limited to change of project period, project deliverables, and project coordinator / deputy project coordinator, shall require **prior** written approval from HKPC **before** implementation of the proposed change. Otherwise, the budget of the relevant project measures will be removed and the expenses will **not** be recognised.
3. The HKPC reserves the right to withhold any disbursement of the final payment to an approved project. Circumstances which may result in this include but are not limited to: the failure of the Grantee to comply with the terms and conditions stipulated in the funding agreement; the failure or likely failure of the Grantee to further execute/complete the project; the reports or audited accounts submitted by the Grantee do not meet the requirements specified in the funding agreement and/or the Guide to Application for E-commerce Easy; when the initial payment disbursed exceeds the recognisable funding amount determined by the PMC and the Government, etc.
4. Any record of failing to carry out and complete the project in accordance with the Terms of the Project, including but not limited to late submission of the Progress/Final Report; submission of Progress/Final Report or documents which are incomplete, incorrect, untrue, inaccurate or misleading or forged; late return of residual fund, and/or any other breach of the funding agreement by the Grantee will be taken into account by the PMC in considering future applications from the same enterprise or the project team. Any such record may prejudice that enterprise's future applications under the BUD Fund.
5. All sections of this report have to be properly filled in.
6. The Grantee should submit the Final Report and audited accounts to the HKPC through the e-form system on the programme website (<http://www.bud.hkpc.org/en>). Other supporting documents should be submitted to the HKPC via e-form system, by email, by post or in person.

**Part A : Project Details**

Project No.	88-8888-88-0888-M-Z
Grantee (English/Chinese Name)	XYZ Limited XYZ 有限公司
Project Duration	As stated in the funding agreement: 01/07/2025 – 31/12/2025 (6 months) Actual: 01/07/2025 – 31/12/2025 (6 months)
Project Scope	<input checked="" type="checkbox"/> Branding <input type="checkbox"/> Upgrading <input checked="" type="checkbox"/> Domestic Sales
Reporting Period in the Audited Accounts	01/07/2025 – 31/12/2025 (6 months)

## Part B: Project Implementation Status

(I)	(II)	(III)	(IV)	(V)	(VI)
Budget Category	Approved Project Deliverables and Details of Approved Budget <sup>1</sup>	Approved Budget <sup>1</sup> (\$)	Actual Expenditure (\$)	Expenses Stated in Audited Accounts (\$)	Details of Project Implementation
Advertisement	Placing Advertisement on Douyin for 3 months: 1) Ocean Engine – Standard Promotion \$60,000 2) Ocean Engine – Omnichannel Promotion \$120,000	180,000.00	216,000.00 (= \$180,000.00 x 120%)	240,000.00	<p>Project measure(s) implemented and deliverable(s) achieved.  <input checked="" type="checkbox"/> Yes  <input type="checkbox"/> No (Reasons: _____)</p> <p>Actual expenditure is within ±20% of the approved budget.  <input type="checkbox"/> Yes  <input checked="" type="checkbox"/> No (Reasons: _____)</p> <p><input type="checkbox"/> The project measure(s) is/are not fully implemented according to the approved project deliverables.            Details: _____</p> <p><input checked="" type="checkbox"/> The value of the lowest conforming bid deviated from the approved budget by more than ±20%.</p> <p><input checked="" type="checkbox"/> Others: <u>As the actual expenditure of the “Placing Advertisement on Douyin for 3 months” exceeded the approved budget by 120%, we only claimed \$216,000 (= \$180,000 × 120%). The remaining extra expenditure will be at our own cost.)</u></p> <p>Change request approved  <input type="checkbox"/> Yes (Details: _____)</p> <p>Submission date: mm/yyyy</p>

<sup>1</sup> Please refer to Part IV of the Approved Project Proposal when filling in Parts II and III of the above table.

(I)	(II)	(III)	(IV)	(V)	(VI)
Budget Category	Approved Project Deliverables and Details of Approved Budget <sup>1</sup>	Approved Budget <sup>1</sup> (\$)	Actual Expenditure (\$)	Expenses Stated in Audited Accounts (\$)	Details of Project Implementation
					Approval date: mm/yyyy  <input type="checkbox"/> Budget remained unchanged. <input type="checkbox"/> Budget revised from \$ _____ to \$ _____  <input checked="" type="checkbox"/> No
Mobile Application	Development of “WeChat Mini Program Cross-Border Mall”  1) Setup fee for establishing the “WeChat Mini Program Cross-Border Mall” online store \$35,000  2) Design and development of the “WeChat Mini Program Cross-Border Mall” online store \$55,000  3) 6 months of managed operation (agency operation) \$60,000	150,000.00	90,000.00	90,000.00	Project measure(s) implemented and deliverable(s) achieved. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Reasons: Our company employees established the “WeChat Mini Program Cross-Border Mall” online store internally, without engaging a third party to carry out the tasks. Therefore, no related online store setup costs were incurred.)  Actual expenditure is within $\pm 20\%$ of the approved budget. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Reasons:  <input checked="" type="checkbox"/> The project measure(s) is/are not fully implemented according to the approved project deliverables. Details: <u>As above.</u>  <input type="checkbox"/> The value of the lowest conforming bid deviated from the approved budget by more than $\pm 20\%$ .  <input type="checkbox"/> Others: _____  Change request approved <input type="checkbox"/> Yes (Details:  Submission date: mm/yyyy

(I)	(II)	(III)	(IV)	(V)	(VI)
Budget Category	Approved Project Deliverables and Details of Approved Budget <sup>1</sup>	Approved Budget <sup>1</sup> (\$)	Actual Expenditure (\$)	Expenses Stated in Audited Accounts (\$)	Details of Project Implementation
					Approval date: mm/yyyy  <input type="checkbox"/> Budget remained unchanged. <input type="checkbox"/> Budget revised from \$ _____ to \$ _____ )  <input checked="" type="checkbox"/> No
Company Website	Enhancing the existing website (https://www.xyz.com.hk)	100,000.00	0.00	100,000.00	Project measure(s) implemented and deliverable(s) achieved. <input checked="" type="checkbox"/> Yes (Website: https://www.xyz.com.hk) <input type="checkbox"/> No (Reasons: )  Actual expenditure is within $\pm 20\%$ of the approved budget. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Reasons:  <input type="checkbox"/> The project measure(s) is/are not fully implemented according to the approved project deliverables. Details: _____  <input type="checkbox"/> The value of the lowest conforming bid deviated from the approved budget by more than $\pm 20\%$ .  <input checked="" type="checkbox"/> Others: <u>Due to insufficient quotations, the measure of “Enhancing the existing website” will be at our own cost.</u>  Change request approved <input type="checkbox"/> Yes (Details:  Submission date: mm/yyyy Approval date: mm/yyyy

(I)	(II)	(III)	(IV)	(V)	(VI)
Budget Category	Approved Project Deliverables and Details of Approved Budget <sup>1</sup>	Approved Budget <sup>1</sup> (\$)	Actual Expenditure (\$)	Expenses Stated in Audited Accounts (\$)	Details of Project Implementation
					<input type="checkbox"/> Budget remained unchanged. <input type="checkbox"/> Budget revised from \$ _____ to \$ _____ ) <input checked="" type="checkbox"/> No
Other e-commerce related project measure(s)	Shooting 30 product videos \$300,000  Shooting 200 product photos \$60,000	360,000.00	200,000.00	220,000.00	Project measure(s) implemented and deliverable(s) achieved. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Reasons: <u>According to actual needs, we did not “shoot 10 product videos” and only completed “shooting 20 product videos”.</u> )  Actual expenditure is within ±20% of the approved budget. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Reasons:  <input checked="" type="checkbox"/> The project measure(s) is/are not fully implemented according to the approved project deliverables. Details: <u>As above.</u>  <input type="checkbox"/> The value of the lowest conforming bid deviated from the approved budget by more than ±20%.  <input checked="" type="checkbox"/> Others: <u>Due to insufficient documentation of invoice and receipt, we bear the related expenses for “Shooting 200 product photos” at our own cost. In addition, the audited accounts showed that the actual expenditure for the “shooting 20 product videos” amounted to \$220,000. However, as this total includes \$20,000 in costs related to non-approved measures (i.e., rental of filming equipment and catering expenses for the filming team), we only claimed \$200,000, and the costs associated with</u>

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Budget Category	Approved Project Deliverables and Details of Approved Budget <sup>1</sup>	Approved Budget <sup>1</sup> (\$)	Actual Expenditure (\$)	Expenses Stated in Audited Accounts (\$)	Details of Project Implementation
					<p>the non-approved measures will be at our own cost.)</p> <p>Change request approved  <input type="checkbox"/> Yes (Details:    Submission date: mm/yyyy  Approval date: mm/yyyy    <input type="checkbox"/> Budget remained unchanged.  <input type="checkbox"/> Budget revised from \$_____ to \$_____)</p> <p><input checked="" type="checkbox"/> No</p>
<b>Total Cost for the Above Measures</b>		<b>790,000.00</b>	<b>506,000.00</b>	<b>650,000.00</b>	
External Audit Fee  (Should not exceed HK\$10,000 per audit)	External Audit Fee	10,000.00	5,000.00	5,000.00	<p>Actual expenditure is within <math>\pm 20\%</math> of the approved budget.  <input type="checkbox"/> Yes  <input checked="" type="checkbox"/> No (Reasons:    <input checked="" type="checkbox"/> The value of the lowest conforming bid deviated from the approved budget by more than <math>\pm 20\%</math>.    <input type="checkbox"/> Others: _____)</p>
<b>Total Project Cost</b>		<b>800,000.00</b>	<b>511,000.00</b>	<b>655,000.00</b>	

## Part C: Supporting Documents

### Checklist of Required Supporting Documents

- ☒ Supporting documents demonstrating that the applicable procurement procedures with respect to the deliverables covered under this Project as stipulated in the funding agreement have been duly complied with (if applicable)
- ☒ Audited accounts
- ☐ Others:

## Part D: Declaration

1. We confirm that we have complied with the procedures and guidelines set out in paragraphs 5.7 and 5.8 of the Guide to Application for E-commerce Easy in procurement of services for the project, if any.
2. We confirm that for any expenditure item(s) which have received/would receive funding support from the E-commerce Easy of the BUD Fund, they had not received/would not receive funding support from other funding schemes provided by the HKSAR Government or any statutory organisations or non-governmental organisations receiving subventions from the HKSAR Government or any governmental authorities of other market(s) or other sources of sponsorships/donations in Hong Kong or elsewhere.
3. We confirm that we have maintained our company's eligibility as specified in Section 2.2 of the Guide to Application for E-commerce Easy, "Eligibility of Applicants" throughout the project implementation period.

### Signature

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Authorised Signature of the Grantee

Name of Signatory (in Block Letters): Chan Tai Keung  
Position: General Manager  
Date: 30/01/2026

- End -

**Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)**  
**E-commerce Easy**

**Appendix for the Final Report of Approved Project – Details and Breakdown of Project Expenditure**

**A. Online Sales Platform(in chronological order)**

Transaction Date	Name of Third-Party Online Sales Platform (Name/Link of Platform / Online Shop, if applicable)	Cost Details and Breakdown	Total Cost (HK\$)
<b>Sub-total:</b>			

**B. Advertisement (in chronological order)**

Transaction Date	Name of Media / Search Engine	Period of the Advertisement	Advertising Details	Unit Cost (HK\$) (A)	Quantity (B)	Total Cost (HK\$) (A) x (B)
01/08/2025	Douyin	08/2025 – 10/2025	Ocean Engine – Standard Promotion	40,000.00	3	120,000.00
01/08/2025	Douyin	08/2025 – 10/2025	Ocean Engine – Omnichannel Promotion	40,000.00	3	120,000.00
<b>Sub-total:</b>						<b>240,000.00</b> (Note: As the actual expenditure of the “Placing Advertisement on Douyin for 3 months” exceeded the approved budget by 120%, we only claimed \$216,000 (= \$180,000 × 120%). The remaining extra expenditure will be at our own cost.)



**C. Mobile Application(in chronological order)**

Transaction Date	Cost Details and Breakdown	Total Cost (HK\$)
01/09/2025	Development of “WeChat Mini Program Cross-Border Mall” (including: Design and development of the “WeChat Mini Program Cross-Border Mall” online store and 6 months of managed operation (agency operation))	90,000.00
<b>Sub-total:</b>		<b>90,000.00</b>

**D. Company Website (in chronological order)**

Transaction Date	Cost Details and Breakdown (Link of the existing / new company website)	Total Cost (HK\$)
<b>Sub-total:</b>		

**E. Other e-commerce related project measure(s) (in chronological order)**

Transaction Date	Cost Details and Breakdown	Total Cost (HK\$)
15/10/2025	Shooting 20 product videos	200,000.00
<b>Sub-total:</b>		<b>200,000.00</b>

**F. External Audit Fee**

Transaction Date	Cost Details and Breakdown	Total Cost (HK\$)
15/01/2026	External Audit Fee	5,000.00
<b>Sub-total:</b>		<b>5,000.00</b>