

承擔、超越—廿一世紀女性

Women's Commission Conference 2009
Beyond Limits - Women in the 21st Century

匯營坊

Co-operative Enterprise

基督教家庭服務中心勵志中心

Christian Family Service Centre — Lai Chi Centre



商界擔任顧問與單親婦女分享營商之道
Business consultants shared with single mothers their experience of doing business.



體會階段—單親婦女組織義賣日，初步體會營銷的苦與樂
Appreciation stage - The Centre organises charity sales on a regular basis to let single mothers to experience the hardships and happiness of selling.



學習階段—2007年成立「錦廊計劃」為單親婦女提供短期銷售場地，從中學習更多零售店舖業務管理技巧
Learning stage - The "Bright Gallery" project of short-term retail shop was established in 2007 to further enhance the business operating skills of single mothers.



實踐階段—2008年成立「匯營坊」，單親婦女組成營運管理委員會，專責管理日常店務
Implementation stage - The Centre established the retail shop "Co-operative enterprise" in 2008. The shop is operated by the Operation and Management Committee formed by single mothers, who are responsible for the daily management.



單親婦女在「匯營坊」的日常工作情况
Single mothers working in the "Co-operative enterprise"

累積了過往數年舉辦定期義賣日，以及於2007年成立「錦廊計劃」短期零售店舖的經驗，單親婦女的經營技巧日益提升，並於2008年獲市區重建局支持，租出一所舖位成立「匯營坊」零售商店，為單親婦女提供就業機會，提昇銷售及管理技巧，加強自信。匯營坊佔地137平方米，並由單親婦女組成營運管理委員會專責管理日常店務工作，成功帶領30多位單親婦女步入社會企業之門，並一直保持有一定的盈利。

With the experience in regular charity sales and also in the 2007 Bright Gallery project in running a short-term retail shop, single mothers in Christian Family Service Centre – Lai Chi Centre have enhanced their business operating skills. In 2008, the centre obtained the support of the Urban Renewal Authority and established the retail shop "Co-operative enterprise" in a leased premise. The shop aims to provide employment opportunities for single mothers, enhance their promotion and management skills, and strengthen their self-confidence. The shop is operated by the Operation and Management Committee formed by single mothers. It has successfully brought more than 30 single mothers into the world of social enterprise, while at the same time maintaining a certain degree of profit.