

## Obstacle

Two important elements in Kwun Tong Town – small stores and stall operators

Many store owners leave Town Center area during redevelopment

Uncertain on their situation after the project complete.

Although the stall operators will relocate to permanent market. However, Residents leave the Town Center area and unlikely to return, they have lost most of their customers, as well as the connection between them.

Poor design of the temporary market in Tung Yan Street , such as no air conditioner, lack of promotion. Are all unfavorite factors to the continuity of their business

Lost 90% of the customers since moved into the temporary market

The continuity of local small business affected by high rent

-These economics activities representing the social capital and characteristic of Kwun Tong.

-**Social connection** between shop-owner/stall operators and customers

-Diversity of shops representing the cultural diversity of Kwun Tong /Such as Teochew, Indonesian, etc.)

-Supporting the life of people at grass-roots level (Provide various products with low price, services such as locksmith service, Clothes mending, etc.)

-Reflecting the development history of Kwun Tong

Business operation model/method is different from chain stores.

Family owned/operated

Entry requirement is low, not require large amount of investment.

Allow many participants which increase the diversity of business in the area

### **Social aspect:**

-Increase the diversity of stores in the new town center can attract nearby residents.

(Providing more choices and affordable to them)

-Reconnecting the new town center to nearby societies. (Not “isolated area” but a mixed area having elements of old and new Kwun Tong)

-Both new comers and existing communities nearby can fulfill their needs within the area.

(Decrease the phenomenal of “branding”)

-Service-oriented shops encourage sustainable life style

-Benefit the small stores and stall operators (more customers), and restore the social connections (interaction and relationships)

-Preserving social characteristic (Cultural diversity) and local economy of Kuwn Tong Town Center

**Economics aspect:**

- Maintain the business operation model and improve their competitiveness and attractiveness
- Opportunity to people from lower-class and elders to work in diverse economy.
- Benefit the economics development of new town center as a whole (Diversity of customers)

Cultural activities – Preserve Kwun Tong culture and connect to old town center

Attract and link with nearby community

Wise and fair use of the common area