

Chairman's Statement

主席報告書

於二零零一年三月三十一日，本集團於香港合共經營96間店舖，其中包括76間快餐店，10間機構性食堂及10間特色餐廳。

快餐業務

回顧年內，我們透過翻新現有20間店舖及開設5間裝修新穎的新店，積極提升本集團店舖的內外貌，為客戶提供一個寫意、舒適及時尚的用膳環境。所有以新形象裝修之店舖均錄得明顯的營業額增長。

年內，集團開設5間新店，而最近於屯門新開的快餐店更設有多個嶄新概念，包括閱讀區、音樂區及免費上網服務。

隨著大眾越來越注重健康及健美，我們正積極透過推出特式餐單及採用嶄新店舖設計，建立一個清新及健康的形象以配合市場需要。



As at 31 March 2001, the Group operated a total of 96 outlets in Hong Kong, including 76 fast food outlets, 10 institutional catering outlets and 10 specialty restaurants.

Fast Food

During the year, we continued our commitment to upgrade our outlets to provide our customers with a pleasant, comfortable and trendy dining environment by renovating 20 existing stores and opening 5 new outlets with innovative designs. All those stores renovated with new designs recorded a noticeable increase in turnover.

Of the 5 new outlets opened during the year, the most recently opened store at Tuen Mun embraces several new concepts such as reading den, music corner and free Internet access.

In response to increasing public concern over health and fitness, we are developing a fresh and healthy image for the Group through the introduction of special menus and store decor.

為進一步提升本集團的形象，集團於市場推廣計劃方面作出了策略性的變動。透過引入新穎的產品，如三文魚和龍蝦醃列早餐，以及泰式魚翅套餐，以取替代用券及折扣優惠來吸引顧客；雖然顧客人次一度因而減少，但客戶基礎卻得到改善，平均消費亦有所增加。

To further enhance the Group's image, we made a strategic change in our marketing initiatives during the year. Innovative new products such as Salmon and Lobster Omelette Breakfast and Thai Shark Fin Set Meal were introduced to replace couponing and heavy price discounting to attract customers. Although this caused a temporary set back in customer counts, it has improved our customer profile and increased average customer spending.

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機構性飲食業務

回顧年內，本集團獲得2個經營機構性食堂的新合約，並關閉了4間食堂，因此，營業額下降23%。學校飲食業務方面，我們致力維持食物味道的同時，設計出新鮮、健康及均衡的餐單，全面照顧學童對口感及味道的要求和家長對子女健康的關注。

特色餐廳

年內，本集團分別於鴨脷洲及將軍澳的新都城中心開設了老友記茶餐廳及東京餐廳。

於二零零一年三月三十一日，本集團共經營7間老友記茶餐廳，2間東京餐廳及1間嚟囉街餐廳。

中國業務

隨著國內居民及香港遊客消費力日增，中國業務錄得令人滿意的成績，以相同的快餐店計算，營業額較去年上升了16%。

Institutional Catering

During the year, the Group obtained 2 new institutional catering contracts but closed down 4 outlets. As a result, turnover decreased by 23%. In the school catering business, our emphasis is on freshness, healthy eating and a balanced diet, without sacrificing flavours and choices. Our school lunch menus take care of both the students' demand for mouth-feel and savoury food and their parents' concerns.

Specialty Restaurants

During the year, the Group opened a Buddies Cafe in Ap Lei Chau and a Little Tokyo Restaurant in Metro City, Tseung Kwan O.

As at 31 March 2001, the Group operated 7 Buddies Cafe, 2 Little Tokyo Restaurants and a Cat Street Restaurant.

PRC Operations

With increasing consumer spending from mainlanders and visitors from Hong Kong, our PRC operations produced encouraging results during the year with turnover increased by 16% on a same store basis.

