

前景

展望未來，來年對本集團來說仍是充滿挑戰的一年。鑑於強積金的實行加重了企業的營運成本及削弱市民的消费意慾，本地零售業的營商環境仍然十分艱巨。

Outlook

Looking ahead, the coming year will remain challenging for the Group. Business environment of the local retail industry will continue to be difficult as the MPF not only increases the operating costs of the retailers but also weakens customers' purchasing power.

主席報告書 Chairman's Statement



11

在市場推廣方面，我們將進一步加強現有的市場推廣策略，吸引消費能力高的年青人及增加平均顧客消費。建基於在去年成功推出三文魚和龍蝦醃列早餐，以及泰式魚翅套餐的基礎上，我們將於來年推出更多創新及高價值的產品，如日式食品節等以吸引更多顧客。

我們計劃於香港主要地點開設多5間快餐店，其中旺角店將於二零零一年八月開幕，並於來年翻新現有20間店舖。自Cyber Corners設立以來，深受顧客歡迎，為其提供方便的上網服務。我們相信透過提升店舖的質素，將有助本集團提升企業形象。

政府推行全日制教學的政策將為本集團帶來龐大的機會，進一步拓展學校飲食業務。本集團在提供新鮮及營養豐富餐單方面一向信譽良好，並預期於未來可在市場上取得穩健的佔有率。



On the marketing side, we will further strengthen our existing marketing strategies to attract the higher spending younger generation and increase average customer spending. Riding on the success of the introduction of Salmon and Lobster Omelette Breakfast and Thai Shark Fin Set Meal, we are launching an increasing number of innovative and high value products, such as the Japanese Food promotion.

We plan to open 5 more fast food outlets at prime locations in Hong Kong. A major new concept store will be opened at Mongkok in August 2001. Another 20 stores will be renovated in the coming year. Our customers are very receptive to the installation of Cyber Corners at our outlets to take advantage of the convenient Internet access. We believe that by upgrading our outlets, we will further enhance our corporate image.

The Government's policy to convert more schools to full-day classes will offer the Group opportunities to further expand the school meal business. With our reputation as a provider of fresh and nutritious meals, the Group expects to attain a strong market share in the business.

中國加入世界貿易組織（「世貿」），將為本集團帶來龐大的商機。於業務方面，我們預期中國業務在建基於成功的業務模式下，將能繼續表現出色。我們將於來年繼續拓展深圳業務。

China's impending entry to the World Trade Organization ("WTO") will offer tremendous business opportunities to the Group. On the business side, we expect our PRC operations to continue to deliver strong results and with the Group's business model proven successful in the PRC, we plan to expand our operations in Shenzhen in the coming year.

主席報告書 Chairman's Statement

隨著中國加入世貿，預期政府將放寬貨物及人口邊境進出口限制，使我們有機會善用國內豐富及未被開發的天然資源及勞動力。我們將把握這機會，改善營運效率，把總廚若干勞工密集的工序及業務支援運作搬至內地，並於國內尋找更多優惠的原材料。

Following its membership in WTO, China is expected to relax its restrictions on the movement of goods and people across its border.

This will allow us to tap into the vast and unraveling resources of raw material and labour supply in the PRC. We are capitalizing on this opportunity to improve our operating efficiency by shifting the labour-intensive processes in our central kitchen and part of our business support functions to the PRC. In addition, the Group will increase our sourcing of more reasonably priced ingredients from the PRC.



13

總結

本人謹藉此機會感謝顧客對我們一直以來的忠心和支助，及各董事於這年內對本集團作出的貢獻。我們將致力為員工及管理層提供一個良好的工作環境。

無論現在或將來，我們將繼續致力於為客戶提供高質素食物及最佳服務。

CONCLUSION

I would like to take this opportunity to express our sincere gratitude to our customers for their loyalty and support. I would also like to thank my fellow directors for their efforts that have contributed so much to the Group throughout the year. We will continue to provide a highly positive working environment for our dedicated staff and management.

We also remain committed to delivering the highest food standards and the best services to our customers both now and in the future.

承董事會命
On behalf of the Board

羅開揚
主席兼行政總裁
香港，二零零一年七月十二日
Dennis Lo Hoi Yeung
Chairman and Chief Executive
Hong Kong, 12 July 2001