



如前文所述，本集團連續三年於營業額及EBITDA取得雙位數字的成長，基於中國經濟快速成長及本集團於中國既有之市場地位，本集團對於在往後三年繼續爭取在營業額及EBITDA方面維持雙位數字成長的工作頗具信心。

展望來年，本集團將朝下列各方面持續優化本集團的體制：

事業發展方面

1. 持續引進食品策略聯盟夥伴與深化中國佈點，加強本集團在綜合食品的經營實力與市場地位。
2. 擴大冷藏果汁“每日C”在華東地區的市場佔有率，以建立本集團在冷藏食品通路的平台。
3. 強化與建構本集團物流配送體系，優化本集團配送品質與配送成本。
4. 非主力業務之配套事業尋求策略聯盟夥伴主導，並轉形為投資管理。

營銷方面

持續強化品牌的經營、有效益的精耕通路及完善的客戶服務，以進一步擴大各產品的市場佔有率。

As described earlier, the Group achieved double digits growth in both turnover and EBITDA in the past three consecutive years. According to the rapid progress for the PRC's economy and the Group's market position in the PRC, the Group is quite confident in its effort to keep double digits growth in both turnover and EBITDA in the future three consecutive years.

Looking ahead, the Group continue to enhance the Group's operations as follows:

Business Development

1. Introduce strategic partners and further develop the network in the PRC to strengthen the Group's operation capability and the market position in the food industry.
2. Expand the market share for the refrigerated juice "Daily C" in the eastern part of the PRC in order to establish the Group's distribution platform in the refrigerated food market.
3. Strengthen and establish the Group's logistics system to enhance the quality and cost for distribution network.
4. Seek for strategic partners to handle the Group's supporting business and change the Group's position to investment management.

Sales and Operation

Continue to strengthen the brand awareness, the efficiency of the sales network and the quality of customer service in order to further expand the market share for the Group's products.



生產方面

1. 計劃於西南與西北地區增建生產據點；並增加製麵、飲料與糕餅生產線於產能不足地區。
2. 持續優化生產技術，發展基礎研究。
3. 積極建立符合ISO的品保體系。

管理方面

1. 透過有系統的培訓，強化人力資源與本土化的發展。
2. 管理系統的再優化，銷售事業體全面導入SAP電腦化管理，於全國35個重點城市，全面推動物流資訊系統。

Production

1. Expand production centres in southwest and northwest of the PRC and production facilities for instant noodle, beverage and bakery in the production shortage area.
2. Continue to enhance production technology and develop basic research.
3. Establish a Group-wide ISO standard.

Management

1. Strengthen and localize human resources through systematic training program.
2. Re-engineering the management system through the installation of the SAP computer for the sales department and the computerization for the logistics system in 35 cities in the PRC.