

## PROSPECTS 展望

雖然美國經濟近期呈現復甦跡象，全球營商環境仍然波動且競爭十分激烈。集團預期銷售及盈利能力於今個財政年度將向好，並對中長期之業務前景保持樂觀。集團各業務部門將繼續善用其協同效應，務求擴大市場佔有率及改善成本效益，同時繼續投放資源進一步增強集團在區內的生產和分銷能力。

在未來數年，中國將是集團的重要市場。在市場推廣方面，集團將更積極地加強投資建立品牌和開拓分銷網絡；至於生產方面，集團須時刻保持優勢，與國內發展迅速的對手競爭。增值服務如科技、設計、質量及客戶服務將起關鍵作用，集團亦會著重吸納及發展國內的優秀人才。

集團將致力鞏固在亞洲市場的領導地位及掌握區內的發展機會。集團亦將繼續選擇性地物色新投資項目，以進一步擴闊集團的盈利基礎及鞏固其於所屬工業範疇內的市場地位。

倘無不可逆料的情況出現，集團預期將於二零零二／二零零三財政年度保持盈利。

There are recent signs of recovery in the US economy although the global business environment remains volatile and highly competitive. The Group expects sales and profitability to improve during the current financial year and remains positive about the mid to long-term prospects for its businesses. Its various business divisions will continue to maximize their synergies, increase their market share and improve their cost competitiveness. At the same time, the Group will continue to invest in further strengthening its manufacturing and distribution capabilities in the region.

China will be a critical market for the Group in the next few years. On the marketing side, the Group has to invest more aggressively on brand building and distribution development. On the manufacturing side, it has to always remain fully competitive against the best of the local competitors, who are developing rapidly. Technology, design, quality and service will play vital roles. Emphasis will also be placed on attracting and developing top local talents.

The Group is committed to further strengthening its leadership position and capturing the growth opportunities in Asia. It will also continue to look selectively for new investment opportunities to further broaden our earnings base and strengthen its market position in respective industries.

Barring unforeseen circumstances, the Group expects to remain profitable in the current financial year.