

主席報告書 (續)

CHAIRMAN'S STATEMENT (continued)



根據截至二零零二年三月三十一日止年度之綜合損益賬，未計融資成本及上述撥備及減值前之經營虧損為港幣13,754,000元（二零零一年：港幣7,790,000元）。年內融資成本為港幣4,476,000元（二零零一年：港幣4,701,000元）。經營業務現金流入淨額為港幣27,452,000元（二零零一年：港幣9,635,000元）。

According to the consolidated Profit & Loss Account, loss from operations before finance costs for the year ended 31 March 2002, before accounting for the provisions and write-downs referred to in the previous paragraph was HK\$13,754,000 (2001: HK\$7,790,000). Finance costs for the year under review was HK\$4,476,000 (2001: HK\$4,701,000). Net cash inflow from operating activities was HK\$27,452,000 (2001: HK\$9,635,000).

業務回顧

面對市場消費減弱的沖擊，管理層已於年內推行一系列的重整，以鞏固及重整本集團的營運模式。本集團遷移部分支援部門至內地，以及外判物流工序之兩項策略，不但能有效提升工作效率，並能減低營運成本，從而提升本集團之競爭力。

香港業務

為免進一步影響本集團之邊際利潤，本集團已於回顧年內關閉8間表現欠佳之快餐店舖。然而，本集團卻策略性地在旺角、粉嶺及葵芳開設3間新快餐店舖，以加強本集團的市場份額及吸取高顧客流量地區所帶來的好處。同時，本集團亦積極改善店舖的裝修，並於年內翻新了13間店舖。本集團更積極推出了一連串推廣項目以維持顧客量，並設計多款創新的餐單以刺激顧客平均消費。憑藉這些市場推廣策略，連同年內推行的各種成本控制措施，本集團下半年的業績已較上半年及去年同期獲得改善。截至二零零二年三月三十一日止，本集團於香港共經營71間快餐店。



BUSINESS REVIEW

In view of reduced consumer spending, the management has implemented a number of strategies to consolidate and re-engineer its business operations during the year. Aside from enhancing the Group's efficiency, the relocation of part of the Group's back office operations to the PRC and the outsourcing of logistics function have reduced operational costs and improved the Group's competitiveness.

Hong Kong Operations

During the year, eight non-performing fast food outlets were closed to prevent further erosion to profit margins. On the other hand, in order to strengthen market share and capture high customer flow at prime areas, the Group opened three new fast food outlets in Mongkok, Fanling and Kwai Fong respectively during the year. Efforts were also made to enhance and upgrade store décor and a total of 13 stores have been renovated. During the year, the Group launched aggressive promotions to maintain customer headcount and offered innovative menus to encourage average spending. These marketing strategies, coupled with the cost control measures, have improved the results in the second half of the fiscal year as compared to both the first half of the fiscal year and the corresponding period last year. As at 31 March 2002, the Group operated a total of 71 fast food outlets in Hong Kong.

