

飲品業務

Beverage Business



1996年進入中國飲品市場，由八寶粥、純淨水到茶飲品、果汁、冷藏飲品，2002年康師傅飲品年銷量已超逾16億個單位

Entered the PRC beverage market in 1996, from Canned Congee, Purified Water to Tea Drinks, Juice Drinks and Refrigerated Drinks, the annual sales volume for Master Kong's beverage exceeded 1.6 billion units in 2002

飲品業務於二零零二年度的營業額為357,611千美元，相較去年同期成長50.68%，佔本集團總銷售額的32.50%，成長主要來自旗艦產品茶飲品的不斷擴張和全新果汁飲品的成功銷售。「康師傅」冰紅茶在整合性「名人+音樂」行銷策略帶動下，更強化了冰酷時尚的領導地位。「康師傅」綠茶自3年前創新品類先河，一直高居全國第一品牌。稀釋果汁品類，採取雙品牌策略，攻略不同年齡層，於各地已陸續嶄露頭角，搶得優勢。「康師傅」果汁逐步塑造青少年品牌形象及構建全國性市場地位；「鮮の每日C」果汁，藉鮮明的品牌個性切入市場，市佔率穩定上升。據ACNielsen於二零零二年十二月／二零零三年一月的零研調查結果顯示，「康師傅」茶飲品的銷售量及銷售額於包裝茶市場的佔有率分別為51.5%和53.7%，為市場的領導品牌。本集團的稀釋果汁之銷售量及銷售額的市場佔有率分別為20.6%及20.1%，佔市場第二位。此外，冷藏系列的「每日C」以及新產品活乳酸飲品「健百分」亦在華東地區有良好的表現，進一步鞏固本集團進入冷藏飲品的基礎。

為面對未來競爭加劇的飲品市場，本集團於第四季度銷售淡季時，配合市場需要，安排二零零三年度新增加的24條生產線，進而調整部分生產設備位置，並對現有PET膠瓶裝飲品線設備進行效率提升改善工程，造成本集團於不同地區的飲品線在第四季暫時停產。然而，透過新增及提升產能作業，將可進一步提高產能的供應，以滿足未來市場的需求。為銜接二零零三年擴充產能及維持產品於淡季的曝光度，本集團在第四季曾進行全國性的通路促銷活動，以增加通路於淡季的進貨意願。

二零零二年度飲品業務的毛利率相較去年上升4.00百分點[△]至45.91%，主要是因為充份使用設備的產能及調整產品結構所致，而股東應佔溢利為45,937千美元，相較去年同期大幅成長211.75%。惟二零零三年初，由於伊拉克戰爭對於石油價格的衝擊，致使PET

In 2002, beverage segment turnover amounted to US\$357.611 million, representing a 50.68% growth from the previous year and 32.50% of the Group's total turnover. The growth was mainly due to the continuous sales expansion of the flagship products of tea drinks and the successful sales of the new juice series. The integration sales strategy of "Bighot + Music" has strengthened the leading position of the Ice Tea in cool and fashion. Since Master Kong developed the new type of tea for three years ago, Green Tea has been the first leading brand in the PRC. As to diluted juice drinks, catering to different ages by using two different brands and, they have achieved preliminary results in some districts and got the predominance. Master Kong is molding its juice drinks to be a brand for the young and promoting them in the whole national market. Taking advantage of the bright brand, "Fresh Daily C" juice drink has an increasing ready market. According to ACNielsen, for the period of December 2002/January 2003, the sale volume and value of Master Kong tea drinks gained a share of 51.5% and 53.7% in the PRC RTD tea market respectively, being the leader brand in the market. The market share of the diluted juice drinks was 20.6% by sales volume and 20.1% by sales value, being the second leading one in the market. In addition, the refrigerated series "Daily C" and the new product live lactobacillus drink "Jian Bai Fen" have also done well in the eastern part of the PRC market, further enhancing the basis for the Group to step into the refrigerated drinks market.

In order to face the increasingly intense competition in the future market, in the slack season of the fourth quarter the Group decided to add 24 new product lines for PET drinks in 2003, relocated some production facilities, and embarked an engineering project to improve efficiency of the existing PET drinks product lines. Because of this, the drinks lines in some districts stopped production in the fourth quarter. However, the Group can meet with the requirements of the future market by adding facilities and improving the production ability. In order to meet the production expansion in 2003 and to maintain the product exposure during slack season, the Group organized channel promotion activities throughout the country to stimulate the willingness of the channel sellers to increase orders during slack season.

During the fiscal year 2002, the Group's gross margin of beverage segment rose by 4.00 pp[△] to 45.91% from previous year, mainly due to better utilisation of the production capacity and change in the product mix. Profit attributable to shareholders was US\$45.937 million, rose by 211.75% from a year ago. The Iraq war caused the price increase for petro and led out the 20% to 40% price increase for PET resin during the

