



# 展望 Prospects

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中國政府推行的均富政策，將令中國整體零售及消費支出持續上升，同時加速方便食品的發展空間，將有利於本集團的業務發展；本集團將針對旗下產品特性，擴展銷售區域及通路並強化現代型通路的經營；經歷二零零四年因原材料價格急升，對本集團的毛利擠壓，面對困境更加速本集團進一步精進生產流程及強化成本控制，以穩定集團的毛利水平；本集團將持續經營品牌及全面提升行銷能力；此外，透過策略夥伴的加入，結合原有的研發團隊適時推出具競爭力及高毛利的產品；本集團亦將不斷提升品質管理體系，並建立人人皆品管的理念。

二零零五年本集團將以「利潤優先」的前題下，擴大集團整體銷售及進一步鞏固各品項產品於中國的市場地位，實踐「創新價值、與時俱進」。

## Prospects

Due to the General Rich Policy pushed by the central government, the PRC's total retail and consumer expenditure will increase continuously and, at the same time, the growth of instant foods will be enlarged rapidly. The Group's business will benefit from it. Aimed at the characteristics of its products, the Group will continue to expand the sales area and enhance the modern distribution network management. As a result of experiencing the year 2004's squeeze of gross margin caused by the sharp price increase in raw materials, the Group will further refine its production process and strengthen its cost controls in order to stabilize the Group's gross margin level. Also, the Group will continue to manage the brand name and improve the marketing ability. Moreover, the Group will launch the competitive and high gross margin products timely by a combination of strategic partners and current R&D team. The Group will continue to improve the quality control system and establish the concept of "All QC".

**In year 2005, under the "Profit Priority" precondition, the Group will expand its total sales, further strengthen the leading position of each product in the PRC market, and practise the concept of "Always Abreast of time, Continue to Building Value".**

△ 倘若以未經修訂之數字，飲品事業群之佔總營業額的百分比，營業額之增長率，毛利率及股東應佔溢利之增長率分別為30.0%、26.5%、40.7%及37.5%。

其他事業群之佔總營業額的百分比為2%。

▲ 營業額及股東應佔溢利比較資料已重列及重分類以配合本年度之呈報方式。

△ The percentage of turnover by product type, growth rate of turnover, gross margin and growth rate of profit attributable to shareholders regarding beverage segment before revision was 30.0%, 26.5%, 40.7% and 37.5% respectively.

The percentage of turnover by product type regarding other segment before revision was 2%.

▲ The comparative information of turnover and profit attributable to shareholders has been restated and reclassified to conform to current year's presentation.

