

Operations Review

業務回顧

OVERVIEW

During the year under review, the global imaging industry underwent rapid and fundamental change that led to the withdrawal from the business by some competitors. Owing to the shortened product life cycle, fierce competition among competitors and a strong influx of parallel imports, the price of digital products continued to drop dramatically. Furthermore, profit margins of both traditional imaging products and new imaging products were squeezed by an over-supply of products manufactured in Mainland China. To offset these pressures by accelerating lucrative sales of high-margin items that consumers will have to renew, several business adjustments in line with new distribution opportunities have been made. In response to rising demand for diversified digital imaging products, two new brands, Fun2print and FotoPress, were launched as part of our Fotomax retail network during the fiscal year. These offer an integration of new digital products and value-added services which is well beyond that of our competitors.

REVENUE AND PROFIT

The Group's total revenue for the year ended 31 March 2006 was HK\$1,251 million, a slight increase of 1% compared with 2005. A net profit attributable to shareholders of HK\$120 million was recorded, a 167% increase over the previous year. Earnings per share were HK10.35 cents.

概覽

於回顧年度，面對全球影像業撼入翻天覆地的劇變，引致不少同業競爭對手都相繼離場。由於產品市場週期逐漸縮短，業內競爭日趨白熱化，加上水貨充斥市場，導致數碼產品的售價持續大幅下滑。此外，中國大陸製造的產品供過於求，迫使傳統影像產品及數碼影像產品的毛利率持續收窄。為提升高利潤項目的銷量，以抵銷上述壓力，集團在物色新分銷商機的同時，對若干業務進行調整。鑒於市場對多元化數碼影像產品的需求日增，集團於財政年度分別推出兩個全新品牌Fun2print及FotoPress，作為快圖美零售網絡旗下的生力軍。期望全新推出的品牌，能為消費者提供嶄新的綜合式數碼產品與增值服務，並在市場競爭對手中排眾而出。

收益及溢利

集團截至2006年3月31日止年度的收益總額為港幣12.51億元，較2005年輕微增長1%。股東應佔純利為港幣1.2億元，較去年增長167%。每股盈利為港幣10.35仙。



Chinese New Year special promotion
農曆新年特別推廣活動



Valentines' Day promotion
情人節宣傳活動

WHOLESALE BUSINESS

Imaging Solutions

The imaging solutions segment includes businesses related to photographic products and equipment.

Total segment revenue remained the same as last fiscal year even though the total sales of film slumped 41%. Aggregate sales of digital cameras were up by 17.5% and sales volume also recorded 8% growth due to the superb quality and outstanding functions of the Group's products, especially ultra high sensitivity and quick shooting response. During the fiscal year, the FinePix F10 and FinePix Z1 digital cameras were well received in the market and became the year's best sellers. With outstanding performance in taking photos in low light and of fast moving objects, FinePix F10 received high acclaim from customers and became the hot pick in the Hong Kong market during the spring and summer seasons. Meanwhile, the digital SLR camera FinePix S3Pro continued to rank first among professional users owing to the high image quality. The SLR-like FinePix S9500 and FinePix S7000 digital cameras also achieved a high degree of recognition for their multiple functions and maintained a steady sales performance during the fiscal year.

批發業務

影像解決方案

影像解決方案分類包括與影像產品及設備相關的業務。

縱使傳統攝影菲林的總銷售額暴跌41%，該類業務的收益總額仍維持去年財政年度相若水平。由於集團銷售的數碼產品品質優良，特別是具備高感光度及極速快門反應等卓越功能，令數碼相機的總銷售額及銷售量分別錄得17.5%及8%的升幅。於本財政年度，富士FinePix F10及FinePix Z1數碼相機深受市場歡迎，並成為年內最暢銷的數碼相機。富士FinePix F10在光源不足及拍攝主體快速移動的情況下，仍可將景物清晰地拍攝下來，贏得客戶高度讚賞，並在春夏兩季成為香港市場的熱賣產品。同時，富士FinePix S3Pro單鏡反光數碼相機憑藉其超凡影像質素，繼續成為專業用家的首選。於本財政年度內，具備全方位拍攝功能的富士FinePix S9500及FinePix S7000半專業數碼相機仍然深得市場高度肯定，銷售表現理想。



Fujifilm FinePix S9500 is highly regarded by professional photographers. 富士 FinePix S9500 數碼相機取得專業攝影師的高度評價。



With Fujifilm FinePix F10 on hand, everyone can take high quality photos no matter how dim the light. 只要有富士 FinePix F10 數碼相機在手，無論燈光有多暗，都可拍攝高質素的相片。



FinePix Z1 was one of the hot items of last summer thanks to its slim body and 0.6 second quick start up response.

機身纖巧、0.6秒極速啟動的FinePix Z1數碼相機，曾是去年夏季的熱賣產品。



A compact and handy digital camera is a portable "must have item" nowadays.

一部輕巧兼方便攜帶的數碼相機是今時今日必備的隨身物品。

With the popularity of digital devices, the continuing surge in the volume of prints from digital cameras drove sales of photographic paper, which grew by an encouraging 51% during the year under review. This, coupled with stable economic growth and booming inbound tourism accelerated the demand for our quality photofinishing service.

Despite the demand for digital minilabs reaching saturation point and a bottleneck in installations of new Frontier minilabs, sales of photographic paper showed robust growth. With the state-of-the-art technology and supreme quality of the digital imaging service supported by Fujifilm Tokyo, and leading edge distribution channels, the Fuji Digital Imaging (FDi) service is well placed to capitalise on the rising demand for quality imaging products and services. To reinforce the market demand for digital prints and innovative imaging products and services, various initiatives have been taken to strengthen our extensive FDi networks and expand our market share. These include upgrading imaging software, keeping track of changes in the market and providing better training for frontline staff in the photofinishing industry. Continuous trade promotions have also been progressively augmented so as to sustain growth in the sales of digital prints.

隨著數碼產品日漸流行，數碼相片沖印數量持續飆升，帶動相紙的銷售額也節節上升。於回顧年度，相紙總銷售額激增51%，加上經濟穩步增長，旅遊業發展蓬勃，促使市場對高質素沖印服務需求大增。

儘管數碼沖印系統的需求已接近飽和，安裝全新富士數碼激光沖印系統的需求又停滯不前，相紙的銷售量仍錄得強勁增長。憑藉日本富士的頂尖科技和質素卓越的數碼影像服務，加上在分銷渠道的優勢，令富士數碼激光沖印服務(FDi)在掌握優質影像產品及服務市場與其殷切需求方面佔盡先機。為鞏固市場對數碼沖印和創新影像產品及服務的需求，集團已採取多項措施，致力加強富士數碼激光沖印服務(FDi)的網絡及擴大市場佔有率。有關措施包括更新影像軟件，緊貼市場變化，並為沖印業的前線從業員提供優質培訓。集團也繼續積極拓展貿易推廣活動，以維持數碼沖印銷售量的增長勢頭。

Information Solutions

Activities in this segment include medical imaging systems and graphic art products.

During the year under review, the overall revenue for the information solutions segment increased by an impressive 26% as a result of effective implementation of business strategies throughout our distribution channels and the positive impact of CEPA. In the Hong Kong market, the successful tender for the supply of radiographic films and processing chemicals to the Hospital Authority of Hong Kong has since June 2004 stimulated the sales growth in these categories, which rose by 15% for the fiscal year.

In the graphic art products business, 8% growth in sales was recorded during the fiscal year. Total sales of graphic arts film achieved a robust growth of 36% and sales of recording film grew by 46.5%. Sales of the most popular recording film, 'Benefi', continued to increase considerably, rising by 146%. Meanwhile, sales of Printed Circuit Board (PCB) Film rose dramatically by 165% owing to the boom in advanced electric products in the global market.

資訊解決方案

資訊解決方案業務包括醫療影像系統及印刷器材。

於回顧年度，由於所實施的業務策略在整個集團分銷網絡發揮顯著效能，加上香港與內地簽訂「更緊密經貿關係安排」(CEPA)的利好因素，資訊解決方案業務的整體收益錄得26%顯著增長。在香港市場，自2004年6月成功投得為香港醫院管理局承包供應X光菲林及沖印藥液後，刺激該等業務類別於本財政年度錄得15%的銷售額增長。

印刷器材類別的銷售額於本財政年度錄得8%的理想增長。印藝菲林的總銷售額大幅增長36%，記錄菲林的銷售額也錄得46.5%增長。深受市場歡迎的記錄菲林「百利合」(Benefi)，其銷售額持續大幅上升達146%。同時，由於先進電子產品在全球市場大行其道，令印刷電路板(PCB)菲林的銷售額大幅上升165%。



Fujifilm's medical products business delivers positive messages through posters to draw attention to the importance of preventing breast cancer.

富士的醫療產品以海報形式向大眾呼籲預防乳癌的重要性。



快圖美 FOTOMAX 數碼站 Digital Kiosk

手機



數碼相片輸出

自助印相站

Self-Service Printing Station

Smartphones

Digital Kiosk



FotoPress



Two new brands, Fun2Print and FotoPress, were launched during the fiscal year to develop additional digital imaging business revenue.

於本財政年度推出的兩個新品牌 — Fun2Print及FotoPress，為數碼影像業務帶來更多收益。



快圖美 FOTOMAX



RETAIL OPERATIONS

In Hong Kong, owing to a plunge in film sales coupled with decreasing developing and processing sales generated from film, total sales for the retail segment decreased by 8% compared to the last fiscal year. The network of Fotomax outlets remained stable at 90 shops, although rising rentals and keen market competition put heavy pressure on profitability.

High-quality digital output services have become the core business of Fotomax. Over 80% of print orders are now from digital instead of film and both sales and volumes of digital output surpassed film output for the second consecutive year. Total sales and volumes of digital print continued to exhibit significant growth, rising by 19% and 20% respectively over the previous fiscal year. This growth has been accelerated by the popularity of digital cameras and the success of the “Digital Kiosk” camera, a compact computer terminal which allows customers to order digital prints themselves in just one minute, at the touch of a screen. The Digital Kiosk installation plan was successfully implemented during the fiscal year to support the continued surge in digital photo services. The total number of Kiosks increased from 93 to 114 and volume received from Kiosks rose by 114% as they gradually became the most fashionable and easiest way to process digital photo orders.

零售業務

於香港，由於傳統攝影菲林銷售額暴跌，加上菲林沖印的銷售額大幅下滑，零售業務的總營業額較上個財政年度下跌8%。儘管租金不斷攀升，市場競爭日趨激烈，令盈利能力飽受沉重壓力，快圖美零售沖印網絡仍維持90家店舖。

優質數碼影像沖印服務已成為快圖美的核心業務。現時，逾80%的沖印訂單來自數碼而非傳統菲林，數碼沖印在銷售額及沖印量兩方面已連續兩年超越菲林沖印。數碼沖印的總銷售額及沖印量持續錄得大幅增長，分別較上個財政年度上升19%及20%。此乃由於數碼相機日益流行，加上「數碼站」服務（一套容許顧客以輕觸螢幕方式自行訂購數碼相片的小型電腦終端機，訂購過程需時僅為一分鐘）反應理想所致。為此，數碼站的裝置計劃於本財政年度內繼續順利進行，以應付數碼相片服務持續激增的需求。由於「數碼站」已逐步成為訂購數碼相片最時尚及便捷的途徑，其總數已由93部增加至114部，而來自數碼站的訂購數量也因而飆升114%。



Seasonal character sales promotions were well received in the market. 季節性的卡通人物銷售推廣活動廣受市場歡迎。



Personal imaging products have become part of daily life. 個人影像產品已成為日常生活的一部分。



The digital imaging desktop calendar and playing card are the popular items with customers.

座枱年曆和遊戲咭都是顧客喜愛的數碼影像產品。



The Hello Kitty CD-Rom was one of the first new digital imaging items released during the year.

Hello Kitty 光碟是年內推出的其中一項嶄新數碼影像產品。

With a view to shortening the transaction time and offering convenience to customers of our retail network, installation of the Octopus Card system began during the fiscal year. Fotomax is the first and only photofinishing network to provide this leading edge payment service in Asia. In the coming year, installation of Digital Kiosks and Octopus will be a key task as we expand our retail network of digital imaging business further.

Starting from three years ago, Fotomax has been navigating its way to the top of the digital imaging world by making ordering digital photos simpler through Kiosks and an online platform. To provide customers with more convenience and a sense of control over their personal images, the website "Fotomax.com" was re-launched in 2005 to offer a one-stop platform for digital photos and ordering innovative imaging gift items. Encouraging growth of 23% in members' registrations was recorded and average monthly sales grew dramatically by 210% compared with the previous fiscal year. The total volume of the online digital photo business also saw a considerable increase of 120%, reflecting the popularity of the online ordering service following the website revamp. On-line sales are expected to offset the losses from film sales and become a pillar of our retail business in future.

To provide a better photographic service to distinct customer groups, one-stop photography services for schools, corporations and associations were actively promoted during the fiscal year. A tremendous sales increase of 647% was recorded in these photographic related service areas compared with the previous fiscal year. In response to the rising demand in the corporate business market, Fotomax will further enhance its quality services by upgrading the imaging related hardware and software to facilitate event market needs, such as wedding parties, school photographs, corporate and international events.

為提供更方便快捷的客戶服務及縮短零售網絡的交易時間，集團於本財政年度開始在快圖美沖印網絡安裝八達通自助收費系統。在亞洲，快圖美是首個推出此項嶄新自助收費服務的零售沖印網絡。來年，集團將進一步拓展數碼影像業務的零售網絡，而主要任務為透過強化數碼站安裝計劃及八達通系統服務達成預期目標。

快圖美早在三年前已率先透過數碼站及網上平台簡化數碼相片的訂購程序，在數碼影像業傲視同儕。為給客人帶來更多便利，使客人在處理自己的數碼相片時得到更大的自主空間，快圖美更於2005年為網站Fotomax.com作出大革新，以提供數碼相片以至新穎的影像禮品訂購等一站式平台。網站登記的會員數目錄得23%的升幅，每月平均銷售額較上個財政年度大幅增長210%。網上數碼相片業務的總銷售量也顯著上升120%，反映網站大革新獲得空前成功，令網上訂購服務日漸普及。集團期望網上銷售額可抵銷菲林銷售的虧損，成為日後零售業務的支柱。

為給尊貴的客戶群提供至臻完善的攝影服務，集團於本財政年度積極向學校、公司及團體客戶推廣一站式的攝影服務，這些攝影相關服務錄得的銷售額較上個財政年度大幅增長647%。為把握公司商業市場需求不斷上升的機遇，快圖美將繼續更新影像相關軟件及硬件的配套，以進一步提升服務質素，從而滿足市場在婚宴、校園攝影、公司宴會及國際盛事方面的攝影需求。

Brand Management

The Group has utilised its integrated resources and expertise in various fields to create synergies in sales promotions, advertising campaigns and corporate sponsorship. To sustain brand awareness, the Group has continued to step up its advertising campaigns and sponsorship events to reach its target customers in Mainland China, Hong Kong and Macau.

In the wholesale business, two powerful D&P sales promotions featuring a popular Japanese comic, “Fullmetal Alchemist” and the local character “Kapo”, were launched during the summer and winter seasons to boost the sales of photofinishing products. The promotions were well received and accelerated sales of photographic paper in Hong Kong. To boost sales of digital cameras, eye-catching outdoor advertisements such as billboards, MTR panels and bus displays were placed in high traffic areas. Nearly 10,000 square feet of outdoor billboard advertisements have been placed to raise the brand awareness of the digital cameras. This is the first year that outdoor billboard advertisements have been frequently used to promote new digital cameras in Hong Kong and the result has been encouraging from the perspective of both sales and customer comments. The Group also launched an effective tactical alliance trade promotion campaign by means of joint promotion with several leading dealers in the Hong Kong retail market.

品牌管理

集團融合各領域的資源優勢及專業知識，務求在銷售推廣、廣告策略及企業贊助三方面產生協同效應。為維持品牌知名度，集團繼續加大廣告推廣及贊助力度，藉此向中國大陸、香港、澳門三地的目標顧客作宣傳。

在批發業務方面，集團於年內分別於夏季及冬季舉行了兩次大型沖印產品推廣活動，宣傳主題以日本流行漫畫「鋼之鍊金術師」及本地卡通人物「卡寶(Kapo)」為中心，目的是提高沖印產品的銷售額。由於推廣活動反應熱烈，香港市場的相紙銷售額錄得顯著增長。同時，為刺激數碼相機的銷售額，一系列奪目的戶外廣告相繼推出，分別以大型廣告牌、地鐵月台燈箱及巴士車身等方式在高人流的地方展示。集團首次以密集式方案展出大型戶外廣告牌，力求提升數碼相機的品牌知名度，年內展出的大型戶外廣告牌總面積近一萬平方呎，從銷售情況及客戶反應所見，宣傳效果令人鼓舞。集團亦透過與香港零售市場上多個主要分銷客戶展開的聯合推廣活動，進行有效的策略性產品推廣聯盟。



A photographic paper sales promotion featuring popular Japanese characters helped accelerate sales growth. 以日本人氣漫畫為主題的相紙推廣活動有助提昇產品銷售額。



Billboard advertisements in prime areas have been the key media to boost both sales and brand awareness in the market.

在人流眾多的地方掛上廣告板，是在市場上提高產品銷售額及品牌知名度的主要媒介。



A special event featuring new talented singer and actress Isabella Leong was held to promote our digital imaging service.

新晉藝人及歌手梁洛施獲邀參與這項特別為宣傳數碼影像服務的推廣活動。



This mini-website was tailor-made for the international event to offer convenience to those who wanted to make digital photo orders on the spot.

為方便那些活動參加者身在何地都能使用數碼影像訂購服務，快圖美特別為國際性活動設計了這個迷你網站。

In its retail business, the Group has allocated substantial resources to raising the brand awareness of Fotomax and encouraging greater demand for digital photo printing. Fotomax demonstrated its strength in sales promotion through several popular cartoon character promotion services such as “Tweety”, “Hello Kitty”, “Astro Boy” and “Miffy”. Significant growth in the volume of digital photo prints was recorded during the promotion period, especially digital photos with character borders. To further strengthen its leading position in digital business, a new shop display campaign was launched involving shop front decorations and displays such as light boxes, banners, posters, and featuring colorful smiling faces to demonstrate the happiness of sharing a photo “moment”. Fotomax also supported two international events, the “88th Lions Club International Convention 2005” and the “World Firefighters Games 2006”, offering digital photo services by installing Remote Digital Photo Order Kiosks during the events to boost the standing of its digital business among visitors from all over the world.

In November 2005, two new brands, “Fun2Print” and “FotoPress”, were established to meet the growing demand for digital imaging products and one-stop digital printing services respectively. “Fun2Print” is a personalised imaging products and services channel that offers tailor-made and unique digital imaging products such as personal bookmarks, notebooks, postcards, memo packs, calendar cards, mouse pads, mugs and cushions. “FotoPress” focuses on offering digital printing services for ad hoc company events or in response to special requests from businesses. We anticipate that the digital imaging products and one-stop digital printing service will expand and become a gateway to more lucrative revenue streams within the retail business.

零售業務方面，集團投放了大量資源，以提升快圖美的品牌知名度及刺激數碼相片沖印量的需求。快圖美透過多個以受歡迎的卡通人物為主題的推廣活動，如「翠兒(Tweety)」、「吉蒂貓(Hello Kitty)」、「小飛俠阿童木(Astro Boy)」及「Miffy」，以突顯快圖美在銷售推廣策略方面之優勢。於推廣期內，數碼相片沖印量錄得顯著增長，特別是以卡通人物作相框的數碼相片。為進一步鞏固在數碼業務的領導地位，集團推出一系列店舖形像革新活動，革新範圍包括店舖燈箱、宣傳橫額及海報等，均一致換上印有分享攝影歡樂「時刻」的彩色笑臉。快圖美還全力支持兩項國際性活動「2005年第88屆國際獅子會年會」及「2006年世界消防競技大賽」，於活動期間，快圖美於活動場地安裝「遙距數碼站」和提供即場數碼相片訂購及相關攝影服務，以提升其數碼業務在世界各地旅客心目中的知名度。

於2005年11月，集團推出「Fun2Print」及「FotoPress」兩個新品牌，以滿足市場分別對數碼影像產品及一站式數碼印刷服務不斷上升的需求。「Fun2Print」為個人影像產品及服務平台，提供獨特、度身訂造的數碼影像產品，如個人影像書籤、筆記本、明信片、記事簿、年曆卡、滑鼠墊、瓷杯及椅墊等。「FotoPress」則致力配合商業客戶的突發需要或按照其特定業務要求而提供數碼印刷服務。集團預計，數碼影像產品及一站式數碼印刷服務將會不斷擴展，並成為集團零售業務中賺取更多收益的途徑。

Social Responsibility

Over the last two decades, the Group has pursued initiatives to support the community with a particular focus on environmental protection and youth development. It sponsors the Community Chest's "Greening for the Chest", a programme which encourages individuals, schools, and organisations to work for a greener and cleaner environment for the next generation and to promote a healthy lifestyle to Hong Kong's children and youth. Last year, over 500 schools and more than 40,000 students participated in this programme.

The Group also sponsors Hong Kong Squash's "Fujifilm Mini-Squash Promotional Campaign" to promote a healthy life and instill a positive attitude among Hong Kong students. Over the past few years, over 130,000 children, parents and teachers have participated in this programme and feedback has been very positive. The increasing number of participants has won the government's confidence to merge two separate squash campaigns organised from our title sponsorship and the Leisure & Cultural Services Department's Easy Sports Programme into one sponsorship programme – the "Fujifilm Easy Sports Programme-Squash". This is the only official sports programme entitled to sponsorship by a commercial brand. With the merging of the two campaigns, both programmes benefit from their combined strength and can be promoted even more broadly to meet the rising demand from participants. A 40% growth was recorded in the total number of students participating in the school programme as compared with previous year. In recognition of the Group's long term effort and contributions to the community, the Hong Kong Council of Social Service awarded the Caring Company logo for 2004/05 to its two subsidiaries, Fuji Photo Products Co., Ltd. and Fotomax (Far East) Ltd.

社會責任

在過去二十年來，集團一直熱心公益，特別是注重環境保護及青少年發展。集團贊助香港公益金「環保為公益」活動，藉以鼓勵個人、學校及機構為下一代創造一個更綠化、更潔淨的環境，並向香港兒童及青少年推廣健康生活。去年，超過500間學校及40,000名學生積極參與此項活動。

集團又贊助香港壁球總會主辦的「富士菲林小型壁球推廣活動」，向香港學生推廣健康生活和灌輸正面的人生觀。過去數年，已有超過130,000名小朋友、父母及老師參與此項活動，且反應良好。由於參與人數不斷增加，因而獲得政府的信賴，將兩個分別由富士冠名贊助的壁球計劃與康樂及文化事務署主辦的簡易運動計劃合併，成為香港首個唯一獲得商業品牌贊助的官方體育推廣活動 – 「富士菲林簡易小型壁球學校計劃」。這兩項計劃經合併後，除擴大推廣層面外，更增強了推廣效益，讓日益增加的需求得到舒緩。與去年相比，參加這學校計劃的學生總人數錄得40%的增幅。為表揚我們長久以來對社會所付出的努力及貢獻，香港社會服務聯會向集團之兩家附屬公司，富士攝影器材有限公司及快圖美(遠東)公司頒發了2005/06年度商界展關懷標誌。



The Group supported the Community Chest for the 19th consecutive year. 本集團已連續第十九年支持公益金。



Fotomax helped raise funds for the Community Chest through a variety of sales promotions. 快圖美透過一連串推廣活動幫助公益金籌款。

Staff Development

Effective corporate resources management is of paramount importance to profitability in today's world. To maximise business intelligence, the Enterprise Resource Planning (ERP) system has been fully utilised, raising work efficiency and lowering operating costs in the wholesale business during the fiscal year. The system enables management to access the most current information rapidly so that the right decisions can be made on critical issues at the right time. This integrated system also allows our staff members to streamline order processing, simplify work flow and carry out financial reporting in accordance with accounting needs. Most importantly, the ERP system helps manage the inventory and distribution network to ensure the Group's success in the rapidly changing global marketplace. Further application of the system will add momentum to efforts to raise efficiency throughout the Group.

In light of technology evolution and changes in the market, training has been made a priority to ensure that all staff members are well-equipped to meet these challenges. During the year, a total of 10,075 hours of training was recorded across the Group. Training topics ranged from computer software applications, technical information, product knowledge and marketing trends to leadership skills. Besides the on-job internal training, the Group also encourages staff members to take external job-related courses so as to keep abreast of developments in the global market.

員工發展

優秀的企業資源管理，是現今全球商業體系獲利之成功關鍵。為提升集團對整體商業數據分析的應用效能，令業務發展運籌帷幄，於財政年度內，企業資源規劃(ERP)系統的全面應用，除大大提升批發業務的工作效率及降低經營成本，更有助管理層迅速獲得最新歸納的數據分析，從而及時就重大議題作出明智決定。這綜合系統亦有助員工加快處理訂單，簡化工作流程，並根據會計需要進行財務分析報告。最重要的是，ERP系統有助於管理存貨及分銷網絡，以確保集團在瞬息萬變的環球市場成功拓展業務，並透過進一步的系統應用，繼續為整個集團在提升工作效率方面作出更大貢獻。

鑑於科技革新及市場轉變，培訓成為我們的首要工作，以確保全體員工具備妥善技能，應付上述挑戰。年內，為集團上下所錄得的培訓時間合共達10,075小時。培訓主題由電腦軟件應用、技術資訊、產品知識、市場動向以至領導技能等。除了在職內部培訓之外，集團也鼓勵員工報讀與工作相關的外間進修課程，務求員工能緊貼環球市場，同步創優增值。



The Fujifilm Easy Mini-Squash School Scheme is the only official sports programme in Hong Kong entitled to sponsorship by a commercial brand.

富士簡易小型壁球推廣計劃是香港唯一獲得商業品牌贊助的官方體育推廣項目。

Outlook

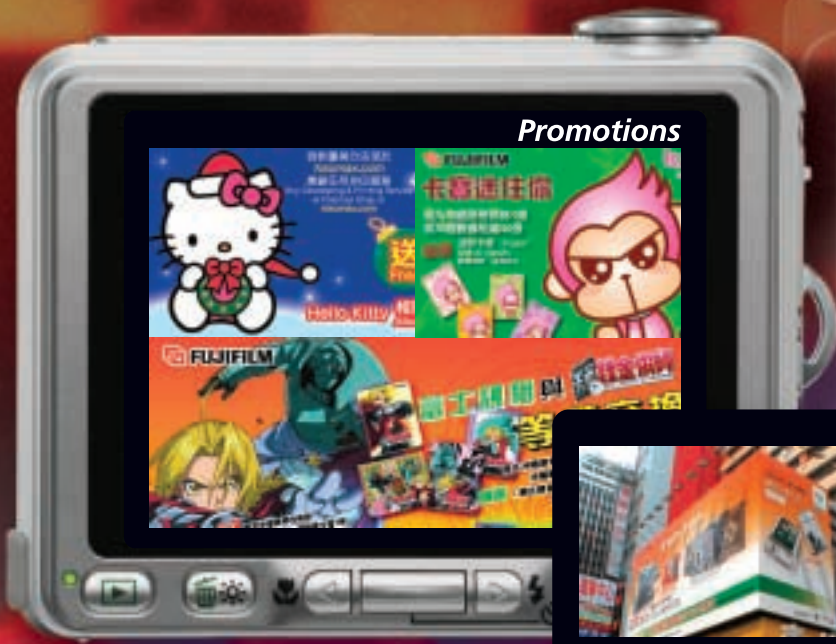
Supported by the positive impact of CEPA and the influx of visitors from Mainland China, the Group has achieved continued growth in profitability during the year under review. We remain optimistic about business prospects and will continue to leverage the special privileges granted by CEPA and the boom in tourism in Hong Kong to develop more opportunities in our rapidly growing digital businesses.

Although the pace of technological change continues to accelerate, the Group will take advantage of the synergies in its digital business and maximise their positive impact by expanding related business networks and exploring market opportunities. To forge ahead despite the tough business environment and increase revenues and profits at both the wholesale and retail businesses, the Group will foster the expansion of its established digital imaging services as well as foster emerging businesses, such as the new digital printing services. Meanwhile, the newly established brands will become a source of long-term earnings for the Group.

展望

在CEPA的利好因素及大批國內旅客蜂擁而至帶動下，集團於回顧年度持續錄得盈利增長。集團對業務發展前景保持樂觀態度，並會全面利用CEPA給予的優勢及把握香港旅遊業繁盛的機會，為迅速發展的數碼業務締造更多商機。

縱使科技演進的步伐日益加快，集團將憑藉其數碼業務的協同效應，在發展相關業務網絡及開拓市場良機兩方面充分發揮其所產生的利好因素。為在惡劣的營商環境中脫穎而出，增加批發及零售業務的收益及溢利，集團將銳意全力拓展現有數碼影像服務，以及斬新數碼沖印服務等新興業務。同時，預計全新建立的品牌也將會為集團帶來長遠的盈利貢獻。



Promotions



Advertising



FINEPIX

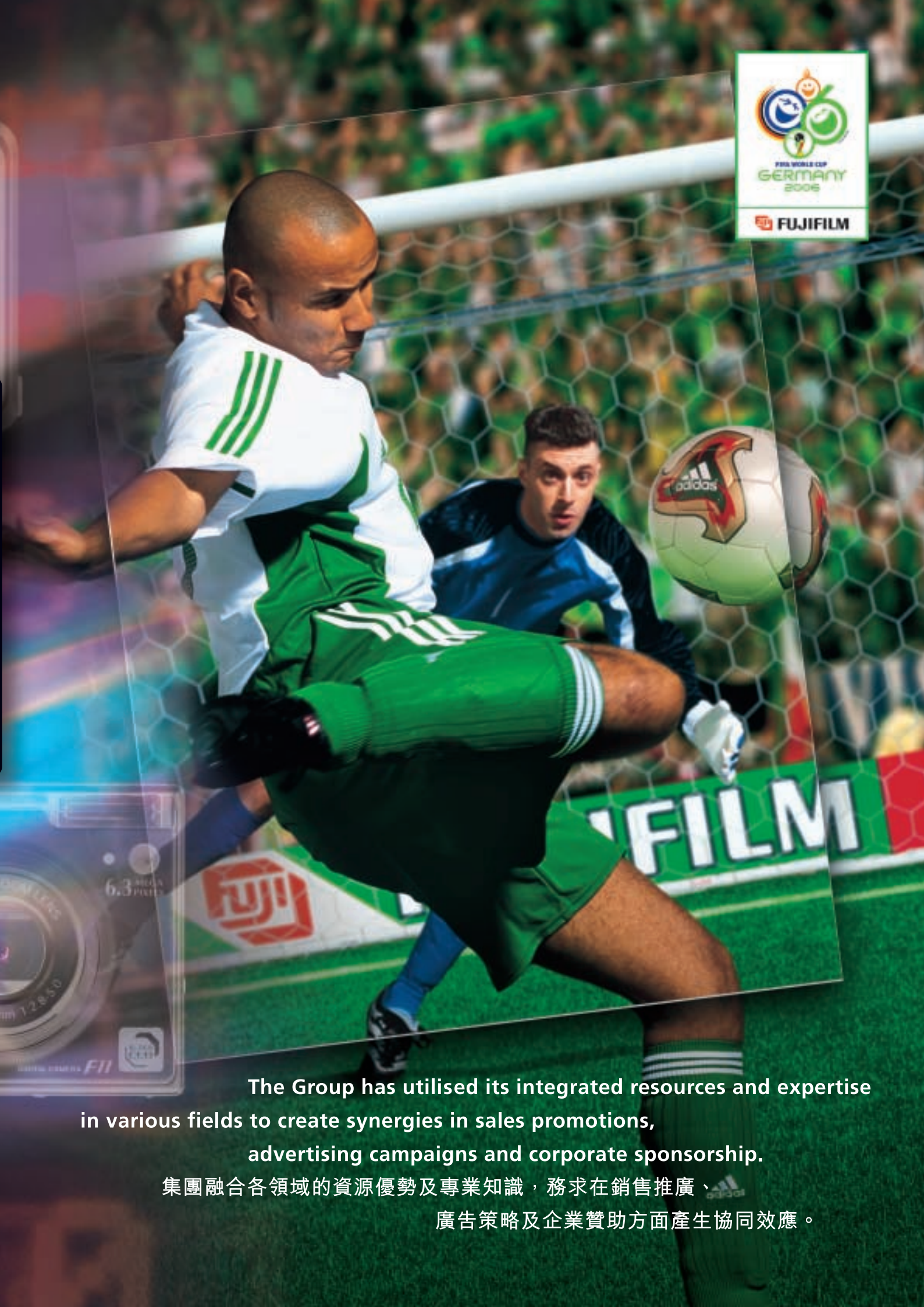
Sponsorship & Exhibitions



FUJIFILM



FUJIFILM



The Group has utilised its integrated resources and expertise in various fields to create synergies in sales promotions, advertising campaigns and corporate sponsorship.

集團融合各領域的資源優勢及專業知識，務求在銷售推廣、廣告策略及企業贊助方面產生協同效應。