製造業

集團屬下之英陶潔具有限公司,主要從事 浴室潔具生產,不但成功躋身國內浴室潔 具行業品牌的首五位,同時亦為澳洲第二 品牌。英陶並於年內首度錄得盈利。

儘管英陶在上海的業務表演稍遜預期,但 其於北京和廣州的業務增長,仍足以抵銷 其負面影響。預料此三個英陶主力發展的

Manufacturing

The Group's bathroom furnishings operation Imperial Bathroom Products Ltd. (Imperial) was in the black for the first time since its inception, and made its way into the top five brands of bathroom products in China and the second top brand in Australia.

The performance in Shanghai was weaker than projected but market growth in Beijing and Guangzhou was sufficient to compensate the drop. It is forecast that the retail market in bathroom furnishings in China would increase with major growth coming from the three cities where Imperial marketing activities have been focused on.



內地城市的零售市場會有大幅度增長,目前 已有多個大型物業項目採用英陶生產之潔 具。

英陶產品憑著其獨家代理商Arnhold Holdings Limited 進取的銷售策略,其在香港的表現持續理想。鑑於許多香港發展商於國內項目的物料選擇,往往由香港本部決定,因此香港及內地城市的代理經已達成協議,統一由Arnhold作市場推廣,以期能更有效地擴展英陶產品的市場。

與此同時,英陶產品在英國及澳洲的銷量理想,預計在二零零二至二零零三年度會有進一步增長。於年結前英陶的產品亦開始輸往美國。其他出口市場如韓國、斯里蘭卡、菲律賓和台灣的表現亦保持穩定。

Products were supplied to significant property projects in these cities.

The Hong Kong market continued to perform well through proactive marketing efforts of Arnhold Holdings Limited, Imperial's sole distributor in Hong Kong. In light of the fact that decisions on the choice of bathroom products are often made in Hong Kong by Hong Kong-based developers for their China property projects, an agreement was reached with Arnhold and local distributors in China to produce a better synergy for marketing and sales.

Meanwhile, sales in Britain and Australia went well with further growth projected for year 2002/03. Exports to the United States began near year-end. Other markets in Korea, Sri Lanka, the Philippines and Taiwan were stable.