

展望

Prospects



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2013年中國經濟預期將溫和復蘇，而新一屆領導層持續適當寬鬆的貨幣政策。其改革意願也將使市場機制更加成熟。消費、投資與出口都有望維持比較平穩的增長，特別是消費，隨著城鄉居民收入(尤其是農民工收入)持續較快增長，社會保障體系進一步加強，以及收入分配政策不斷調整，居民邊際消費能力將繼續提升，中國消費品市場仍有巨大的發展空間。

2012年我們經歷了來自市場嚴峻的考驗以及競爭對手的惡意攻擊，康師傅始終紮根中國市場，自我挑戰，突破自我。面對瞬息萬變的市場態勢，本集團將秉承「誠信、務實、創新」的原則，致力於創新產品的開發，優化產品組合，以消費者需求為導向，發展新品類、新口味；不斷精進品類品項管理，提升品牌力；繼續精細食

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The economy of the PRC is expected to recover modestly in 2013, and the new leadership will continue to implement moderately loose monetary policies, whose reform intention will render the market mechanism more mature. Consumption, investment and export are expected to maintain steady growth, especially consumption. As the income of urban and rural residents (especially the income of migrant workers) continues to grow rapidly, the social security system is further strengthened, and the income distribution policy has been constantly adjusted. The marginal spending power of residents will continue to be improved, and there remains huge development space for the PRC consumer goods market.

Although we went through severe challenges from the market and hostile attacks from competitors in 2012, Master Kong always bases itself on the PRC market to constantly challenge itself and exceeds itself. Under a rapidly changing market situation, the Group will consistently uphold the principle of "integrity, pragmatism, innovation", and will be committed to the development of innovative products and the optimization of the product mix to develop new types and new tastes reacting to consumers' demand; constantly improve the management of

安／品質管理，持續提升產品品質；積極落實快、狠、準的市場操作，優化營銷體系，側重前線，快速滿足消費者需求，以擴大銷售；持續通路精耕深化，與通路夥伴更緊密合作，並致力於新通路的開發，以擴大銷售。同時不斷精進生產技術、完善供應鏈管理，通過提高效率和生產能力，合理調控單位成本，以維持穩定的毛利率。在集團優秀經營團隊和全體員工的共同努力下，在消費者和通路夥伴的支持下，不斷強化「康師傅」品牌的認知度和美譽度，擴大品牌影響力，進一步強化各項產品在中國市場的領導地位，推動未來持續而穩固的增長，以更好的業績回饋社會、回報股東。

product types to promote brand competitiveness; continue to improve food safety /quality management to constantly enhance product quality; energetically implement fast, aggressive and accurate market operation, optimize the marketing system with a focus on the front line to rapidly satisfy consumers' demand to increase sales; constantly expand the network , more closely cooperate with network partners and concentrate on developing new networks to increase sales. On the other hand, the Group will continuously improve production technologies, strengthen supply chain management and maintain stable gross margins by enhancing efficiency and production capability and reasonably regulating the unit cost. Under the joint efforts of its excellent operation teams and all employees, and the support from consumers and network partners, the Group will constantly strengthen the recognition and reputation of the "Master Kong" brand, and expand the influence of the brand to further strengthen its leadership in the PRC market in terms of each products and to drive sustainable and solid growth in the future so as to bring returns to the society and its shareholders with better performance.

