

預期由於中國內需市場持續成長，外資的投入和中國企業的拓展步伐將進一步加快。然而二零零三年可以預見方便食品市場，特別是飲品市場的競爭將會更趨激烈；加上主要原料的價格急升，毛利空間將有所壓縮。面對市場的競爭與轉變，本集團將會從以下各方面加強企業的能力，以充份發揮本集團的優勢與潛力：

### 事業發展方面

- (1) 持續引進策略聯盟夥伴與先進的外來技術及深化中國佈點，加強本集團在綜合食品的經營實力與市場地位。
- (2) 擴大冷藏飲品「每日C」在華東地區的市場佔有率，以建立本集團在冷藏食品通路的能力。
- (3) 方便麵持續於台灣市場產銷。
- (4) 強化與建構本集團物流配送體系，優化配送品質，全面降低配送成本。
- (5) 非主力業務之配套事業尋求策略聯盟夥伴主導，並轉型為投資管理。

### 營銷方面

持續強化品牌的經營、有效益的精耕通路及完善的客戶服務，以進一步擴大各產品的市場佔有率。

Looking ahead, the continuous growth for the PRC domestic demand will further speed up the foreign investment and the development of the PRC enterprises. During 2003, there will be more competition for the instant food market, especially for the beverage market. Together with the further problem in the price increase of raw materials, the Group's gross margin will be reduced. Facing the competition and the change of the market, the Group will continue to enhance its ability to make use of the Group's advantage and potential as follows:

### Business Development

1. Introduce strategic partners and further develop the network in the PRC to strengthen the Group's comprehensive operation capability and the market position in the food industry.
2. Expand the market share for the refrigerated juice "Daily C" in the eastern part of the PRC in order to establish the Group's distribution ability in the refrigerated food market.
3. Continue to produce and sell instant noodle in Taiwan market.
4. Strengthen and establish the Group's logistics system to enhance the quality and reduce the cost for distribution network in all respects.
5. Seek for strategic partners to handle the Group's supporting business and change the Group's position to investment management.

### Sales and Operation

Continue to strengthen the brand awareness, the efficiency of the sales network and the quality of customer service in order to further expand the market share for the Group's products.



## 生產方面

- (1) 精進標準化作業，建立自主品管，強化過程管理。
- (2) 持續優化生產技術，學習相關國外廠商的先進經驗，發展基礎研究。

## 管理方面

- (1) 建立公平的績效管理系統。
- (2) 管理系統的再優化，除持續全面導入SAP電腦化管理外，並將人力資源管理和辦公室管理全面電腦化。

## Production

1. Strengthen standard operation, establish self quality control and enhance process management.
2. Continue to enhance production technology, to learn high technology production and management experience from related overseas factories and to develop basic research.

## Management

1. Establish a fair system for performance management.
2. Re-engineering the management system through the installation of the SAP and the computerization for the human resource management and office management.

