

展望

Prospects

中國的經濟增長已從過往的高速轉而到了中高速階段，普遍預期2014年中國GDP增長為7.5%；中國政府堅持穩中求進，改革創新，以保持經濟社會持續健康發展，並會繼續以擴大內需為推動中國經濟的主要動力；加上中國經濟規模持續擴大，城市化步伐加快，居民收入水平提高，未來十年仍舊是中國食品飲料行業發展的黃金階段。伴隨居民生活水平提高及消費需求的升級更新，消費者對食品飲料產品品質要求提高，除安全、美味等基本要求外，也更加注重功能性、健康化，對食品企業來說未來機遇與挑戰並存。

於飲品事業將持續鞏固主力產品的市場地位，加強研發能力並適時推出新產品；進一步整合康師傅與百事中國資源，透過康百聯盟的綜效，積極捕捉發展商機。2014年2月康百聯盟與上海迪士尼度假區簽署戰略聯盟協議，藉此擴大本集團業務的發展。往後我們繼續通過生產基地與供應鏈的整合，精進營運，嚴格管控產銷成本，產品質量及生產效率，在團隊穩定中增加綜效。食品事業重點鞏固方便麵事業，強化方便食品的發展，借著產品與品牌的創新，深度挖掘通路商機，為消費者提供更豐富、安全、美味的產品。

The PRC economy growth has transferred from high speed in the past to medium-high speed. It is generally expected that China's GDP will grow at a rate of 7.5% in 2014. The Chinese government has adhered to the general principle of making progress while maintaining stability, and seeks to reform and innovate, in order to maintain sustainable and healthy development of the economy and society. It will continue to consider the expansion of domestic demand as the principal driver of the PRC economy. Coupled with continued expansion of the scale of the Chinese economy, the acceleration of urbanization and the rising income level of people, the next decade is still a golden stage for the development of the food and beverage industry in the PRC. With the improved living standard of people, upgrade and update of consumer demand, consumers are demanding in the quality of food and beverage products. Apart from basic requirements such as safety and deliciousness, they also put more emphasis on functionality and healthiness, which present both opportunities and challenges to food enterprises in the future.

For the beverage business, we will continue to consolidate the market position of major products, strengthen research and development capabilities and launch new products timely. The resources of Master Kong and PepsiCo China will be further consolidated and capture development opportunities actively through the integrated synergy of the alliance between Master Kong and PepsiCo. In February 2014, the alliance between Master Kong and PepsiCo entered into a strategic alliance agreement with the Shanghai Disney Resort to expand the development of the Group's business. In the future, we will continue to refine our operations through integration between production base and supply chain, strictly control production and selling costs, product quality and productivity, and increase the consolidated synergy in a stable team. The food business will focus on strengthening the instant noodle business and enhance the development of instant food products by product and branding innovations, deepen market penetration and development of new marketing channels and business opportunities to provide more varieties, safer and more delicious products for consumers.

面對瞬息萬變的市場態勢及激烈的市場競爭，本集團將秉承一貫「誠信、務實、創新」的原則，不斷自我挑戰，突破自我。我們善用堅碩的基建，既有的通路及市場優勢，持續提升品牌價值，投資產品的創新能力，以豐富產品品項；深化銷售渠道及提升滲透力，保持與消費者溝通，刺激人均消耗量，藉以推動銷售成長，從而提升本集團於各產品類別市場的領導地位；同時精進生產效能，嚴控品管，強化組織架構及人才培育，以提升整體營運效益；維持強健的財務狀況，為日後業務擴張的機遇作好準備。

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。

Under a rapidly changing market situation and severe competition, the Group will consistently uphold the principle of “integrity, pragmatism, innovation”, to constantly challenge itself and exceeds itself. We will leverage on the solid and rich infrastructure, well-established sales network and favourable market advantages to enhance brand value continuously, invest in product innovation capabilities to enrich product items and categories, further develop sales channels to increase penetration ability, maintain communication with consumers strengthen the system on rapid response to market to stimulate per capita consumption in order to increase growth of sales, and in turn enhance the market leading position of the Group in all product categories. Meanwhile, production efficiency will be refined, quality management will be strictly controlled, food safety will be ensured, organization structure and training for talents will be strengthened in order to enhance the overall operation efficiency. Strong and sound financial conditions will be maintained to be well-prepared for capturing future business expansion opportunities.

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.

