

Management Discussion & Analysis  
管理層討論及分析

# Prospects

展望

## PROSPECTS

Natural Beauty is already the largest beauty & spa product provider in Greater China. Our vision is to be a leading global beauty & spa products and services provider.

Looking ahead, we will continue to maintain our leading position in Taiwan spa market and we will focus in the PRC, to capture this fast expanding market. We have defined plans for expansion and also plans to maximize our revenues and profitability.

Measures to improve same store sales:

- Revamp corporate and shop front visual image to attract new customers
- Re-engineering of packaging to stimulate DIY products sales
- Introduction of body slimming and breast enlargement health supplements, etc.

Plan for expansion of franchise network:

- To increase 350 stores in 2005 by attracting new franchisees as well as encouraging existing stores to set up second spa by giving discount incentives on products.

New revenue sources:

- One-time new franchise fee is charged at RMB100,000, RMB60,000 and RMB40,000 for tier 1, 2 and 3 cities\* respectively in PRC
- Promotion and training fee to be introduced from 2006

New Products:

- New products within the NB-1 Family using stem-cell technology (SCT)
- Body-slimming underwear
- New health supplements
- Bio-tech XXS body – slimming and A2D breast enlargement products

\*  
*Tier 1 cities: Beijing, Shanghai, Guangzhou and Shenzhen*  
*Tier 2 cities: Chengdu, Tianjin, Jiangsu, Guangdong Province and Other Provinces*  
*Tier 3 cities: Others*



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Operating efficiency and cost-down strategies:

- Logistics collaborating with China Post: improving delivery time from 2~3 weeks to 2~3 days
- Product repackaging: reducing bottle types from more than 200 to only 24
- Set up franchisee expert team and headquarter call centers to enhance communication, thus better sales

With the relentless pursuit of excellence, we are confident that we will be able to realize our strategies and to meet our objective to become the leading beauty products and spa services provider in Greater China.



## 展望

自然美躋身大中華區最大規模美容及水療產品供應商行列，目標成為全球居領導地位的美容及水療產品及服務供應商。

展望將來，本集團將繼續保持台灣水療市場的領導地位，同時將專注於中國市場，以抓緊此發展蓬勃市場的發展商機。本集團已訂定明確擴展計劃，亦計劃盡量提升收益及盈利能力。

改善專門店銷售額措施：

- 提升公司及店舖店面裝潢，吸引顧客
- 重新包裝產品，刺激DIY產品銷售
- 引入纖體、豐胸及保健等產品

擴展加盟店網絡計劃：

- 於二零零五年，藉吸引新加盟經營者及透過給予產品折扣鼓勵現有專門店設立分店，增設350間專門店。

新收入來源：

- 就中國大陸第一、二及三級城市\*分別收取一次性新加盟費用人民幣100,000元、人民幣60,000元及人民幣40,000元
- 將於二零零六年收取宣傳及培訓費用

新產品：

- 採用幹細胞技術的NB-1系列新產品
- 矯型內衣
- 新保健產品
- 生物技術加細碼身段－修身及A2D豐胸產品

經營效率及減省成本策略：

- 就物流工作與China Post合作：付運時間由2至3個星期改善至2至3天
- 重新包裝產品：容器種類由超過200款減至24款
- 設立加盟專業隊伍及總部熱線中心，提高通訊效率，繼而增加銷售

本集團力臻完美，並深信將可實現其策略，達致保持大中華區主要美容產品及水療服務供應商的目標。

\* 第一級城市：北京、上海、廣州及深圳  
第二級城市：成都、天津、江蘇、廣東省及其他省份  
第三級城市：其他城市

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