

Health Products Division

健康產品部 Operations Review 業務回顧

▲ Lingzhi Master health products 學者靈芝健康食品

HEALTH PRODUCTS DIVISION

The Health Products Division achieved considerable improvement during the year with positive contribution to the growth of the Group's turnover and earnings, as compared with the results of last year.

The Group set up its first health products company, Care & Health Limited, at the end of 2002. The key products launched by the Group since inception, namely Lingzhi Master series, have been well received by the market. With our dedicated efforts, three new major products were launched during the year, namely Premium Grade Wild Cordyceps Liquid, Lingzhi Master Ganoderma Bioactive Essence and Natural Pharm Saw Palmetto.

During the year, Care & Health Limited positioned a promotional counter within the Health Plus shop at Central MTR station and has opened a new shop in Kwun Tong MTR station since the year-end. Together with the shop at Mei Foo Sun Chuen and the Care & Health Club at Tsimshatsui and Tsuen Wan, there are 5 major outlets in total selling our products and providing service to our members.

健康產品部

與去年業績比較，健康產品部於年內取得明顯進步，為本集團營業額和盈利的增長作出積極貢獻。

本集團於二零零二年底成立第一間健康產品公司——康而健有限公司。本集團最初推出之學者靈芝系列已於市場廣泛被接納。憑著我們努力的成果，年內推出了三項主要新產品，如一級野生冬蟲夏草口服液、學者靈芝紫雲赤芝精華，以及天然素前列疏。

於本年度，康而健有限公司於中環地鐵站之健怡坊商店內設了一個推廣櫃位，並於年結日後在觀塘地鐵站內開設了一間新店。連同位於美孚新村之商店，以及位於尖沙咀及荃灣之康而健會，共有五個主要銷售點，售賣我們的產品以及為會員提供服務。

In the coming period, whilst focusing on our Lingzhi Master brand, we are endeavouring to expand our sales network, by introducing more promotional counters within Health Plus shops in different locations.

The Group is also involved with health products wholesale and retail chain store businesses through its subsidiaries: Healthcorp Trading Limited and Retailcorp Limited respectively. Healthcorp Trading Limited distributes different brands of health products, including the Bu Yick Fong series, an in-house brand of Chinese herbal products. Retailcorp Limited operates retail chain stores under the trade name of Health Plus. It is currently operating a total of 16 Health Plus shops in Hong Kong, including 5 new shops opened during the year at Sheung Shui Landmark North, Admiralty, Central, Tsuen Wan and Tsing Yi MTR stations. The main product lines of Health Plus include health care equipment, health supplements, and beauty care products.

As to the future, we shall maintain our efforts in sourcing high quality and unique products, enriching the existing product mixes, strengthening brand image, expanding the distribution network and sustaining a close relationship with our members.

The health products business will continue to experience severe competition in Hong Kong. However, by taking advantage of the public's increasing health awareness, encouraging local consumer sentiment and the strong growth in tourist spending, the management has confidence that the Health Products Division has potential to increase its market penetration and to bring a promising return to the Group.

未來除集中推廣學者靈芝品牌外，我們亦致力擴展銷售網絡，於不同地區的健怡坊店開設更多推廣櫃位。

本集團透過其附屬公司 — 健康企業有限公司及零售企業有限公司，分別從事健康產品批發及零售連鎖店業務。健康企業有限公司分銷不同品牌的健康產品，包括一個獨家品牌的中草藥產品 — 補益坊系列。零售企業有限公司以健怡坊之商號經營零售連鎖店，現時於香港共經營十六間健怡坊店，包括年內開幕的五間新店，分別位於上水廣場、金鐘、中環、荃灣及青衣地鐵站。健怡坊的主要產品包括健康護理儀器、健康補充產品及美容護理產品。

展望將來，我們將繼續致力發掘高質素及獨特的產品，豐富現有產品種類，加強品牌形象，擴闊分銷網絡，以及與我們的會員維持緊密的關係。

在香港，健康產品業務將繼續面對強烈的競爭。然而，隨著市民對健康的關注不斷增加、本地消費意慾改善，以及旅客開銷的大幅增長，管理層相信健康產品部具有潛力增加市場佔有率，為本集團帶來可觀回報。



► Health Plus shop
健怡坊門市