

Management Discussion and Analysis

管理層討論及分析

Leveraging on the new platform launched last year, an improved marketing strategy and an expanded product range, increased sales were achieved. Pageview reached 11.7 million per month and unique visitors reached 442,000 per month, an increase of 46.0% and 98.0%, respectively, over the previous fiscal year. Total VIP sales including all countries increased from 17.0% to 24.0% of total sales. This demonstrated Sasa.com's success in increasing customer loyalty.

In the WebAward 2005 organised by the Web Marketing Association of the USA, Sasa.com received the "Standard of Excellence" under the Shopping category, alongside other global brands such as Nike, Godiva, Biotherm and Maidenform. Only two beauty sites, Sasa.com and Biotherm (USA), were included in the list of awardees. The award recognises the excellence of Sasa.com in design, ease of use, content, innovation, copywriting, interactivity and use of technology. Following the invitation to promote its cards at Sasa.com, VISA proved to be one of our more important on-line partners.

Brand Management

Sales of private-label and exclusively distributed products increased by 18.5% and contributed 30.1% to the Group's total retail and wholesale sales for the year ended 31st March 2006. The Group launched "Sasa" branded products throughout the region in the second half of the year, including colour cosmetics, accessories, skin care, hair care and body care products. The "Sasa" brand offers a range of quality and value products that provides total solutions for the beauty needs of our customers. These products were well received by the market. During the year, Sa Sa launched an exclusive Swiss skin care brand, Méthode Swiss, strengthening the medium-priced product portfolio. New brands secured for Sa Sa's exclusive distributorship included Bergman, Organic Elements, fragrance of Paris Hilton, Ferre, Hummer, Guess, Gas, French Connection and Lulu Guinness, among others.

去年啟用的全新操作平台、經加強的市場推廣策略、再加上貨品種類增加，均有助提升銷售額。每月瀏覽頁面多達一千一百七十萬頁，非重覆瀏覽人次更多達四十四萬二千，分別較上一財政年度大幅增加百分之四十六及百分之九十八。來自所有地區尊貴客戶的銷售額佔總銷售額比例由百分之十七提高至百分之二十四，顯示Sasa.com已成功提升客戶忠誠度。

在美國Web Marketing Association舉辦的「WebAward 2005」大獎中，Sasa.com與Nike、Godiva、Biotherm及Maidenform等其他全球品牌並駕齊驅，獲評選為「WebAward 2005」中購物類別的「Standard of Excellence」。獲得此項殊榮的美容產品網站只有Sasa.com及美國的Biotherm網站。該獎項表揚Sasa.com在設計、使用方便程度、內容、創新、撰稿、互動及科技運用各方面皆達致超卓水平。Sasa.com獲VISA邀請推廣其信用卡後，VISA亦成為其網上業務的重要夥伴之一。

品牌管理

截至二零零六年三月三十一日止年度，莎莎的專有品牌及獨家經銷貨品銷售額增加百分之十八點五，並佔集團零售及批發總營業額百分之三十點一。集團於下半年在區內推出「Sasa」品牌貨品，包括彩粧、化粧工具、護膚、護髮及身體護理產品。「Sasa」品牌提供一系列優質超值產品，因應顧客需要而提供全面美容解決方案，並深受市場歡迎。期內莎莎推出獨家的瑞士Méthode Swiss品牌，加強中檔護膚品系列的選擇。年內，集團取得獨家經銷權的新品牌包括Bergman及Organic Elements，香水包括Paris Hilton、Ferre、Hummer、Guess、Gas、French Connection及Lulu Guinness等。





Reflecting the cosmeceutical trends in the global beauty industry, Sa Sa launched its first Australian cosmeceutical brand, Skin Doctors, in October 2004. In August 2005, Sa Sa added Bergman, a top brand in this category from the Netherlands, to Asia. Since organic skin care products are now playing a more important role in the global beauty market, Sa Sa introduced a famous Italian skin care brand, Organic Elements, to Asia. Efforts were also made to further broaden the product range and to enhance the product mix. On average, over 550 new products were added each month.

During the year, we continued to strengthen our marketing activities, increasing the advertising and promotion budget and launching more products and road shows. We undertook a comprehensive marketing campaign for Suisse Programme, including appointment of a celebrity as image girl, a TV advert, and a series of print adverts and public relations activities, in order to boost the brand image and to launch the new product lines. The market response was overwhelming. Not only was the brand image much enhanced, but sales also increased substantially. Other successful products launched included Elizabeth Arden After Five and Paris Hilton fragrance, of which around 11,800 and 5,500 bottles respectively were sold within three months.

鑑於全球美容業以醫學護膚品為時尚，莎莎繼二零零四年十月推出首個澳洲醫學護膚品牌Skin Doctors後，再於二零零五年八月將荷蘭頂級醫學護膚品牌Bergman引入亞洲。隨著有機護膚產品在現時全球美容市場上的角色越趨重要，莎莎已將意大利著名護膚品牌Organic Elements引入亞洲。年內集團積極拓展貨品系列及提升貨品組合，平均每月有逾五百五十款新貨品。

年內，集團繼續加強市場推廣活動，增加投放在宣傳及推廣的資源，並進行更多新產品推介活動及巡迴展銷。集團為Suisse Programme進行大型市場推廣活動，包括委任知名人士為形象大使、推出電視廣告以及一連串平面廣告及公關活動，藉以提升品牌形象及推介新產品系列。市場反應熱烈。品牌形象不單大為提升，銷售額亦大大增加。其他受歡迎產品包括伊莉莎伯雅頓的After Five及Paris Hilton香水，三個月銷量分別約一萬一千八百瓶及約五千五百瓶。