



Leadership

Led by the senior management's solid leadership, Mainland Headwear Holdings Limited aims to maintain sustainable growth with a commitment to provide high quality and innovative headwear products. By adhering to a "never-stand-still" organizational culture, the senior management encourages staff to give feedback and creative suggestions for the company's benefit. In addition to being in compliance with international quality standards, guidelines of the Fair Labor Association as well as principles of good corporate governance, the company's senior management is also keenly involved in trade association activities and contributes actively to charities in Hong Kong and Mainland China.

Strategic Planning

With such clear focus concerning the development of its headwear manufacturing business, the company has taken it as its top priority to develop a full understanding of the market situation. In response to market or major economic changes, the board has been able to act swiftly and decisively against threats and challenges. Recently, the company has started its retail business with a diversified line of products in addition to its headwear manufacturing operation.

Customer and Market Focus

To maintain its competitive edge, the company keeps itself abreast of market knowledge through its own management experience, business acumen, discussions with customers, participation in trade fair and industry events, customers and market surveys, as well as close communications with key players in the industry. Moreover, to differentiate itself

領導才能

飛達帽業控股有限公司在高級管理層的出色領導下，以保持業務可持續增長為目標，致力提供優質創新的帽類產品。管理層秉持著「永不停步」的企業文化，鼓勵員工提出意見和創新建議，令公司受惠。除了遵守國際品質標準、美國公平勞工協會的守則，以及良好企業管理的原則外，飛達帽業的高級管理層亦積極參與業內協會所舉辦的活動，並且主動為香港和中國內地的慈善機構出力。

策略性規劃

飛達帽業發展帽類生產業務的目標明確，並以充分認識市況為首要工作。為回應市場或重大經濟轉變，飛達帽業的董事會處事迅速果斷，克服對業務的威脅和挑戰。公司除經營帽類生產業務外，最近更開設零售業務，提供其他類型的產品。

顧客及市場焦點

為保持競爭優勢，飛達帽業透過本身的管理經驗、商業觸角、與客戶討論、參與同業展覽和業內活動、進行客戶和市場調查，以及與業內主要公司緊密溝通，掌握市場上的最新知識。此外，為了於芸芸競爭對手之中脫穎而出，飛達帽業經常為主要客戶講解業內的最新趨勢和發展，務求與客戶緊密互動。

評估、分析和知識管理

為加強生產表現，飛達帽業大力投資增強技術與設備，藉以建立良好的數據紀錄系

from its competitors, the company interacts frequently with key customers by providing consultations on the latest industry trends and developments.

Measurement, Analysis, and Knowledge Management

To enhance production performance, Mainland Headwear invests heavily on production technology and equipment upgrades to establish a good data-recording system. Furthermore, to keep itself aligned with international standards, the company has adopted quality-control practices that are applied in six stages of production.

Human Resource Focus

Other than providing orientation sessions to new staff to educate them on the company's corporate visions, missions and values, the company also frequently conducts on-the-job-training and briefings to keep staff abreast of new developments. The company also maintains an incentive scheme and personal development programmes to enable employees to fulfill their personal potentials. To enhance internal communications, the company maintains a suggestion box for employees to voice grievances. Through the establishment of its dormitories and dining facilities, Mainland Headwear is proud of its ability to create and maintain an atmosphere of a closely knitted family within the company.

Process Management

Mainland Headwear runs a one-stop supply chain that includes design, material sourcing, manufacturing, packaging and logistics. Production and work processes are based on ISO9001 and 5S to systematically control and improve processes. It has also made significant efforts in

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人力資源焦點

除了為新員工安排迎新講座，讓他們認識公司的抱負、使命和價值觀外，飛達帽業經常提供在職培訓和簡報會，協助員工了解行業的最新發展。飛達帽業亦設有獎勵和個人發展計劃，讓員工盡展潛能。為了加強內部溝通，公司設立了意見箱，讓員工發表意見和申訴。飛達帽業更設置宿舍和膳食設施，成功營造和保持這種令公司引以為傲的緊密家庭文化。

程序管理

飛達帽業經營一站式供應鏈，集設計、物料採購、製造、包裝和物流於一身。公司的生產和工作流程，均按照 ISO9001 和五常法標準制訂，以便有系統地監控和改善流程。飛達帽業更致力改善現金管理和財務安排，確保擁有充足的財務資源，以便滿足公司的業務投資所需，拓展物流和零售業務。

業績

飛達帽業以業績為本，於拓展環球業務方面成績斐然，無論規模和業務範疇均有顯著的成就。此外，飛達帽業的高級管理層不斷支持行業發展和慈善活動，顯示本身作為良好管理層的典範。飛達帽業能有如此佳績，全賴出眾的領導及公司策略能有效執行。飛達帽業最近成

improving cash management and financing to ensure that there is adequate financial resources for the company to meet business investment needs for its logistical and retail business operations.

Business Results

Being a result-oriented company, Mainland Headwear has shown significant achievements in expanding its global operations in terms of both size and scope. Furthermore, the senior management has shown itself to be good management role models through its continuous support towards industrial development and charity events. These, together, have been the results of a combination of effective leadership and sound deployment of well-established corporate strategies. Recently, the company has successfully moved up the value chain from being an OEM supplier to an ODM supplier. The company has also made significant progresses in its trading, distribution and retail capabilities. With products and services expanding from the U.S. market into Europe and Asia, Mainland Headwear's profit attributable to shareholders has sustained an annual increase from 2000 to 2004.

功提升了其價值鏈上的地位，由 OEM 供應商，發展為 ODM 供應商，而公司的貿易、分銷和零售實力亦顯著提高。至今，飛達帽業的產品和服務已由美國市場拓展至歐洲和亞洲，公司的股東應佔溢利於二零零零至二零零四年間穩步上揚。