

# Report from The Board of Examiners (Special Award for SMEs) 評審委員會報告 (中小型企業特別獎)

Roots Biopack Limited  
活思環保包裝有限公司



## Leadership

Being an innovator in the green container and packaging industry, Roots Biopack Limited has managed to establish itself as a global market leader in the biodegradable food container market segment since its founding in 1995.

## Strategic Planning

Since its establishment, the senior management has set clear visions for the company: "To contribute to the preservation of the global environment through the introduction of innovative, high quality and eco-friendly solutions for the food container and packaging industry." As a result of such clear management visions, its employees have been able to adhere closely to the company's core values and develop products that can truly allow consumers to help save the environment.

## Customer and Market Focus

Roots Biopack positions itself as a "green" company to seize market opportunities that appear as a result of increasing demands for biodegradable packaging products. To align the company's business operations with its core values, it takes into account all environmental factors in all stages of production. Moreover, employees are highly encouraged to participate in "green" activities in Hong Kong.

## Measurement, Analysis, and Knowledge Management

To maintain its strategic position in the industry, the company conducts marketing analyses to obtain information of its competitors. By means of a SWOT analysis, the company has been able to formulate short and long-term objectives against threats and

## 領導才能

活思環保包裝有限公司（活思）是環保容器及工業包裝行業的先驅。自一九九五年創立，已晉身成為全球可自然降解食品容器市場的領導企業。

## 策略性規劃

自公司創立以來，活思的高級管理層一直秉持清晰的抱負：「提供創新、優質、環保的方案予食品容器和包裝行業，為保護地球環境作出貢獻」。全賴如此清晰的管理層抱負，活思的員工才能緊守公司的信念，發展合適的產品，真正讓消費者協助保護環境。

## 顧客及市場焦點

活思以「綠色企業」為定位，務求迎合市場對可自然降解包裝產品日益增加的需求，掌握當中的機遇。為了令業務運作與公司的理念緊緊相連，活思考慮了一切環保要素並應用於所有生產程序上。此外，活思亦鼓勵旗下所有員工積極參與香港的「綠色活動」。

## 評估、分析和知識管理

為保持於業內的戰略優勢，活思積極進行市場分析以取得競爭對手的資料，並透過分析本身的優點和缺點、機遇與威脅，成功制訂短期和長期目標，克服業務威脅和考驗。為了實現短期目標，活思採納了積極增長的策略迅速拓展生產線。至於長期目標方面，活思亦致力尋求建立合資公司和策略聯盟以支持公司的增長。活思更

upcoming challenges. To satisfy its short-term objectives, it has adopted a proactive growth strategy through rapid expansion of production lines. For long-term objectives, the company also seeks to establish joint ventures and strategic alliances to sustain growth. Key objectives and action plans are then deduced from the various strategies with balanced considerations of the different stakeholders' interests.

Points of contact for different issues in the company are clearly communicated to customers in order to establish effective information flow. Customers' feedback captured by the company's Information Management System (IMS) is analyzed every six months to determine the level of customer satisfaction. Such results are then consolidated and used as input for the company's strategic development process.

### Human Resource Focus

To provide the company with an environment of continuous learning and improvement, Roots Biopack has introduced a self-improvement programme that encourages staff to take on new skills and challenges. To promote incentives, the company also offers prizes and awards to encourage employees to develop innovative ideas for improving the company's overall organizational efficiency.

### Process Management

Roots Biopack has devised a set of appropriate indicators to measure, analyze and evaluate its overall performance. These indicators are reviewed monthly to ensure that organizational performance is properly reflected.

從不同的策略之中，推斷出主要目標和計劃，均衡照顧到不同股東的利益。

務求令資訊有效傳遞，活思為不同問題設立了不同的聯絡點，並已將有關資料清楚向客戶傳達。公司設有資訊管理系統（IMS），以收集客戶意見，並且每六個月進行一次分析，確定客戶的滿意程度。分析結果經過綜合整理後，會作為公司制訂發展策略之用。

### 人力資源焦點

為了營造公司內持續學習和進步的環境，活思特別推出自我改進計劃，鼓勵員工學習全新技能，積極面對新挑戰。為了提高員工士氣，活思亦設有獎項，鼓勵員工提出創新意念，改善公司的整體效率。

### 程序管理

活思設有一套合適的指標，以量化、分析、評估公司的整體表現。這些指標每月檢討一次，確保能夠準確反映出公司的表現。

### 業績

至於業務表現方面，活思已獲認同為全球領先的環保包裝產品製造商。在高級管理層的領導下，加上業務策略能有效執行，活思於過去三年成功將銷售額提升一點五倍，而且預期未來一年的銷售額亦會顯著增長。活思最值得肯定之處，是過去數年從未有客戶投訴，而且自創立以來，公司的經理能保留所有客戶繼續使用旗下產

### Business Results

In terms of business performance, Roots Biopack has now been recognized as one of the world's leading manufacturers in its own market sector. Under the leadership of the senior management and through the effective deployment of business strategies, the company's sales has increased by 150 per cent in the past three years with significant growth expected in the following year. Particularly worth highlighting is that the company has so far received no customer complaint in the past few years and that company managers have been able to retain all their customers since the company's establishment. In the past few years, it has obtained a number of reputable certifications in food safety and environmental protection which in return, helps the company to consolidate its leading position in the industry.

品。過去數年，活思已獲頒授不少著名的食品安全和環境保護證書，協助公司鞏固於業內的領先地位。