



寶島眼鏡

FORMOSA OPTICAL Investor Conference

【Stock Code : 5312】



Subject Index

- I. Company Profile
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- III. Market Profile
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Company Profile



FORMOSA OPTICAL TECHNOLOGY CO.,LTD.

Chairman : Tsai Kuo-Chou

Vice Chairman : Tsai Kuo-Ping

President: Lin Chun-Hsiung

Operations :Optical chain stores

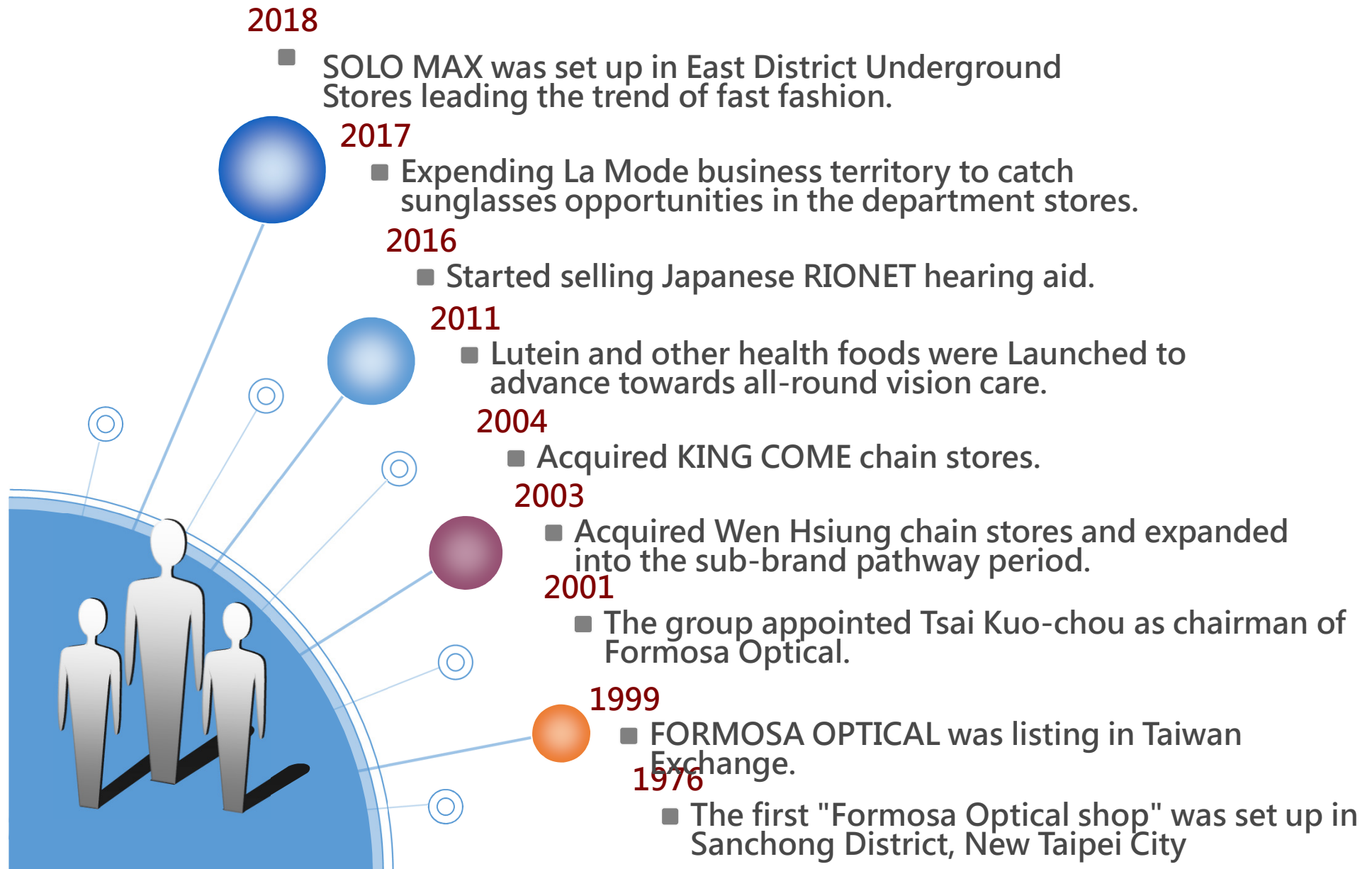
Capital stock:600 Million

Total number of employees: 1,200

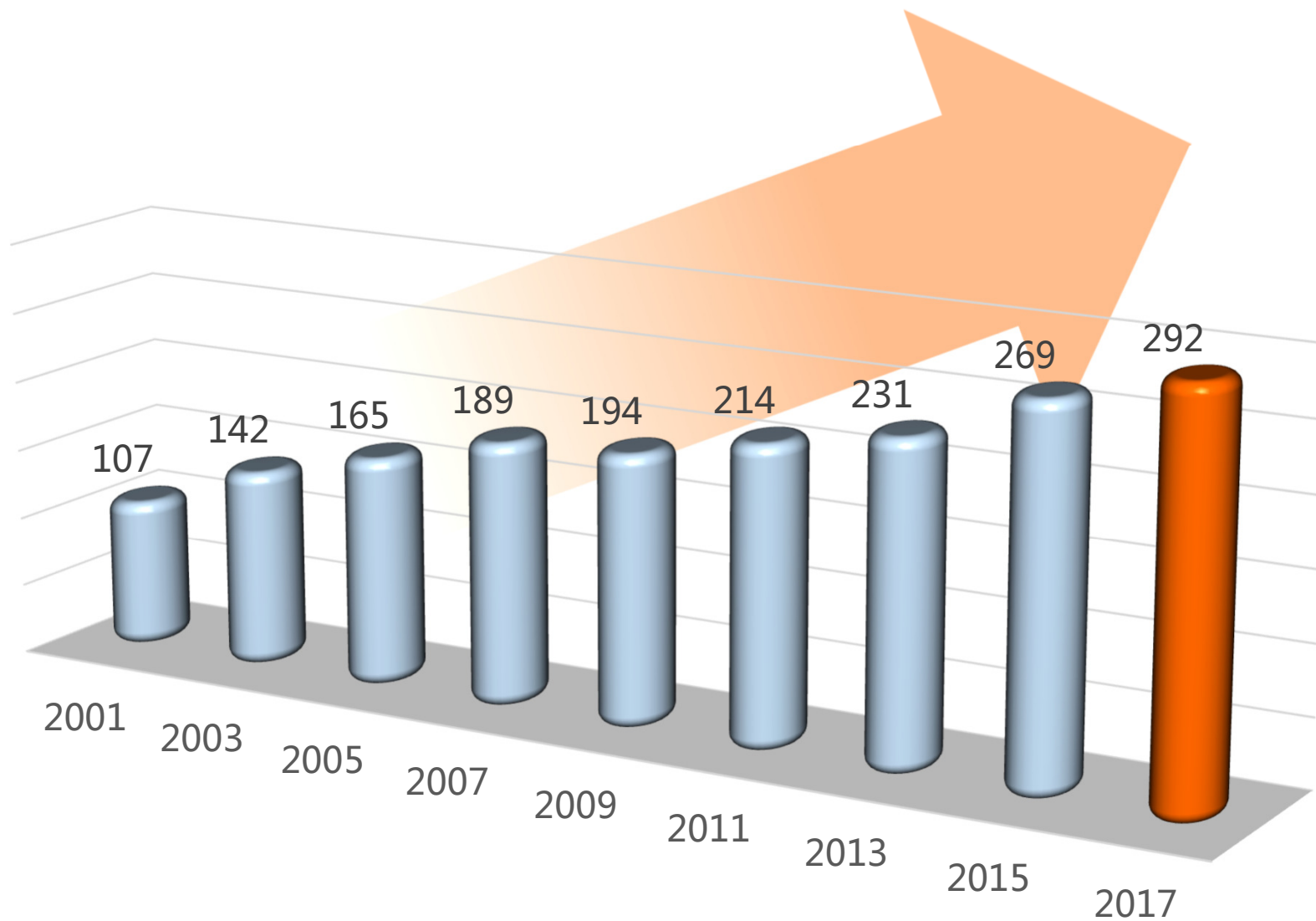
Number of direct sales stores: 292



History of Formosa Optical



Stores expansion



Organization

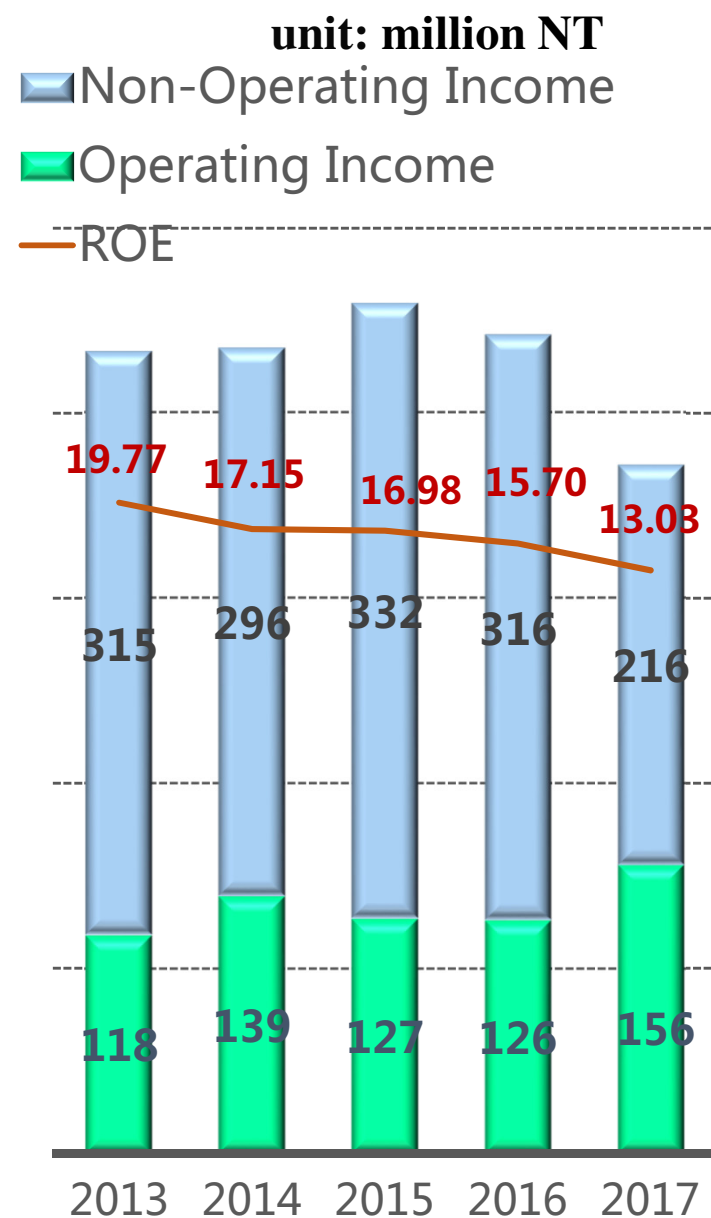
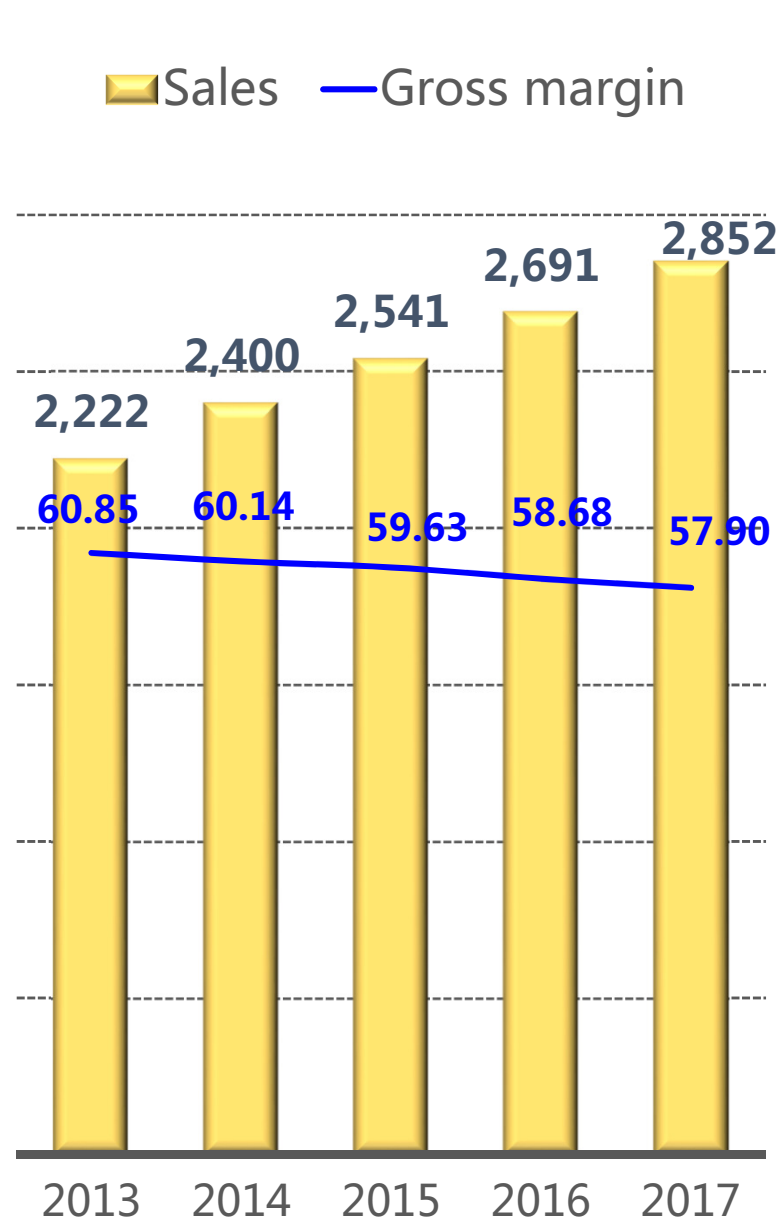


Formosa Group

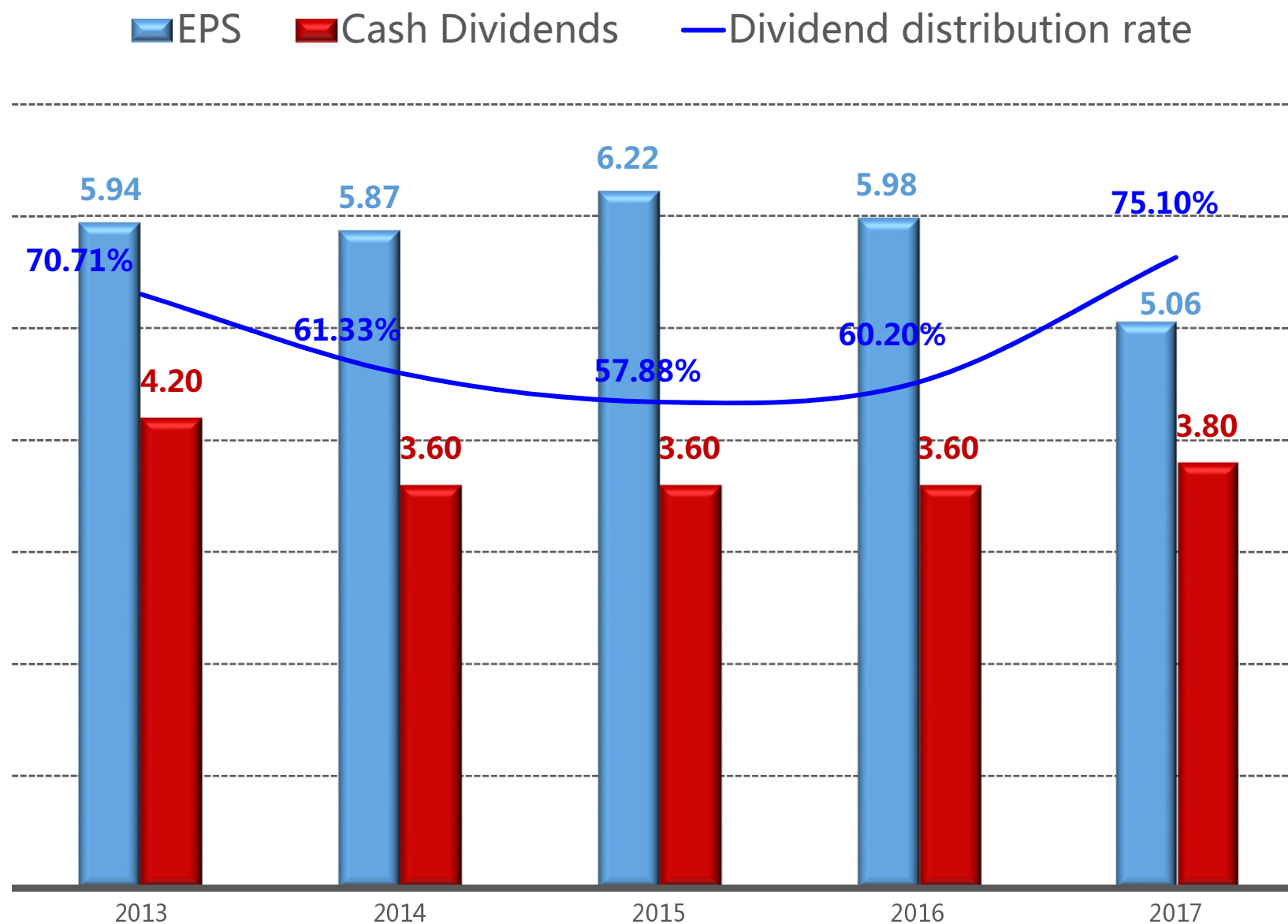
In April, 2018 Current no. of stores-456 Current no. of employees-1,900

Franchise Formosa	Formosa	Wen Hsiung	KING COME	Milanno	LA MODE	SOLOMAX
164	185	56	25	3	22	1

Financial performance of the previous



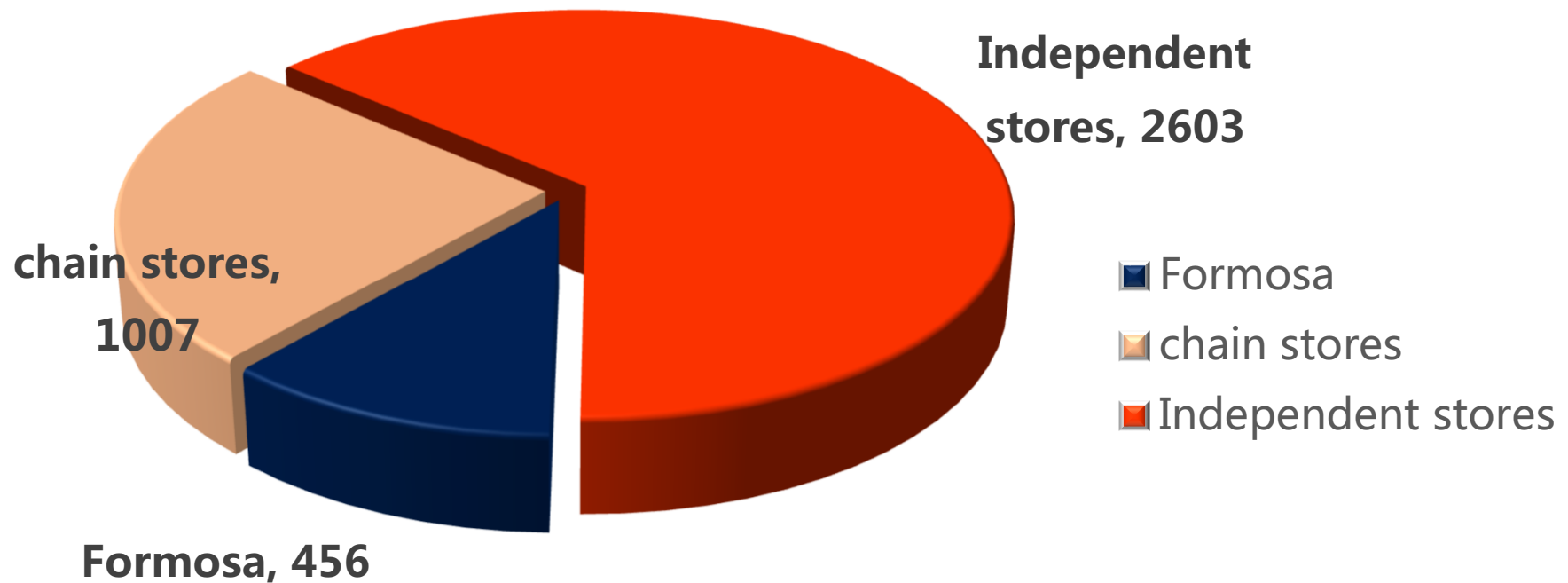
Financial performance of the previous



Consolidated Financial Statement



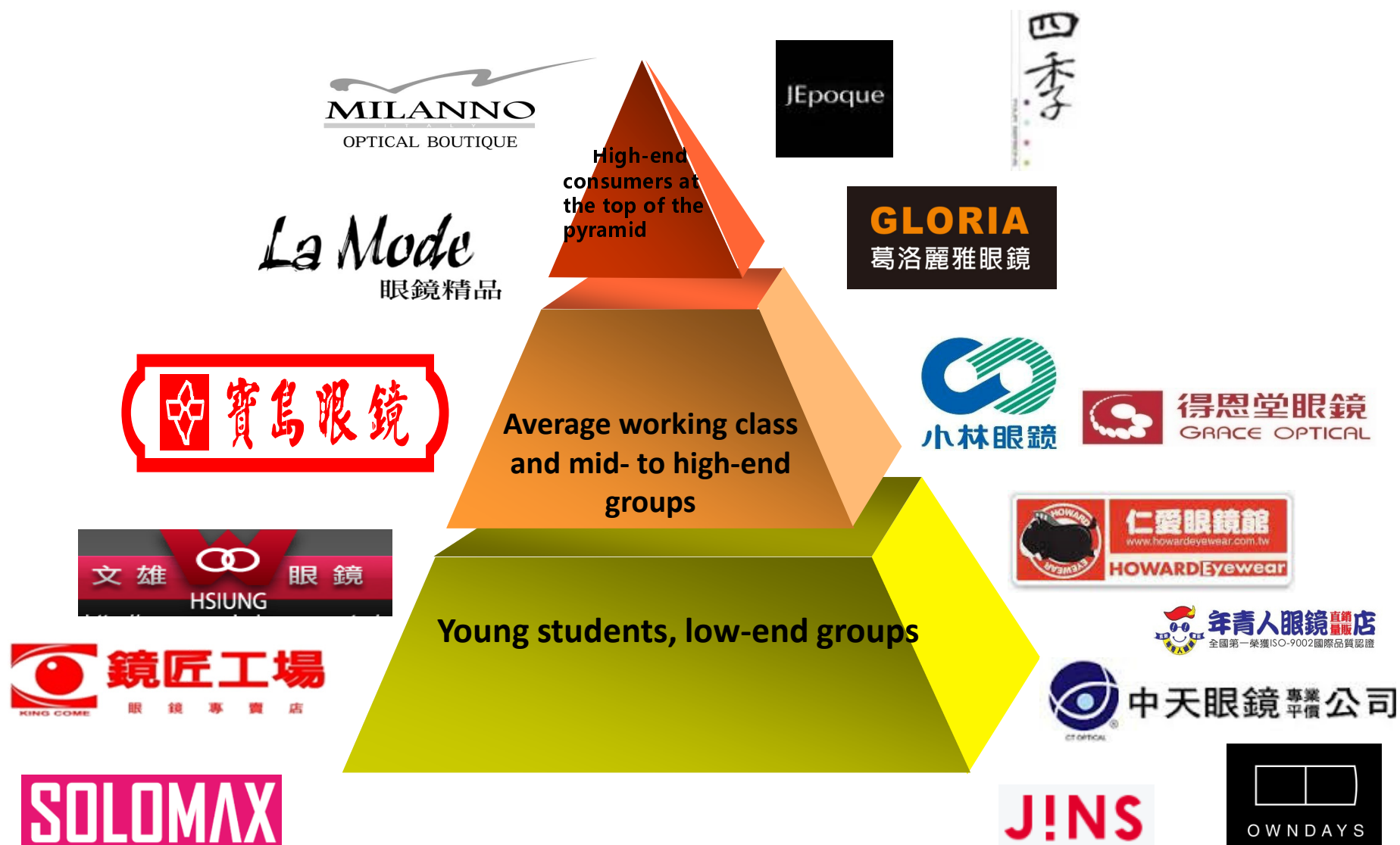
Unit: NT\$k	2018Q1	2017Q1
Operating Revenue	740,544	722,126
Gross Profit	423,266	423,711
Gross margin	57.16%	58.68%
Operating Expenses	385,786	379,834
Operating Income	37,480	43,877
Non-Operating Income	58,299	80,047
Income before Tax	95,779	123,924
Tax Expense	63,618	21,793
Net Income	32,161	102,131



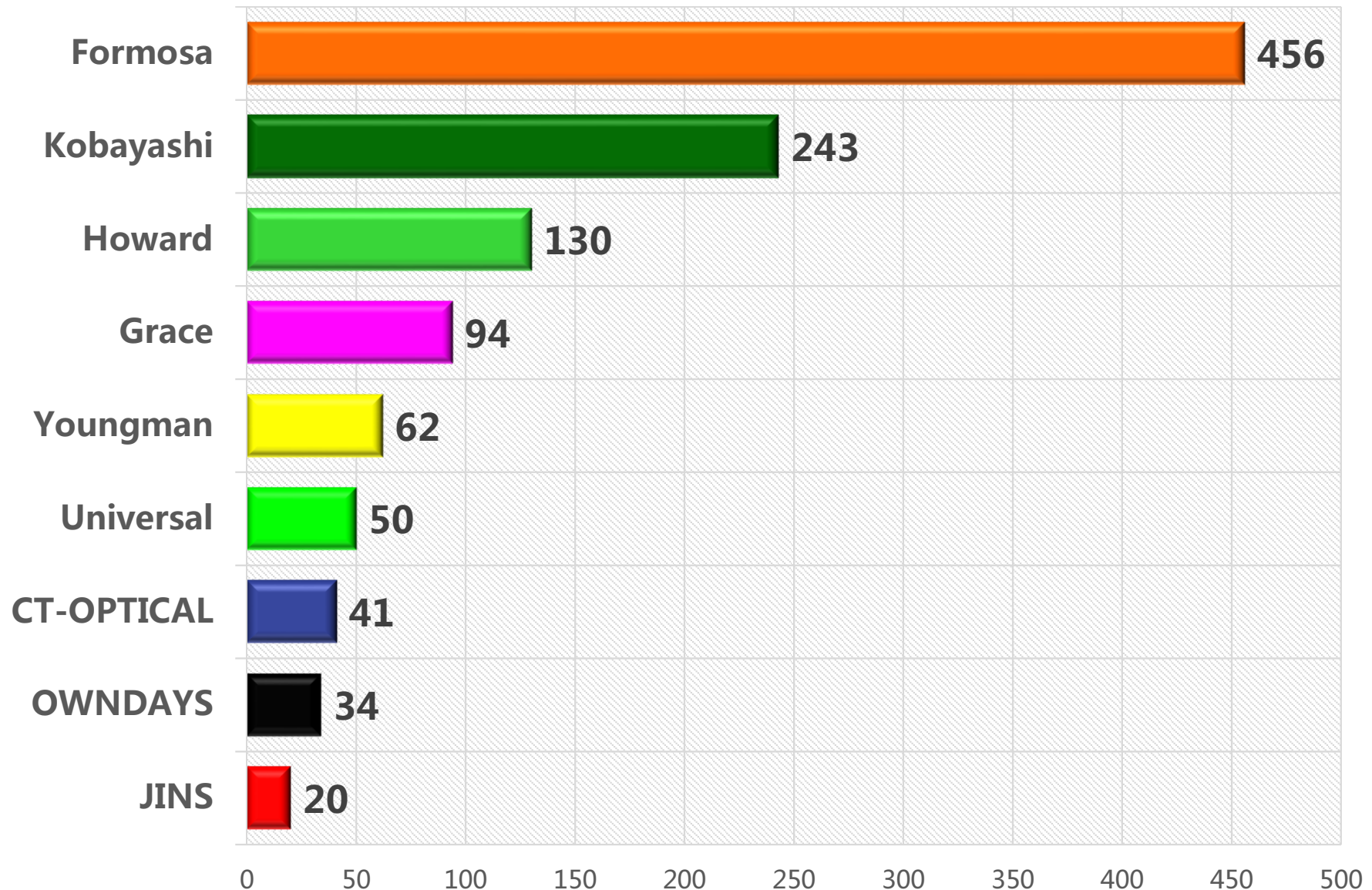
Location of the store



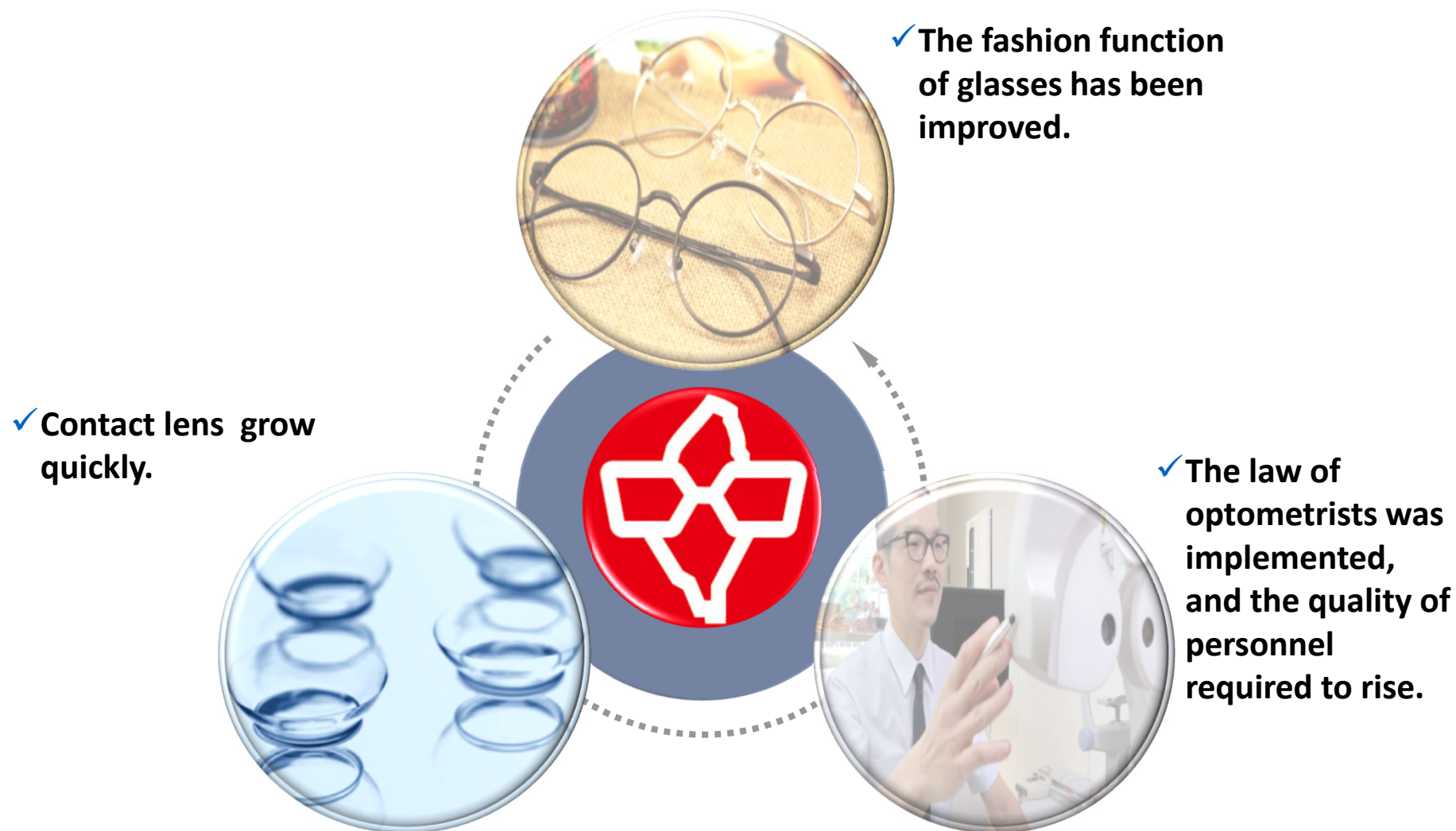
Market Position



Comparison of chain stores in Taiwan



Industry trends



Future development -SWOT analysis



- Advantage of channel of scale
- Good company system and transparency
- Value of brand image
- Advantage of supply chain integration
- Complete education, training system and facilities
- Strong marketing and merchandising ability
- Standardized operation

Strengths

- Insist on providing high qualities of goods, so it cost more than other trades
- Spend more cost than other trades because we pay attention to the education of staff

Weaknesses

- satisfy the needs of customers at all levels
- Strengthen regional marketing to enhance competitiveness
- Strengthen the member management and the network marketing, achieve the virtual reality integration
- Commodity benefit development, stimulate consumption
- The formulation and implementation of the law of optometrist
- The development of Asia
- Combination of production and marketing

Opportunities

- Laser surgery is increasingly mature and convenient
- Trade poaching
- Consumer demand changing the product portfolio
- The development and future prospect of business circle in Taiwan

Threats

Future development -Business strategy



Thank You

Q&A

專注細節 成就完美

