

**HENG TAI CONSUMABLES GROUP LTD :  
THIS COMPANY IS UNLIKELY, EVER, TO BE A THREAT TO ANYBODY**

Heng Tai Consumables Group Ltd is in the business of feeding the population of various parts of the People's Republic of China (PRC) with packaged food products, beverages, household consumer products and food additives.

The main items, sold by this Company in the 2001 Financial Year, ended June 30, 2001, as analysed in the Company's Turnover, included:

Batteries	21.80 percent
Beverages	18.10 percent
Chocolate	12.80 percent
Condiments and unbranded snacks	10.40 percent
Candy	9.90 percent
Margarine	9.80 percent
Milk Powder	5.80 percent
Biscuits	4.90 percent
Chicken Essence	3.30 percent
Miscellaneous	2.60 percent
Non-Carbonated Beverages	0.60 percent

This Company is the latest addition to the roll of the Main Board of The Stock Exchange of Hongkong Ltd, to be known as Stock Code 197.

It is Placing 87.50 million, one-cent shares at a Premium of 39 cents per share, and is Offering another tranche of 12.50 million shares on the same basis.

Again, as is becoming quite commonplace these days, the Founders are dealing themselves out of the picture, to a certain extent, by Placing 25 million of their personal shares, also on the same basis as the other shares, being Placed and Offered.

After all is said and done, Heng Tai will end up with about \$HK29 million, which is intended to be used as follows:

1. \$HK8 million *'to secure the distribution rights for a wider range of consumer products with focus on health food and dairy products from New Zealand'*;
2. \$HK7 million *'to expand the sales and marketing team'*;

3. \$HK7 million 'to develop bilateral trade on consumer products with the Group acting as a procurement agent ...'; and,
4. \$HK7 million to be tipped into the General Working Account.

For the past 3 Financial Years, ended June 30, 2001, this Company appears to have done quite nicely, all things considered, and there would appear to be every prospect that steady growth in profits could be expected in the years ahead.

But it is unlikely that Heng Tai will, ever, do anything very spectacular ... [CLICK TO ORDER FULL ARTICLE](#)

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