

Berichtserstattung

# Generalversammlung

# Leitbild

- Internationaler Markt
- Qualitätsuhr zum fairen Preis für jedermann

# Strategie

- Grosses Kundenspektrum
- Qualität
- Humane Preise
  
- Werbung, Ausbildungsstellen und Weiterbildungen

# Umweltbedingungen

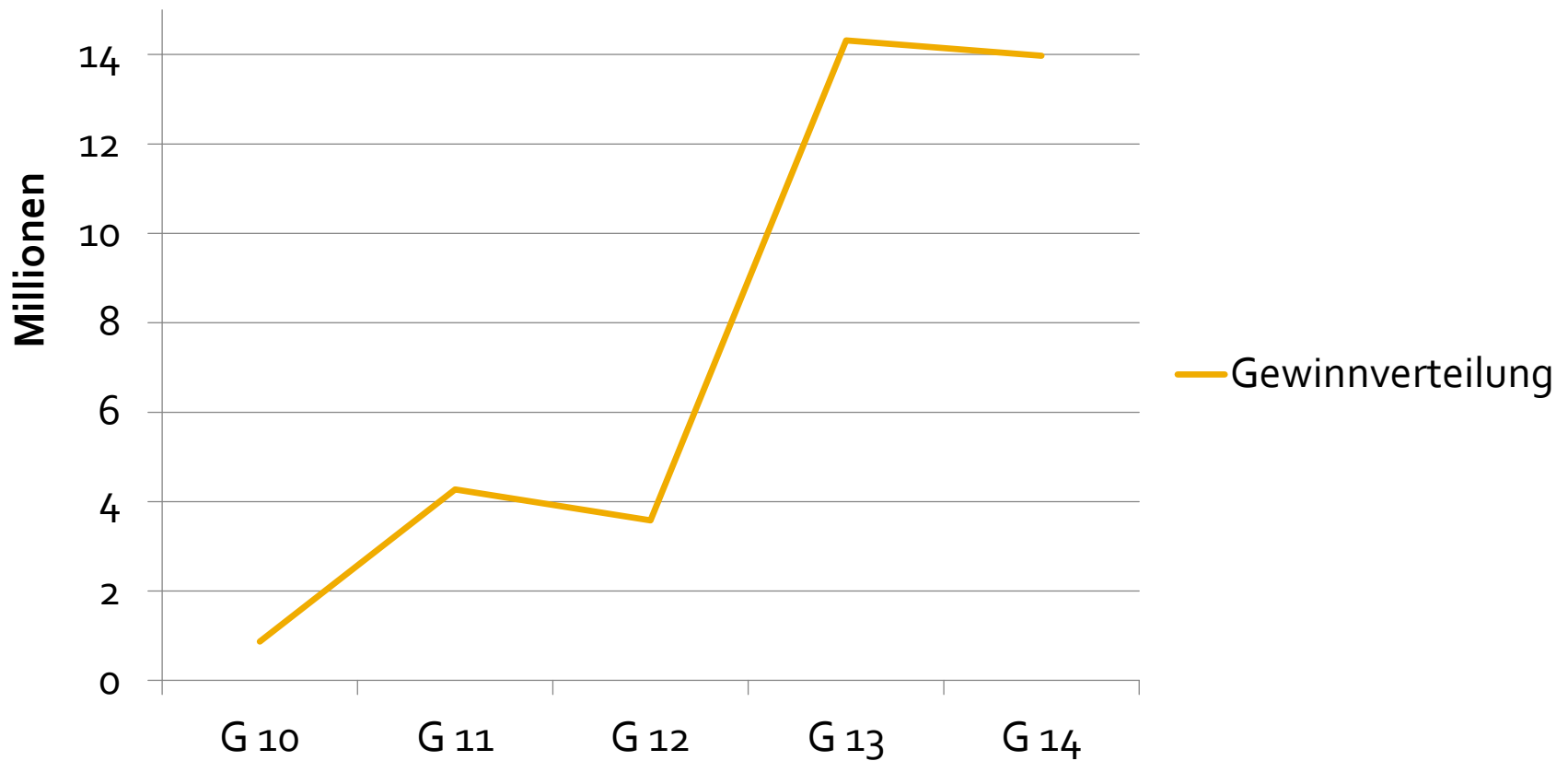
- Stetiger Lohnanstieg
- Energie-/Materialkosten → Schwankungen
- Inflation zwischen 4.75 & 6 %

# generelle Entwicklung/Zielerreichung

- Qualitätssteigerung
- Guter Lohn
- Ausbildungskosten

# Gewinnverteilung

## Gewinnverteilung



# Kapitalverhältnisse

Kapitalverhältnisse					
	G 10	G 11	G 12	G 13	G 14
Aktienkapital	7'000	7'000	7'000	7'000	7'000
Reserven	3'631	3'882	7'435	10'267	23'784
Total Eigenkapital	10'631	10'882	14'435	17'267	30'784
Reingewinn	869	4'273	3'582	14'317	13'973

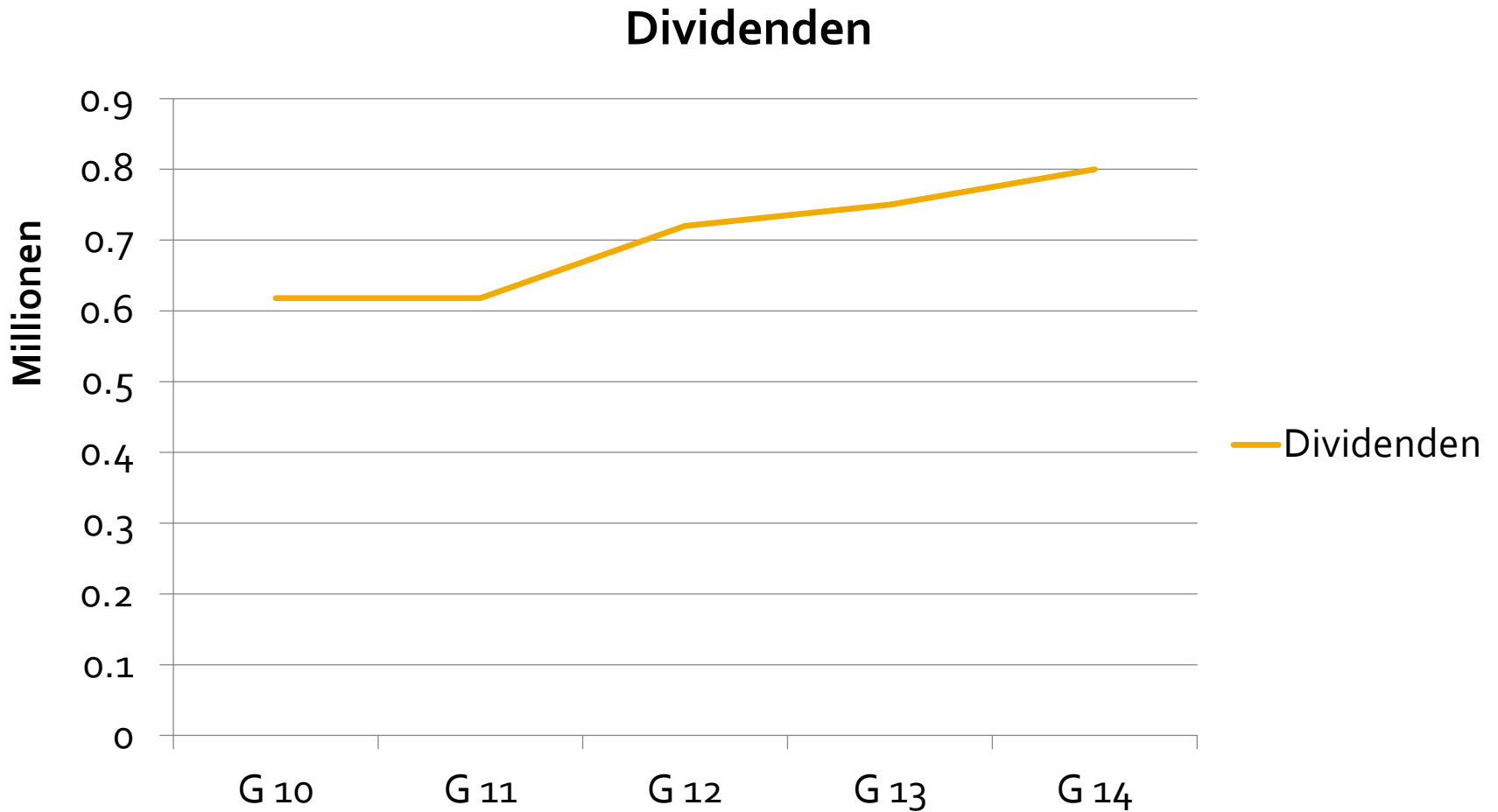
# Erfolgsrechnung

Aufwand (1000 CHF)		Ertrag (1000 CHF)	
Materialaufwand	14'250	Verkaufsertrag	59'754
Personalaufwand	14'076	Übriger betrieblicher Ertrag	0
		Zinsertrag	327
Produktion	81	Ausserbetrieblicher Ertrag	2
Energie	2'814		
Entsorgung	480		
Information	0		
Produkteentwicklung	800		
Ausbildung	609		
Lager	47		
Werbung	1'400		
Transport	2'127		
Vertrieb	2'145		
Verwaltung	385		
Übriger Sachaufwand	27		
Abschreibungsaufwand	1'003		
Zinsaufwand	173		
Ausserbetrieblicher Aufwand	0		
Steueraufwand	4'715		

Reingewinn	13'973
Umsatzrentabilität (%)	22.8



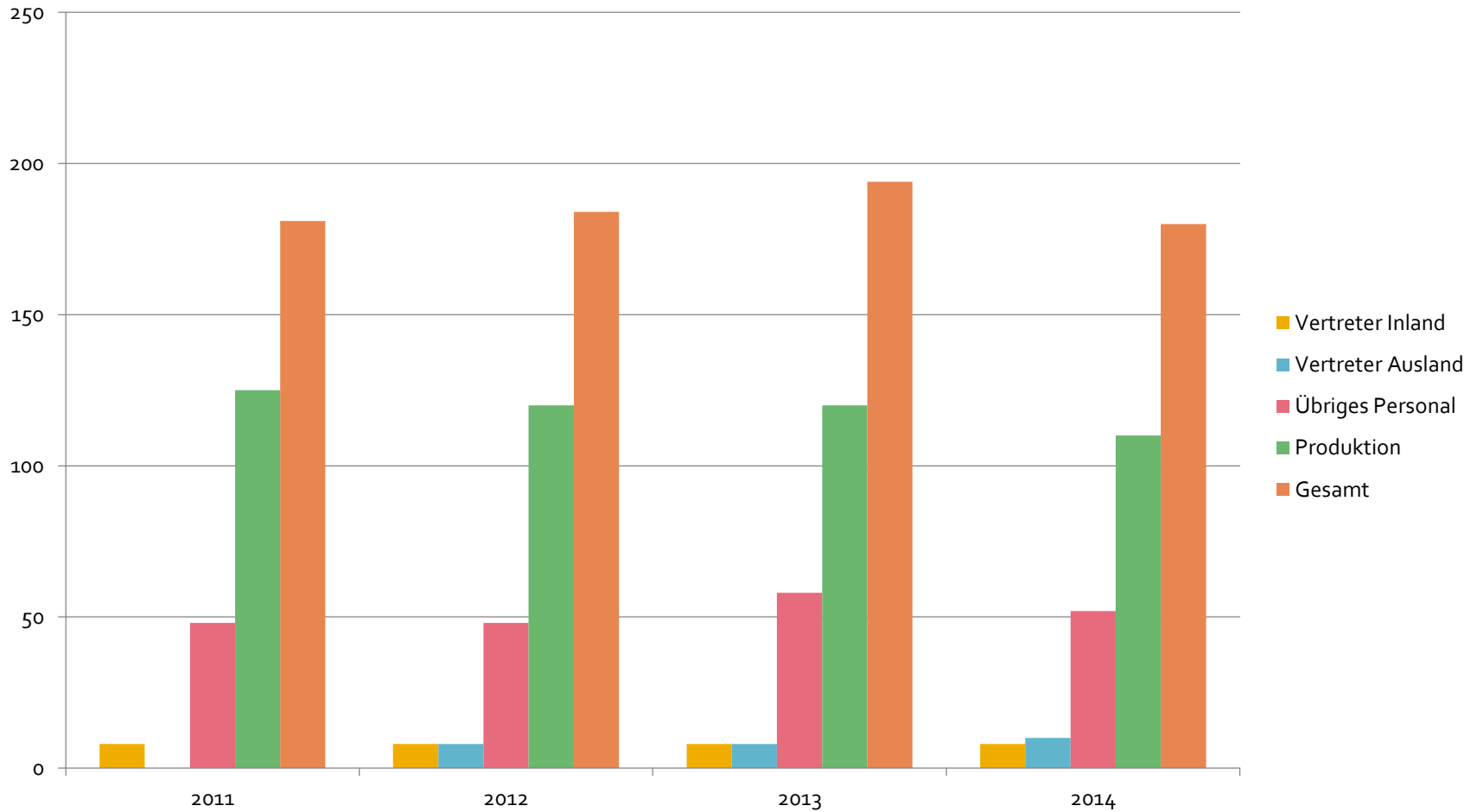
# Dividendenausschüttung



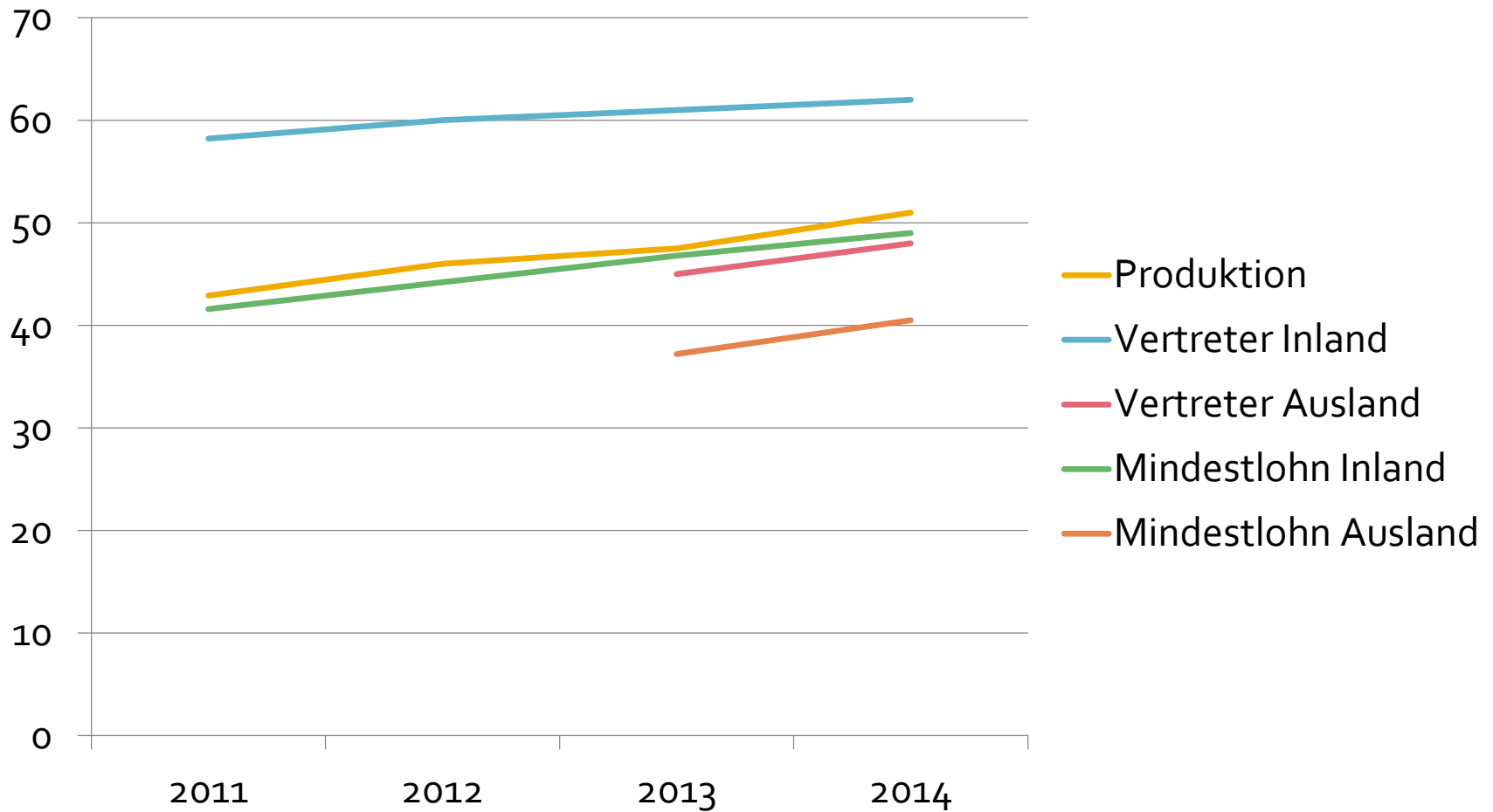
# Börsenkurs

- Börsenkurs der eigenen Aktien (CHF/Stück)  
→ 1944 CHF
- Börsenkurs steigt stetig an

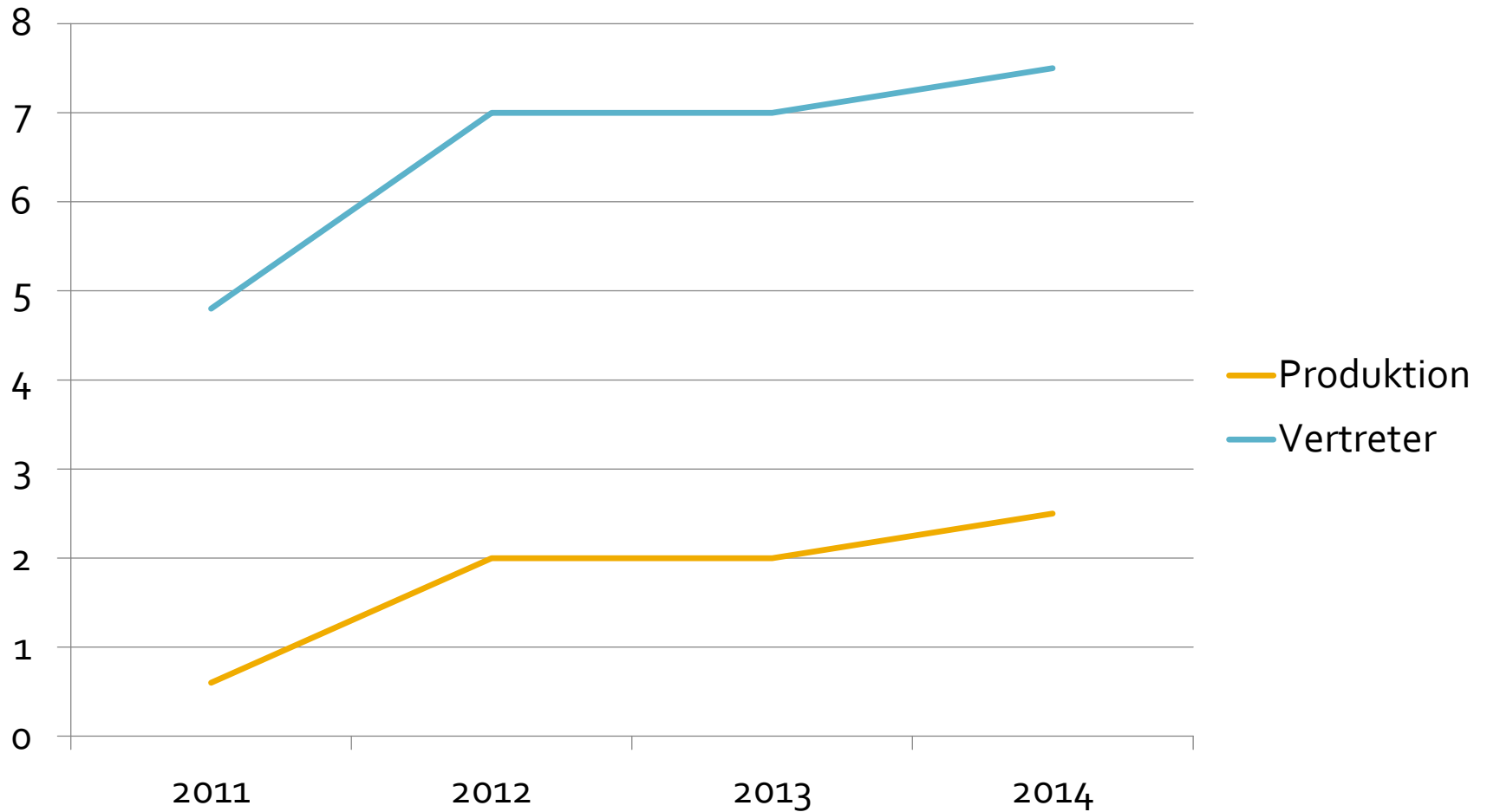
# Personalentwicklung



# Lohn- & Sozialpolitik

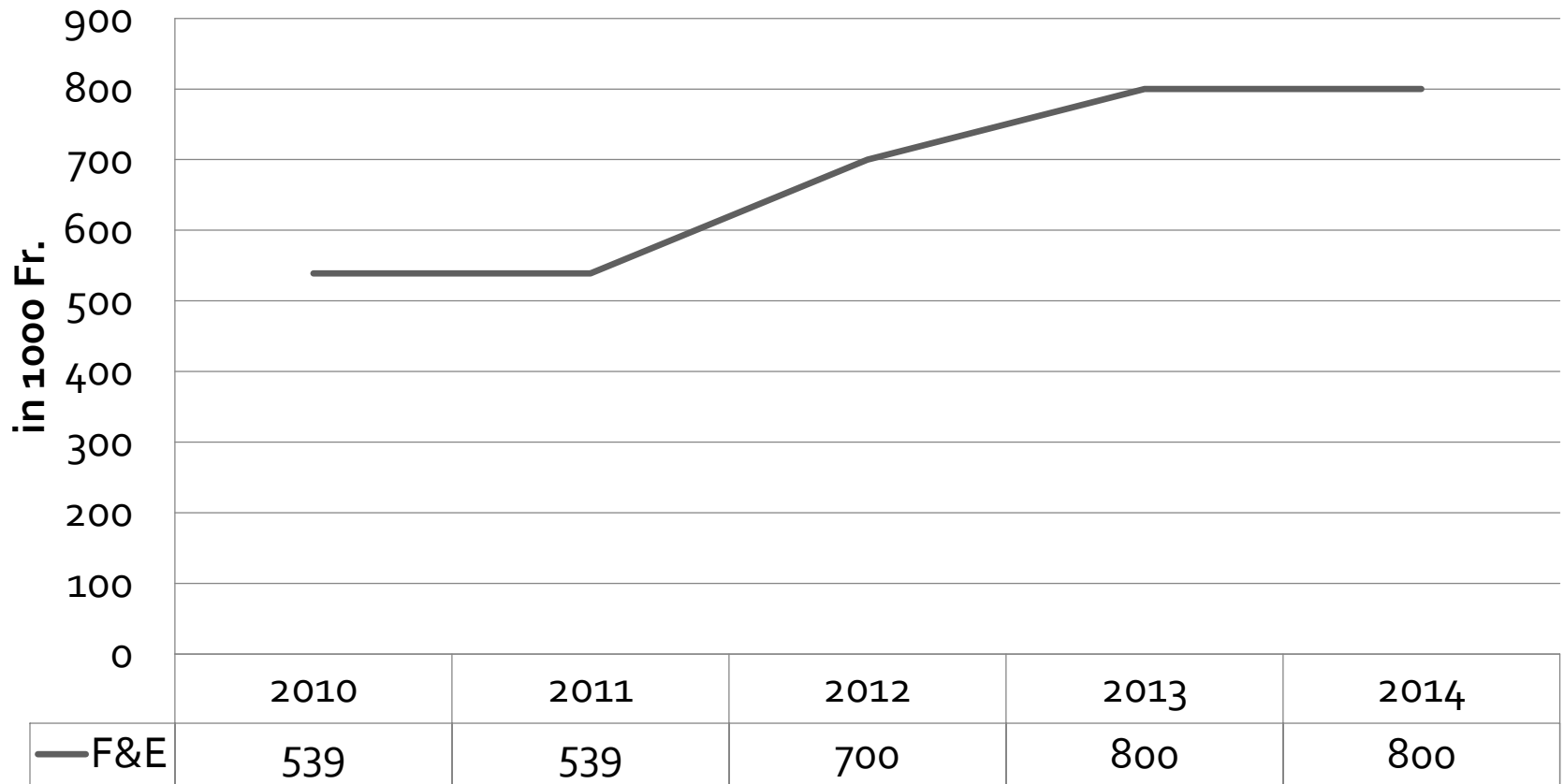


# Ausbildung



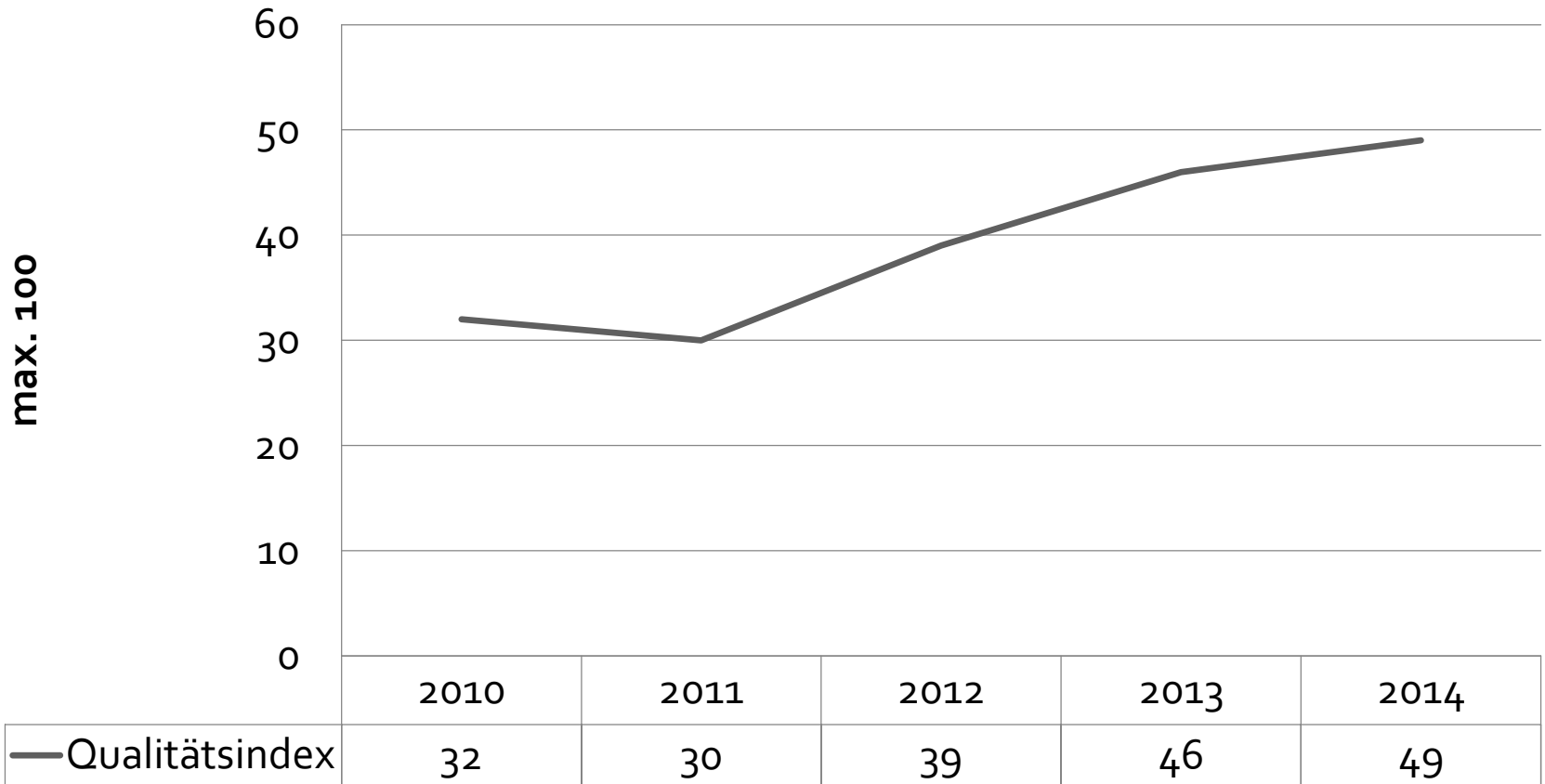
# Forschung und Entwicklung

## F&E



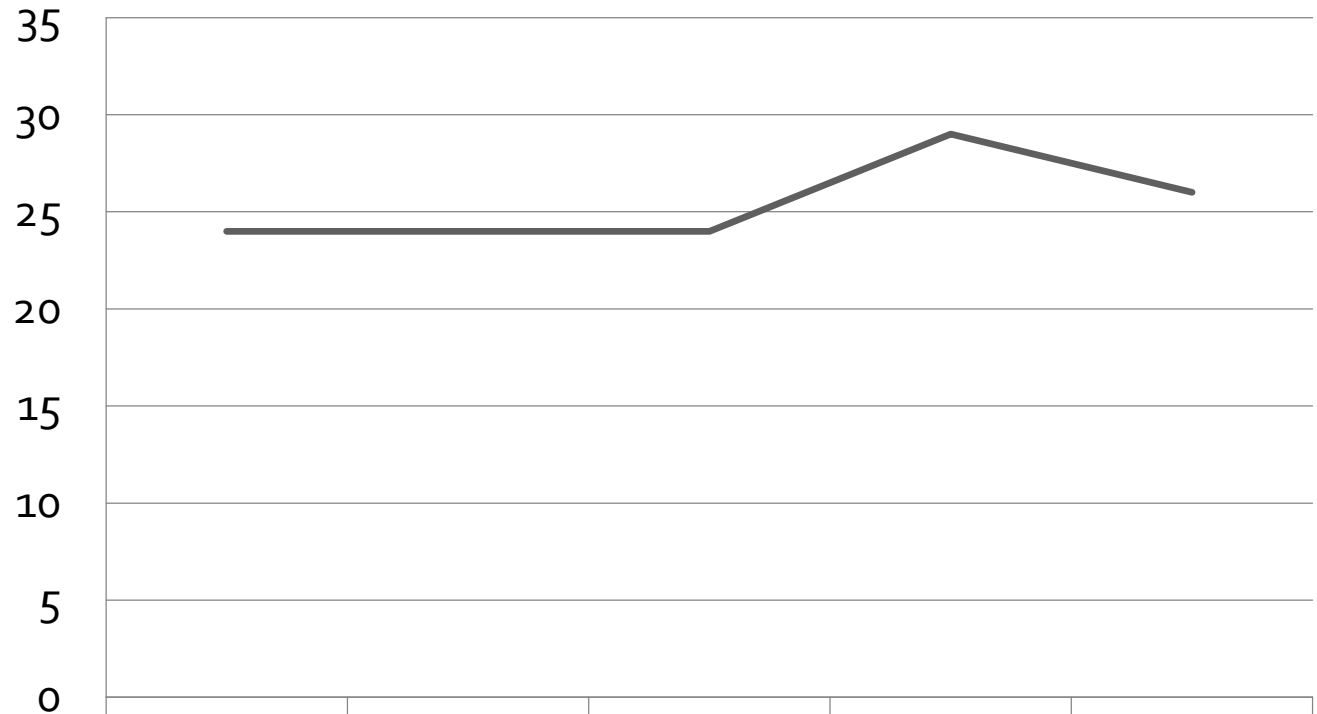
# Produktionsstrategie

## Qualitätsindex



# Maschinenbestand

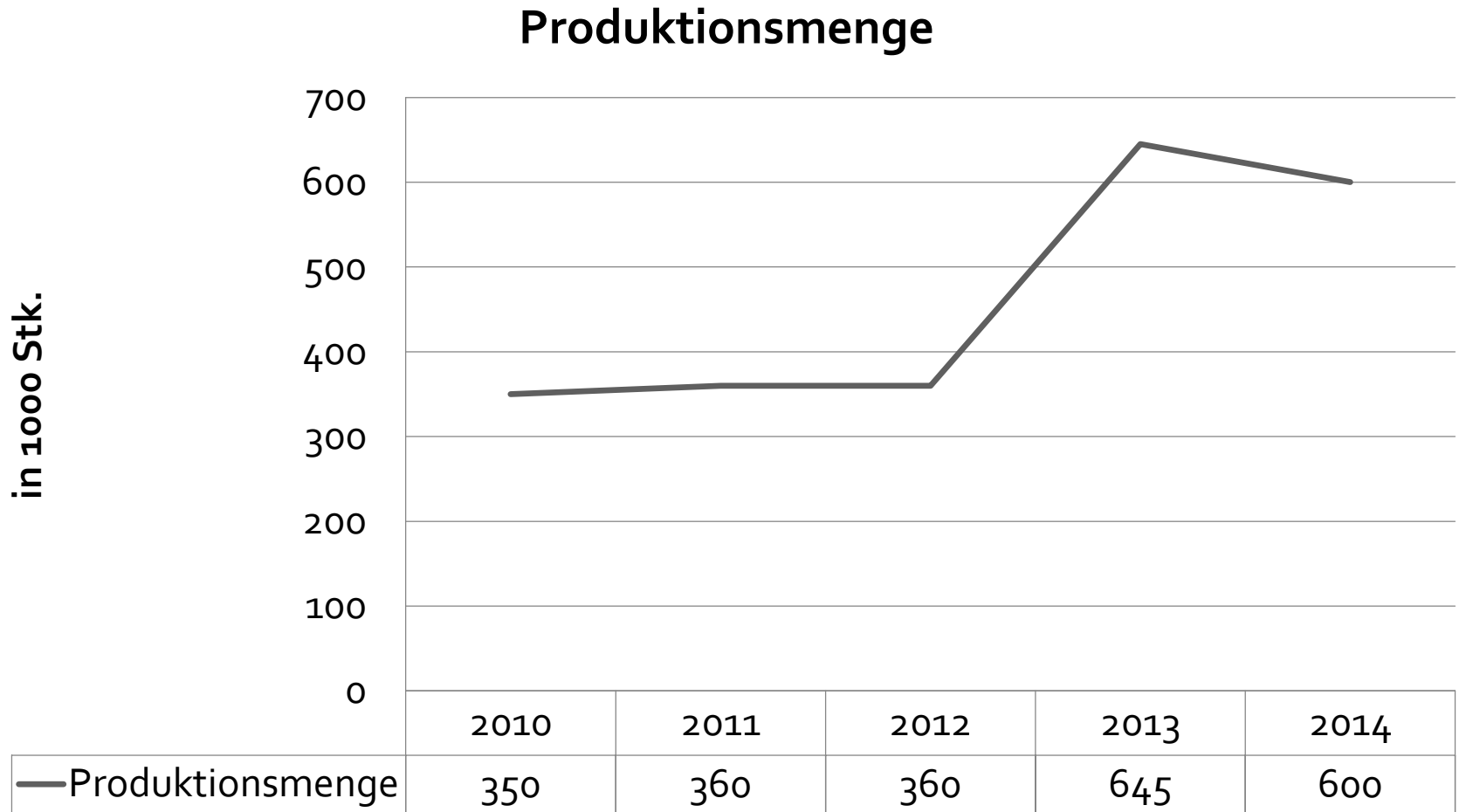
Maschinenbestand



— Maschinenbestand	24	24	24	29	26
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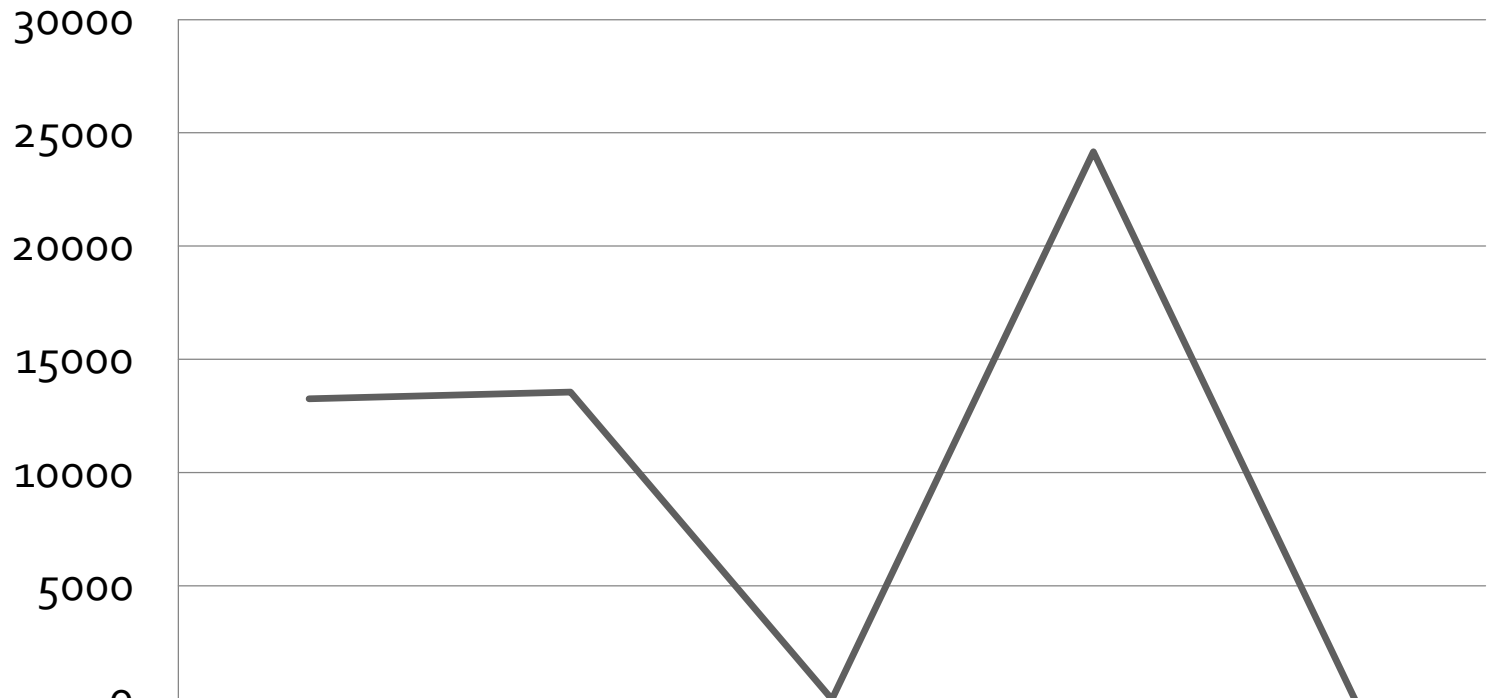


# Anlagen- und Lagerpolitik



# Anlagen- und Lagerpolitik

## Lagerbestand



— Lagerbestand	2010	2011	2012	2013	2014
	13258	13561	0	24162	0

# 4 P

- Product : richtige Menge und richtige Qualität
- Price : für alle Menschen erreichbar
- Place : In-/Auslandmarkt
- Promotion : aggressive Marktstrategie

# Internetkampagne

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Ihre Story, Ihre Informationen, Ihr Hinweis? [feedback@zominuten.ch](mailto:feedback@zominuten.ch)

PRIMARK & CO. 25. Oktober 2013 10:16; Akt: 25.10.2013 10:27

## World Wide Watch Uhren erobern die ausländischen Märkte

*Die World Wide Watch verkauft sich nicht nur in der Schweiz hervorragend, auch im Ausland ist sie sehr beliebt.*

In der Uhrenindustrie findet sich kein vergleichbares Produkt

Bei Teenagern stehen die Uhren von World Wide Watch hoch im Kurs. Man erwartet für die kommenden Jahre eine Erweiterung der Produktpalette und enorme Gewinne für die Unternehmung.



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**HYPOTHEKEN-GESCHÄFT**

# Buskampagne



# New York Times

## The New York Times

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NEW YORK, FRIDAY, MAY 28, 2004

### Weekend **FINE ARTS** FAMILY FARE **LEISURE** *Laurel Graeber*

#### "Better than Big Ben!"

SoHo has recently become the habitat for some extraordinarily rare species, including the Tufted Gustard, the Two-Horned Drouberhanis, the Blue Green Abelard and the Andulovian Grackler. These odd animals, some liberated from a chicken coop in upstate New York, have hardly ever been glimpsed in Manhattan or, for that matter, anywhere else. And to think that I saw them on Broome Street.

Such wild creatures originated not in some far-flung continent but in the imagination of Theodor Seuss Geisel, better known as Dr. Seuss. Carved in wood, these 1930's sculptures are in "The Art of Dr. Seuss," a show at the Animazing Gallery.

Dr. Seuss the sculptor? This display also features Dr. Seuss the advertising genius, Dr. Seuss the magazine illustrator, Dr. Seuss the political cartoonist and Dr. Seuss the Surrealist, as well as sketches from his beloved children's books. (The Cat in the Hat will greet children at the show tomorrow through Monday, from 11 a.m. to 6 p.m.) Much of the art has never been exhibited before.

"He was a private person and not a very confident man," said Heidi Leigh, the gallery's director. "He knew that with his children's books and in the advertising arena he was

successful. I think he didn't dare to expose himself as a fine artist."

An example of his self-effacement is "Man Who Made an Unwise Purchase," a colorful painting of a Chaŕlinesque fellow carrying on his shoulder a huge, yellow, unmistakably Seussian bird. "What the painting is about is the 18th publisher, who bought his first book," Ms. Leigh said. That tale, "And to Think That I Saw It on Mulberry Street," had been rejected by 17 others.

But Dr. Seuss was self-assured in his political views. Complementing his ad campaign for bug repellent is a 1942 illustration of Uncle Sam administering "mental insecticide" to a startled man, blasting a "racial prejudice bug" out of the man's ear.

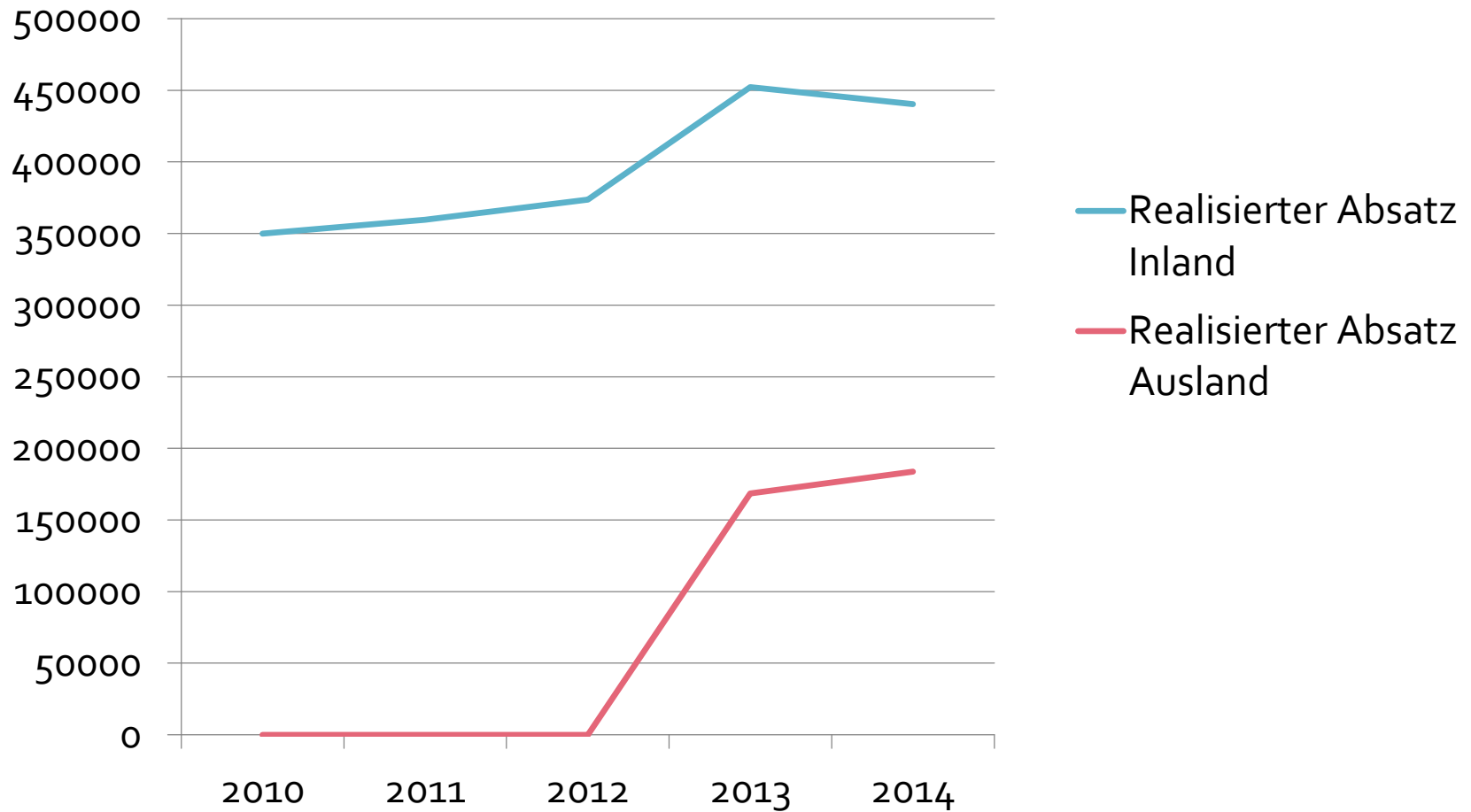
The show even includes a bit of bawdy doggerel and a few nudes. But don't worry: Dr. Seuss's illustrations for his book "The Seven Lady Godivas" are no more anatomically correct than Barbie dolls. But they are much more Rubenesque and have something Mattel's creations don't: a sense of humor.

"The Art of Dr. Seuss," through June at Animazing Gallery, 461 Broome Street, near Greene Street, SoHo, (212) 226-7374. Free.

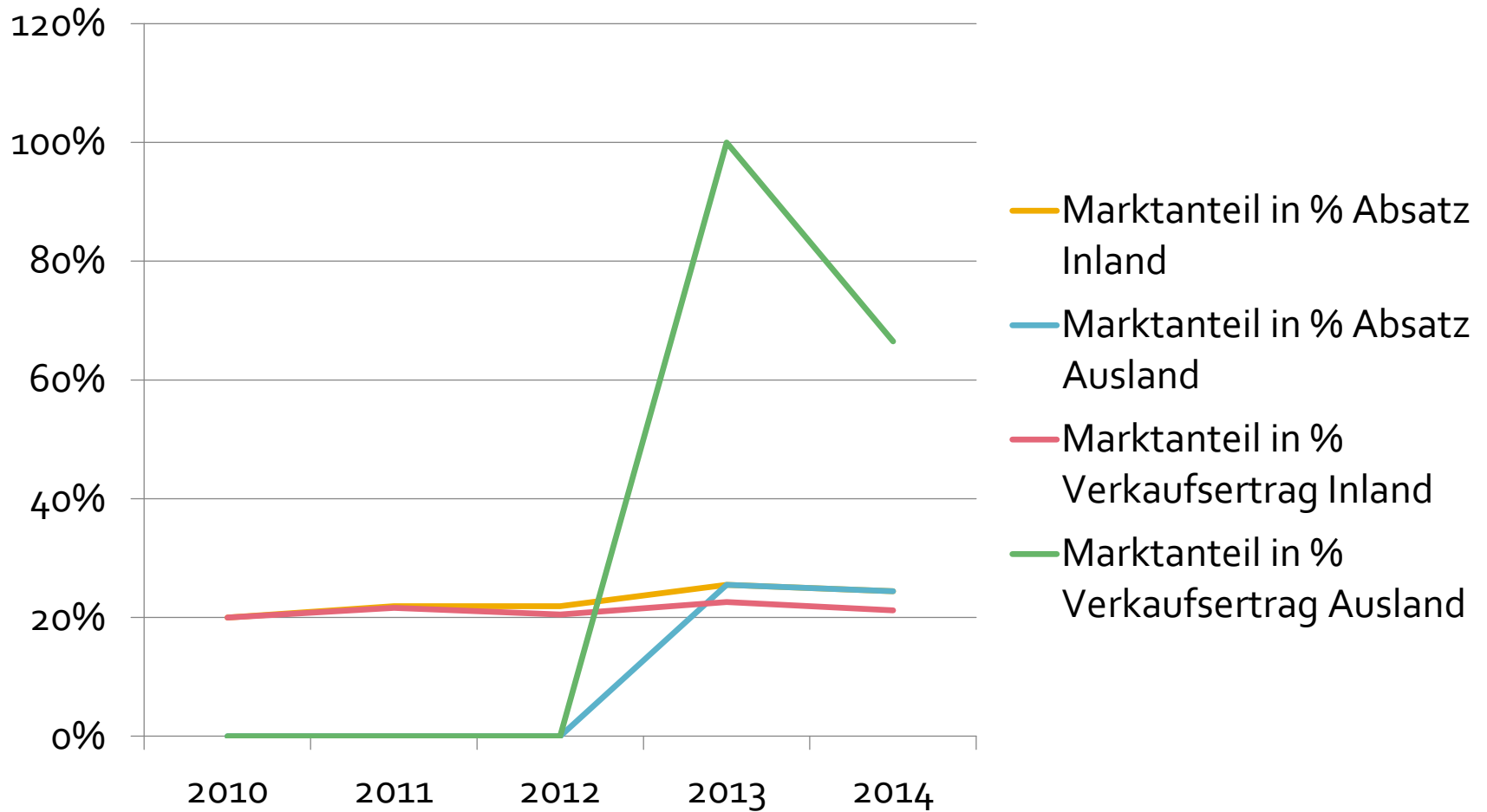


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"The Mulberry Street Unicorn," from "The Art of Dr. Seuss."

# Marktverlauf



# Marktanteile





# Fragerunde

- Fragen?

# Ausblick auf die Zukunft

- Tiefe Herstellungskosten
- Hohe Qualität
- Tiefe Preise
- Grosse Dividendenausschüttung