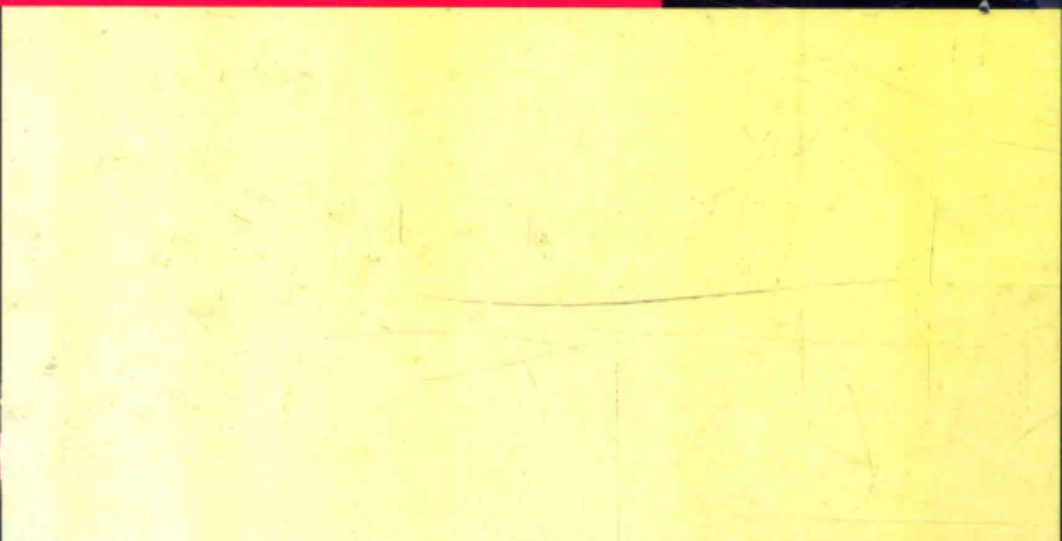


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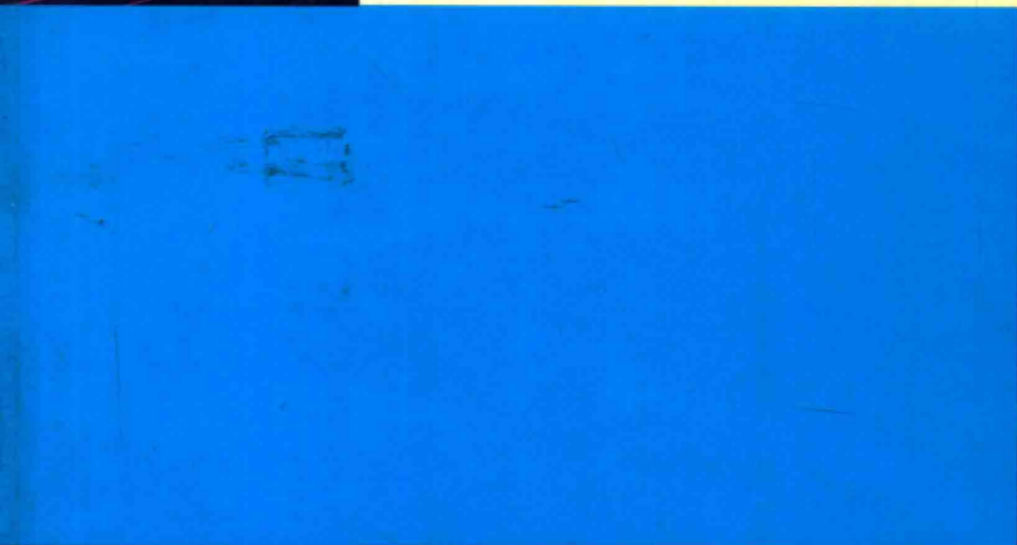


市



王光英

之先



中国大中型商场概览



中国商业出版社

都市之光

中国大中型商场概览

中国商业联合会

编著

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都市之光照神州

王光英



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The dedication by wang Guangying, vice chairman of the stang Committee of the NPC.

东西南北共创繁荣

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一九九五年五月


国内贸易部部长陈邦柱题词

The dedication by Chen Bangzhu, minister of the Domestic Trade Ministry.

中国
商海

何济海题

九二



国内贸易部副部长何济海题词

The dedication by He Jihai, vice minister of the Domestic Trade Ministry.

展示大中型商場
新觀念社會主義
市場增輝姜習



一九八六年一月

中国商业联合会会长姜习题词

The dedication by Jiang Xi, President of the Trade Union of China.

都市之光放异彩

自古以来,城与市便是不可分割的整体。城中无市,即如形中无魂,必呈萧疏荒芜之势。相反,店铺林立,商贾云集,市场繁荣,买卖兴隆,才构成鲜活的市井风情,谱成华美的生活乐章。

正是城与市联姻孕育出来的商业文化,不断推动人类的交流合作,刺激文明的延伸发展。通过商业文化这条纽带,伴随驼铃的商队穿越大漠旷野,开拓了横跨欧亚大陆的丝绸之路;乘着商业文化的东风,哥伦布扬帆远航,飘洋过海完成了发现美洲新大陆的探险;借助商业文化的神通魔杖,造就了纽约沸沸扬扬的繁华和“世界之都”的地位,使弹丸之地的香港戴上了“购物天堂”的桂冠。

从人类文明发展史的角度去审视中国与世界的差距,我们就会发现:从16世纪到近代,西方与中国,一个重商扩张,一个轻商保守;一个热衷于拓海贸易,一个偏执于禁海锁国。中国人代代沿袭的贱商抑商,严重阻碍了对社会进步产生巨大驱动作用的商业活动,导致自身活力的萎缩,逐渐拉大了一度辉煌灿烂的东方大帝国与西方列强的差距。

历史和现实一再给予我们这样的启示:商业是社会经济文化发展的充电器,谁具备了商业文化意识,拥有了发达的市场,谁就有实力居于世界文明的前列。

始于七十年代末的改革开放,给饱经忧患的中国注入了勃勃生机,不仅大大解放了社会生产力,改善了人民群众的物质文化生活;而且打破了传统轻商抑商观念的束缚,实现了“供不应求”的卖方市场向“供大于求”的买方市场的历史性转变,宣告了商品经济时代的到来,这无疑为改善和增加商业服务设施,发挥商业对社会经济的激活与传导作用提供了良好的契机,也让在商品匮乏阴影下喘息多年的中国人,抖擞起精神,去开创多姿多彩的新生活。

作为生产与消费的中介环节,作为社会时尚的晴雨表和流通领域的导航员,商场注定要在城市经济文化生活中扮演举足轻重的角色。繁荣的商业市场,优越的购物环境,往往凝聚着城市生活的魅力,令人一见钟情,从中获得方便、舒适、和谐的体验,被吸引居住下来,参观、游览、购物,甚至投资做买卖。正如江泽民主席所指出的:“城市就是搞商品生产、流通、做买卖的地方,是商品的集散地。无商即无市,无市亦无商。”在商品经济时代,城市建设的一大重要使命就是建立健康有序的市场,营造良好的商业环境空间,在生产者与消费者之间架起沟通的桥梁,从而促进国民经济的稳定持续发展。随着改革开放的不断推进,各地商场从购物环境、配套设施、营业规模,到管理方式、服务水准、营销手段等诸多方面都有了长足的进步。经营规模达1万平方米以上的商场已屡见不鲜;一大批集购物、旅游、餐饮、娱乐于一体的综合性商场脱颖而出;由中央空调、自动扶梯、自动消防喷淋系统、计算机网络管理系统等先进设施武装起来的现代化商场遍及全国各地;“顾客至上,服务周到”已成为当今商场普遍遵循的经营宗旨。尤其是进入九十年代以来,大中型商场迅速崛起,星罗棋布的现代化商厦,争奇斗艳,宛如绚烂的都市明珠,熠熠生辉,大放异彩。

据不完全统计,截止1995年,中国大中型商场已发展到数千个。这些上水平、上规模、上档次的零售商业企业,具有实力雄厚、知名度高、辐射面广的特点。它们既在稳定和繁荣市场、维护社会安定方面发挥积极作用,也在深化商业体制改革,保护消费者合法权益,提高商业服务水平方面起着示范作用,并且成为带动连锁商业网络拓展的骨干力量。目前,全国已有各种形式的股份制商业企业500余家,其中股票上市公司近40家;涌现出400多个连锁公司、6000余家连锁经营商店。1995年全社会消费品零售总额达到20500亿元,充分显示出中国市场的活力与潜力。欣欣向荣的中国商业正逐步形成经营多元化、商品多样化、设施现代化、服务优良化、企业集团化的新格局。

诞生于八十年代中期的全国华联商厦集团,是中国商业企业走向集团化的有益尝试。这一跨地区、跨部门、跨所有制经营的大型商业企业联合体,目前拥有30家成员单位,以其遍布全国的辐射能力,效益显著的经营业绩,品质卓越的企业信誉,成为当今中国商界的一支劲旅。驰名中外的北京王府井百货大楼、天津劝业场、上海第一百货商店、广州南方大厦、武汉商场、西安民生百货大楼等资深商场,锐意改革,大胆进取,纷纷改组为股份有限公司,在新体制下大展宏图,频创佳绩,年销售额居全国同行业前茅,显示出经久不衰的凝聚力和影响力,不愧是中国商业企业中的一代骄子。以北京赛特购物中心、百盛购物中心、上海东方商厦、天津立达国际商场为代表的一批中外合资商场,则是中国商业现代化的开路先锋,它们发挥自身的优势,运用国际上通用的营销手段和管理方式,结合中国国情,引导商业文化新潮流,使商场变成名牌精品的大本营和消费者乐于光顾的“伊甸园”。

商界群星竞风流,都市之光照神州。当我们走进环境舒适宜人、商品琳琅满目的现代化商场,当我们头戴“上帝”的光环,享受到温馨周到的服务和自选购物的乐趣,就会惊喜地发现,新时代的商业文化恰似丝丝春雨,正向我们的日常生活渗透,并在世纪之交的前夜,昭示历史的沧桑巨变,帮助我们建树起对未来前景的希望与信心。

THE LIGHTS OF THE CITIES

From ancient times, market is an integrated part of a city. A city without market is a body without soul and will appear like a wasteland. Shops and merchants give a city vigour and affluence.

The commercial culture, based on both city and market, gives impetus to human exchanges and spread of civilization. Propelled by commercial spirit, the camel caravans threaded their way through the desert. Hence comes the Silk Road, a route extends from China to Middle East and Europe and carries not only goods but also ideas. It is the same incentive that made Columbus sail across the ocean to the New Continent. The commercial magic power gives birth to the world business hub and shopping paradise such as New York and Hong Kong.

If we take a look at the reasons why China lags behind the West from the point of human civilization, we will find that while from 16th century to modern times the West was driven by merchantism while China made light of commerce. When the West was engaged in foreign aggrandizing and trading, China simply cut itself off from the outside world. By Chinese tradition, business activities is always looked down upon and repressed. It severely impaired the commercial activities which can greatly propel the society forward. The once splendid empire gradually withered and the gap between China and the western countries has been enlarged.

History and reality manifests that commerce is the catalyst for social, economical and cultural development. Whoever has the commercial culture and mature market economy will be at the forefront of civilization.

The reform and opening-up policy brings vigour to China. It not only improves the living standards of people, but also helps to remove the traditional disapprovement on commerce. A seller's market was turned to a buyer's market with commercial boom. The market economy provides more and better commercial services and give impetus to the social development. The Chinese, who have long been living in the shadow of commodity shortage, now see a new horizon.

Market plays a vital role in the urban life as it acts the intermediary of production and consuming and often forecasts social and circulation trends.

Bustling commercial markets and shopping environment provide urban residents with convenience and comforts. Attracted by its charm, people would come to live, visit, travel, buy or even invest.

President Jiang Zemin once said: "City is the place where commodities are produced, circulated or traded, a place where commodities come and go. There'll be no market without merchants, or vice versa." Under the market economy, one of the most important mission of urban construction is to establish an orderly and healthy market with good shopping environment. It will build up a bridge between producers and consumers and promote steady growth of national economy. With the deepening of reform and opening up, there's a great progress in the local shopping centres' shopping environment, facilities, business scale, management, service and marketing methods. Market with a floor space of 10,000 square metres is nothing new. There have appeared a great number of comprehensive markets which deal in shopping, tourism, restaurant and entertainment. Most of them are fitted with modern facilities such as automatic escalators, automatic fire-fighting device and computerized management system. Since 1990s, there is suddenly an explosion of modern shopping centres.

Up to 1995, China's large- and middle- sized shopping centres have reached several thousands, according to the incomplete statistics. These shopping centres often have considerable wealth and manpower and cover a rather large area. They play an active role in maintaining a stable and prosperous market and social stability. Their practice provides an example for other departments in reforming commercial system and raising the quality of service. A whole network of chain stores grow out of these backbone enterprises. By now the country has 500 or more share-holding companies, 40 of which have listed shares. There are 400 or more chain companies and more than 6,000 chain stores. The total retail sales reaches 2,050 billion yuan, manifesting the vigour and potential of the Chinese market. The fledging Chinese commercial business is being conglomerated and modernized, providing greater variety and better services. The National Hualian Tower Corporation serves as an example of successful conglomeration. With 30 subordinates under it, the corporation has grown into a successful enterprise with a network that covers the whole country.

The well-known and historical Beijing Wangfujing Department Store, Tianjin Quanyechang Market, Shanghai No 1 Department Store, Guangzhou Nanfang Tower, Wuhan Market, Xi'an Minsheng Department Store were all converted to share-holding Co Ltd. Under the new operation system, these markets create annual gross sales that are among the top few in the country. Their influence still lasts among the Chinese commercial enterprises. The Sino-foreign joint-venture shopping centres, represented by Beijing Cvik Shopping Centre, Parkson shopping Center, Shanghai Dongfang Tower, Tianjin Lida International Market, lead the way of Chinese commerce modernization. They bring into play the prevalent marketing methods and management and put them in the context of Chinese economic situation. These shopping centres present the brand- name products and remain popular among consumers.

When we enjoy the fun of shopping in these modern markets, we can't help realizing that the commercial culture is already part of our daily life. It is a sign of historical progress and makes us confident for our future.





