

# 中国一流商厦

China's First Class Stores



4

中国建筑工业出版社  
CHINA ARCHITECTURE & BUILDING PRESS



## 中国一流商厦 4

中国商业文化研究会 中国建筑工业出版社 合编

贺名仑 主编

中国建筑工业出版社

## CHINA'S FIRST CLASS STORES 4

By Commercial Culture Association of China  
China Architecture & Building Press

Chief Editor: He Minglun

CHINA ARCHITECTURE & BUILDING PRESS

中

国

流

商

厦

CHINA'S FIRST CLASS STORES

## 中国一流商厦 4

CHINA'S FIRST CLASS STORES 4

总策划: 刘慧慰

编辑策划: 李东禧 李文启 张建生

摄影: 李东禧 谭克 冯群净

英文审稿: 叁木

责任编辑: 李东禧

总体设计: 冯群净

版式设计: 蔡宏生

Chief Planner: Liu Huiwei

Editorial Planners: Li Dongxi, Li Wenqi, Zhang Jiansheng

Photographers: Li Dongxi, Tan Ke, Feng Yizheng

English Proof Reader: San Mu

Managing Editor: Li Dongxi

Layout Designer: Feng Yizheng

Format Designer: Cai Hongsheng

4

# 编审委员会:

主任: 胡平

副主任: 贺名仑 刘慈恩 任微典 张明远

郭迎秋

## 委员 (按姓氏笔划为序):

万义英	王月芬	丁龙根	王永福	于兆岗
云文厂	冯占明	冯丽华	史建华	江育明
安其勇	刘子杰	刘向东	刘秀玲	刘振昌
刘跃华	刘琦	刘慈恩	成 蔚	朱国辉
仝世安	任微典	许 敏	孙 杰	宋念平
汤庆顺	李文书	李文启	李东福	李汉贵
李秀珍	李贵保	李 爱	吴荷生	金中银
俞建华	丘增世	张伟国	张妙然	张明远
张景群	邵松枝	陈昌鸣	罗杰伦	罗传钧
周 宇	周仙	周建虹	陆慧珍	庞 毅
祖国丹	姜玉玲	姜志中	董公元	董伟平
郁为泽	赵义华	赵志远	赵志良	赵润鹤
胡 平	胡龙瑞	胡嘉伟	郑建华	侯鹤良
贺名仑	高颖雄	宋茂茹	徐家平	徐高明
郭志军	郭迎秋	栾安生	梅红建	黄茂如
黄 蒙	覃本东	梅振明	蒋 华	尚秋林
薛国强				

主 编: 贺名仑

副主编: 郭志军 刘秀玲 赵志远 李贵保

高颖雄 庞 毅

翻译: 甘亚平 一 卷

## CHINA'S FIRST CLASS STORES

Editorial Board

Director: Hu Ping

Deputy Directors: He Minglan, Liu Cuiwei, Ren Huidan, Zhang Mingyuan, Gao Yingqiu

Members:

Wan Wenyang, Wang Yuefen, Wang Longgen, Wang Yongfu, Wang Zhaogang, Yan Wenguang, Feng Zhanming, Feng Labao, Shi Jianhua, Jiang Yuming, An Qiyong, Liu Ziyi, Liu Xiangdong, Liu Xiangling, Liu Zhencheng, Liu Yuchao, Liu Qi, Liu Cuiwei, Cheng Hai, Zhu Guohui, Ren Shuan, Ren Huidan, Xu Min, Sun Jie, Song Nuanping, Tang Qingshan, Li Wenyu, Li Wenqi, Li Dongxi, Li Hanying, Li Xunzhen, Li Guibao, Li Ai, Wu Hesheng, Jin Zhongmin, Jin Jianhua, Yue Zengshi, Zhang Weiguo, Zhang Miaoran, Zhang Mingyuan, Zhang Jingsheng, Shao Songqiang, Chen Changming, Luo Jielun, Luo Chongpin, Zhou Ping, Zhou Xianlan, Zhou Jianhong, Liu Huizhen, Pang Yi, Zu Guodan, Jiang Yaling, Liu Zhenlong, Dong Gongyuan, Dong Weiping, Yu Weixie, Zhao Wenhuo, Zhao Zhiyuan, Zhao Zhihong, Zhao Runhe, Hu Ping, Hu Longyao, Hu Buxue, Zheng Jianhua, Hou Heliang, He Minglan, Gao Yingwei, Fan Maoru, Xu Jianping, Xu Guomin, Gao Zhiquan, Gao Yingqiu, Mei Ansheng, Mei Hongnan, Huang Maoru, Huang Hao, Qin Bendong, Fu Zhenzhang, Jiang Hua, Liu Qinhuan, Xue Guoqiang












Chief Editor: He Minglan

Deputy Editors: Gao Zhiqun, Liu Xiangling, Zhao Zheyuan, Li

Guibao, Gao Yingwei, Pang Yi

Translator: Gao Yaping, Lan Ling

目 录 CONTENTS

	北京蓝岛大厦 .....	7
	Beijing Blue Island Mansion	
	北京西单购物中心 .....	26
	Beijing Xidan Shopping Center	
	天津滨江集团 .....	36
	Tianjin Binjiang Group	
	北京天元发展集团公司 .....	48
	Beijing Tianyuan Developing Co. Group	
	南宁百货大楼股份有限公司 .....	74
	Nanning Department Store Ltd.	
	上海市第一百货商店股份有限公司 .....	81
	Shanghai No.1 Department Store Co. Ltd.	
	北京华光商厦有限责任公司 .....	99
	Beijing Huaguang Store Ltd.	
	北京华奥商厦有限责任公司 .....	104
	Beijing Huao Trade Co.	
	珠海百货(集团)有限公司 .....	109
	Zhuhai Department Store(Group)Ltd.	
	台湾太平洋崇光百货股份有限公司 .....	117
	Taiwan Pacific Sogo Department Store Co.,Ltd.	
	海南第一百货商场 .....	157
	Hainan No.1 Department Store	
	北京燕鹏服务集团公司 .....	162
	Beijing Yanpeng Service Group Co.	
	北京市糖业烟酒公司 .....	167
	Beijing Sugar, Tobacco & Wine Corp.	
	太原五一百货集团股份有限公司 .....	174
	Taiyuan Wuyi Department Store Group Ltd.	
	上海先施百货有限公司 .....	179
	Shanghai Sincere Department Store Ltd.	

图书在版编目(CIP)数据

中国一流商厦/贺名仑主编.—北京: 中国建筑工业出版社, 1999  
ISBN 7-112-03936-3

I. 中… II. 贺… III. 商店-建筑设计-中国-摄影集  
IV.TU247-64

中国版本图书馆CIP数据核字(1999)第26098号

## 中国一流商厦 4

### CHINA'S FIRST CLASS STORES 4

合编: 中国商业文化研究会  
中国建筑工业出版社

主编: 贺名仑

中国建筑工业出版社出版、发行(北京西郊百万庄)  
新华书店经销  
北京/厦京港图文有限公司制作  
恒美印务有限公司印刷厂印刷

开本: 889 × 1194 毫米 1/16 印张: 12  
1999年9月第 1 版 1999年9月第一次印刷  
印数: 1-3,000册 定价: 480.00元(共四册)  
ISBN 7-112-03936-3  
TU · 3067(9319)

版权所有 翻印必究

如有印装质量问题, 可寄本社退换  
(邮政编码 100037)

## 北京蓝岛大厦

开业于1993年1月18日的北京蓝岛大厦是北京市朝阳区最大的商业购物中心。大厦分东西两区，总建筑面积52000平方米，营业面积28000平方米。大厦东区设百货、食品、针纺、鞋帽、服装、家电、电讯、文化、工艺等九个商场；西区设礼品化妆、针织、儿童、女士服装服饰、男士服装服饰、文化体育等五个商场，各具特色。还开办了蓝桥分店、承德分店、装饰装修公司、蓝利服装服饰公司、蓝视野电子技术公司、蓝顺驰汽车维修服务中心、出租汽车公司、印刷厂、培训中心等实体。

面对激烈的市场竞争，蓝岛大厦在开业之初便确定了“以文兴商”的发展道路，确立了“立足朝阳、面向首都、辐射全国、走向国际、实现集团化、现代化、国际化”的发展战略目标。率先在京城商界导入CIS，在经营上坚持贯彻了“商品以质取胜，经营以特取胜，服务以情取胜，购物以便捷取胜，环境以雅取胜，功能以全取胜”的三十六字营销方针，在突出名品、精品、新品经营的基础上，举办文化购物节、参与社会文化活动、开展营销大公关，同时不断升华企业精神，推出对内对外“一片情”服务，形成一种“情系义利、顾客至上”的服务文化，从而创建了独具魅力的蓝岛文化，并形成了以此为核心的强大感召力，吸引着大批顾客。

在现代商业竞争中，停滞不前就意味着落后与失败。蓝岛大厦始终不断地“创与闻”，调整自身，以适应市场的变化。1996年面对北京零售商业市场出现的困难，蓝岛根据自身情况进行了及时的改革调整：抽调部室管理人员充实一线商场；并对开业仅一年的蓝岛西区进行了全面调整，实行品类少、品种精、款式全，以服装文化为主体的特色经营。从而形成了以中高档综合经营、大众化的蓝岛东区和以高中档专业经营、特色化的蓝岛西区，两个相互独立又相互呼应、相互补充的经营结构，成功地吸引了新的客流，扩大了新的商圈。

通过五年来的不懈努力，蓝岛大厦得到社会公众的认同，树立了良好的企业形象，取得了良好的经济效益和社会效益。1996年、1997年连续位居北京市大型商场销售总额排名第四位，零售总额排名第二。先后被北京市评为“物价计量信得过单位”、“重合同守信用单位”、“商品质量好、售后服务好”双好企业、“销售、服务效益先进单位”、“商业优质服务‘十佳’企业”、“服务质量守信誉单位”及“商品保真销售单位”，被中华全国总工会授予“全国先进单位五一劳动奖状”，被原国内贸易部评为“全国商业优秀企业”并荣获“金桥奖”，“蓝岛”店名也获得了北京市著名商标的荣誉称号。

## Beijing Blue Island Mansion

Beijing Blue Island Mansion is the largest shopping center in Chaoyang District, Beijing, which opened to business on 18 January 1993. Separated into eastern and western sections, its business space is 28000 square meters in a building of 52000 square meters. There are nine markets in the eastern section, namely general commodities, foods, knitting wear, shoes and hats, garments, home electronic goods, communication equipment, and arts; five markets in the western section, namely gifts and cosmetics, children wear, lady wear, gentleman wear, and sports wear. Also there are lots of branches including Lanqiao Branch, Chengde Branch, Decoration Company, Lanli Garment Company, Lanshiye Electronic Technology Company, Lanshunchi Garage Service Center, Taxi Company, print house, and training center.

Facing the serious market competition, Blue Island Mansion set up "to promote business with cultural means" to be the way of developing at the beginning of opening to business. It is the first commercial firm in Beijing to introduce CIS. In its operation, it carries out the guideline of "to win the competition with quality goods, unique style, affecting service, convenient shopping, gorgeous environment, and all-round function". Based on the selling of its picked, famous and new commodities, Blue Island Mansion is active in organizing cultural shopping festival, participating in social cultural activities and public relations. In such a way Blue Island Mansion has created its own "Blue Island Culture" symbolized with the service concept of "righteousness and profits are equal and customers are first". Its affecting service has attracted lots of customers.

In modern market competition, stagnation means failure. To match the change in the market, Blue Island Mansion is "creating and rushing" and adjusting itself continuously. When the market of Beijing was in difficulty in 1996, Blue Island took lots of measures to change: to make its offices slimmer; to restructure the newly opened Blue Island Western Section to be a high grade store with the characteristic of costume culture. Now the eastern section is serving the mass market with its popular goods and the western section is serving the up class market. The two sections complement each other, attracting more customers from distant areas.

After five years operation, Blue Island Mansion has achieved a great deal of economic and social results and has built its positive image in the society. In 1996 and 1997, its retailing sales were the second biggest in Beijing. Also it has won lots of honorary titles such as "The Unit Trustable In Pricing And Measurement", "The Unit With Reputation In Fulfilling Contracts", "The Firm is Good of Both Commodity Quality and Post-Sales Service", "Advanced Unit for its Sales and Service Results", "The Best Ten Commercial Firms Good at Quality Service", "The Unit with Reputation for its Service Quality", "The Unit Sells Genuine Goods", "National 5.1 Labor Award for Advanced Unit", "National Excellent Commercial Firm", and "Golden Bridge Award". Today the store name Blue Island is a famous registered trademark in Beijing.





1. 外观  
Appearance



2. 结算中心  
Settlement center  
3. 监控室  
Supervision center  
4. 总经理室  
General Manager office







5



6



7

5. 儿童服装  
Children's clothes  
6. 服装专卖  
Clothes store  
7. 服装陈列  
Clothes display



8

8.服饰陈列

Clothes display

9.体育休闲品专卖

Sports and leisure goods



9





10



11

10. 服装专卖  
Clothes store  
11. 服装陈列  
Clothes display  
12. 女士服装专卖  
Ladies' clothes



12



13



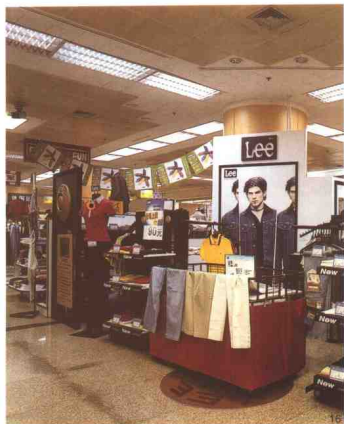
14



13.14. 童装专卖  
Children's clothes



15



16



17

15. 童装陈列  
Children's clothes display  
16. 服装陈列  
Clothes display  
17. 童装专卖  
Children's clothes





18



19



18.服装陈列厅顶饰

Decoration of the costume display hall

19.鞋类陈列厅

Shoes display hall

20.皮鞋专卖

Shoes counter