

中国一流商厦

China's First Class Stores



3

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



中国一流商厦 3

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CHINA'S FIRST CLASS STORES 3

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Chief Editor: He Minglun

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北京西单友谊集团

北京西单友谊集团是在原北京西单商场集团与原北京友谊商业集团基础上，于1997年9月5日正式组建的跨行业、跨部门、跨所有制的大型综合性企业集团。经营范围涉及商业零售批发、连锁经营、仓储运输、进出口贸易、餐饮娱乐、计算机开发应用、汽车供销、生产加工等领域。

在西单友谊集团立足北京、面向全国的发展战略思想指引下，集团的经营规模得以迅速拓展，初步实现了大型百货商场、地区性中型商场和小型超市连锁并举的发展格局，在北京商业中日益占据重要地位。集团核心企业北京市西单商场是具有68年历史、名扬海内外的老字号企业，1993年改制为股份有限公司，1996年成功挂牌上市，已发展成为以购物为主，集餐饮、娱乐、休闲于一体的多功能的综合性商业企业。同时，西单商场还积极发展连锁经营，已在居民小区开办多家连锁超市，深受广大消费者的欢迎。友谊商店作为大型涉外零售企业，多年来接待过多国元首、政府首脑、驻华使节、国外旅游者和港澳台同胞，在国内外具有较高的知名度。万方西单商场和石景山八角西单商场均是北京市地区性商业中心的龙头企业，在本地区都占有十分重要的地位。

目前，集团总资产规模已达到19亿元。预计到本世纪末下世纪初，实现年销售额达100亿元，总资产35亿元，真正成为北京市商业龙头企业集团。

Beijing Xidan Friendship Group

Based on the former Beijing Xidan Market Co. Group and Beijing Friendship Commercial Co. Group, Beijing Xidan Friendship Group is a large sized comprehensive corporate group formed on 5 September 1997. It is a multi-industry and multi-ownership enterprise operating in the fields of retail, whole sale, chain stores, storage and transportation, export and import, catering and entertainment, computer developing and application, car sales, and manufacture.

With the strategy of national wide orientation, the Group is growing rapidly. Now it is playing an important role in the business circle of Beijing by developing large department stores, medium sized regional markets and small sized chain stores simultaneously. Beijing Xidan Shopping Co., Ltd., the core of the Group, established 68 years ago, is famous home and abroad. It became a limited corporate in 1993 and its stocks sold on the open market successfully in 1996. Now it is a comprehensive multifunction business engaged in retailing, restaurants, entertainment and leisure. Its chain stores are popular in residential areas and developing fast. As a large sized retailing shop specially serving foreign customers, the Friendship store is very famous home and abroad for many years. Its customer name list is composed of a lot of heads of foreign states and governments, diplomatic envoys to China, foreign tourists, and our compatriots from Hong Kong, Marco and Taiwan. Wanfang Xidan Market and Shijingshan Bajiao Xidan market are leading stores of regional shopping centers in Beijing, playing important role in their communities.

The total assets of the Group has reached ¥1.9 billion today and will be ¥3.5 billion with a turnover of ¥10 billion by the end of this century. Now the Co. Group is becoming a real leading corporate of commerce in Beijing.

北京西单商场股份有限公司

西单商场是名扬海内外的老字号企业，始建于1930年，至今已有68年的历史。1993年改制为北京市西单商场股份有限公司，1996年7月在上海证券交易所正式挂牌上市。

在改革开放的进程中，西单商场以“求实奋进”为企业精神，取得了令人瞩目的成绩，经济效益始终居于同行业前列。自1986年至1993年连续八年保持北京市零售企业销售额第一名。1995年4月29日，西单商场经过一年多全面改建、扩建、装修，重张开业，建筑面积6.5万平方米，营业面积近3万平方米，经营商品8万余种。商场内外新装16部自动扶梯和1部残疾人电梯，中央空调、电子监控系统和先进的计算机管理系统，使商场的现代化程度跃上新台阶。

西单商场突出特色经营，通过经营结构的不断调整，使南营业楼形成大众品牌系列化、专业化、规范化经营的同时，把北营业楼改造成为以服务中青年消费群体为主的精品系列化、名牌潮流化的购物场所，使南、北营业楼形成不同风格的经营特色，吸引不同层次的消费群体。

西单商场还不断拓展经营领域，增加服务功能，使商场成为以购物为主，集餐饮、娱乐、休闲于一体的多功能的综合性大厦。康康快餐、ABC旱冰场、爱克发影楼等已成为众多消费者喜爱的去处，为西单商场增添了新的景观。1996年、1997年销售额再次跃居北京市商业零售企业第一名，利润突破亿元，在全国居领先地位。

为进一步增强企业自我发展能力，西单商场始终坚持“立足西单、辐射北京、面向全国”的发展方针，走规模经营之路。

Beijing Xidan Shopping Co.,Ltd.

Established in 1930, Xidan Shopping Co., Ltd. is a 68 years old business with high reputation both home and abroad. It became Beijing Xidan Market Ltd. in 1993 and its stocks marketed at Shanghai Security Exchange in July 1996.

Taking realistic approach and act vigorously as the corporate spirit, Xidan Shopping Co., Ltd. has achieved bright results in its operation and it is always stands in the forefront of its rivals. In terms of annual turnover, it was number one in retailing business in Beijing for eight years from 1986 to 1993. After its expansion and redecoration, Xidan Shopping Co., Ltd. re-opened with its new building of 65,000 square meters, business space of 30,000 square meters and commodities more than 80,000 items. In the store, there are 16 automatic rotating staircases, one elevator for disabled, central conditioning, electronic monitor system and advanced computer system, which make it a modernized shopping center.

With distinguishing feature in operation, Xidan Shopping Co., Ltd. is always adjusting its commodity structure. The characteristic of its southern wing is to serve the mass with serialized and specialized items in large scale. Its northern wing is to target the young and middle aged customers with superior and famous brands. This arrangement is to attract different groups of customers. After its expansion in business, today Xidan Shopping Co., Ltd. is a comprehensive shopping center covering retail, restaurant, entertainment and leisure. Now Kangkang Fast Foods, ABC Skating Rink and Agofa Photo Studio are very hot attractions in the store. Its annual sales was the highest among retailers in Beijing in 1996 and 1997 and its annual net profit was more than ¥100 million.

To enlarge its scale and to enhance its ability of growth, Xidan Shopping Co., Ltd. will keep nationwide orientation as its guideline in business.



1. 西单商场外观

Appearance of Xidan shopping center



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2.服装专卖陈列
Clothes display

3.服饰陈列
Clothes display

4.女服专卖
Ladies clothes counter



5. 服装专卖店陈设
Clothes store display



6.7.服装专卖
Clothes counter



8. 体育休闲品
Sports goods



9



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- 9. 体育服饰专卖
Sports wear counter
- 10. 女服专卖
Ladies' clothes counter
- 11. 服装大厅
Garment hall
- 12. 休闲服
Clothes for leisure



11



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- 13. 体育休闲品陈列
Sports goods display
- 14. 店堂陈设
Design of store
- 15. 体育用品专卖
Sports goods counter





**LI-NING**®



三楼女装区

二楼
三楼女装区

三楼



16

16.店堂陈设

Design of store

17.体育服装专卖

Sports wear counter

18.体育用品专卖店陈设

Display in sports store



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