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BNBM

BNBM

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1998

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战略合作伙伴奖

海外最佳合作伙伴奖

销售金奖

销售银奖

销售铜奖

最佳销售经理奖

最佳销售飞跃奖

北新建材 2012 年营销年会隆重召开



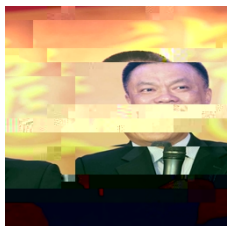
“ ” 20

700 “

”

整合营销部 文/潘洋萍 图/董刚

2012



KPI

12 “ ”

20

50% “ ”

5

3

10 20 100  
" 150 70  
60

2012

KPI KPI

BPB

50%

" 9 1200 2000  
5000

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8.8

10

20

GDP

9.2%

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120

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1950

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138

3

20

--BEFFA

Jean-Louis BEFFA

"CNBM

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CNBM

CEO--BEFFA

CNBM

5000

5000

3200

|    |    |      |      |    |    |      |   |
|----|----|------|------|----|----|------|---|
|    |    | 1992 | 1    | 16 |    | 2002 | 3 |
| 13 |    |      | 2012 |    | 10 |      |   |
|    | 13 |      |      |    |    | 60   |   |

|      |    |
|------|----|
| 2015 | 20 |
|------|----|

|     |     |   |     |    |
|-----|-----|---|-----|----|
|     |     |   |     | 60 |
|     | 8.8 |   |     |    |
|     |     | 1 | 1.5 |    |
| 1.2 |     |   |     |    |
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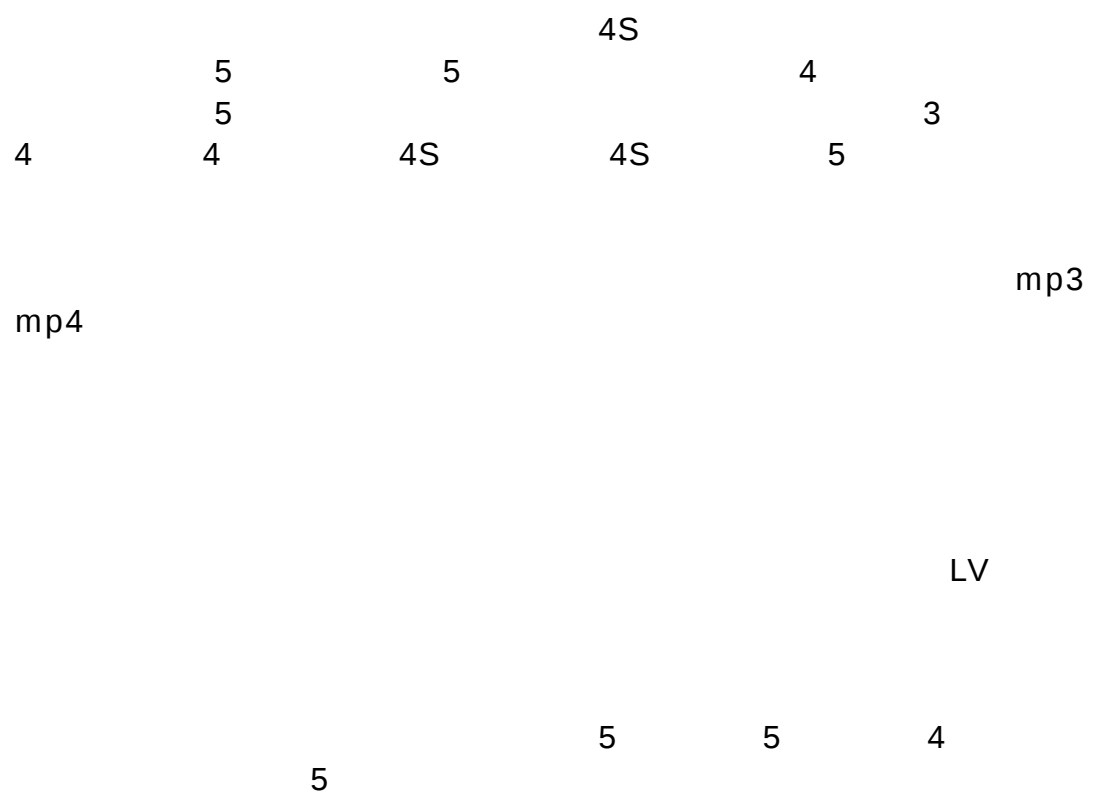
20

2012

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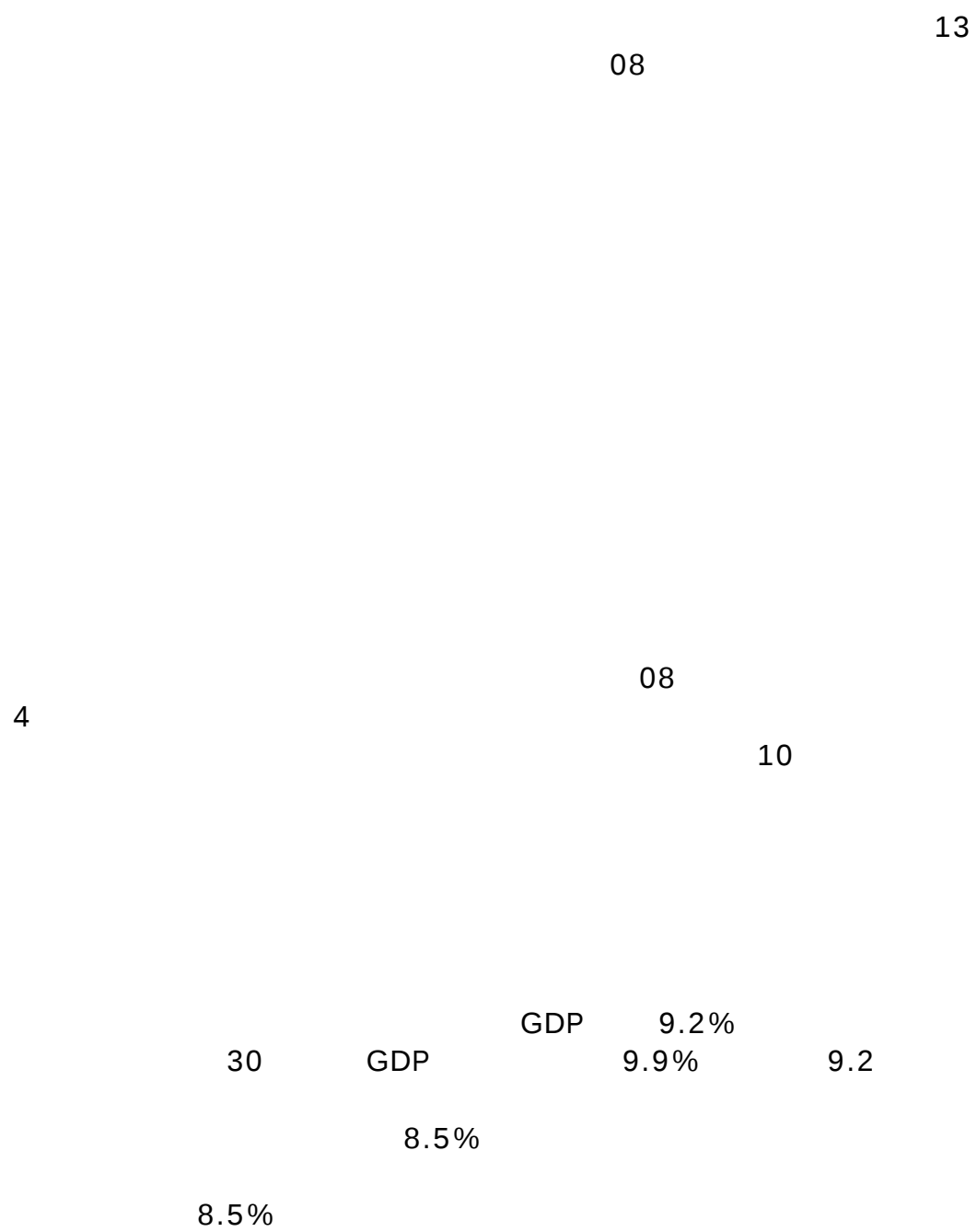
61

500

61  
2015

100

500



4000 4000 30  
2 30  
20  
8.5% 20 18.8 20.63  
15% 5-6%  
1 8  
5-6% 10 18.8  
32 20  
2020  
GDP 40  
48 10 10  
GDP GDP 48 8% GDP 4  
52  
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GDP GDP GDP  
GDP 92  
GDP  
8% 20  
300  
95%

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100  
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"HOLCIM"

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500

26

20

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2000

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CNBM

CNBM

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48%

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GDP

500  
52%

61  
GDP

11

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1250  
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300

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42%  
42%

117

16

30

16  
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8

8  
138

60

3000

200  
20  
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200

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20