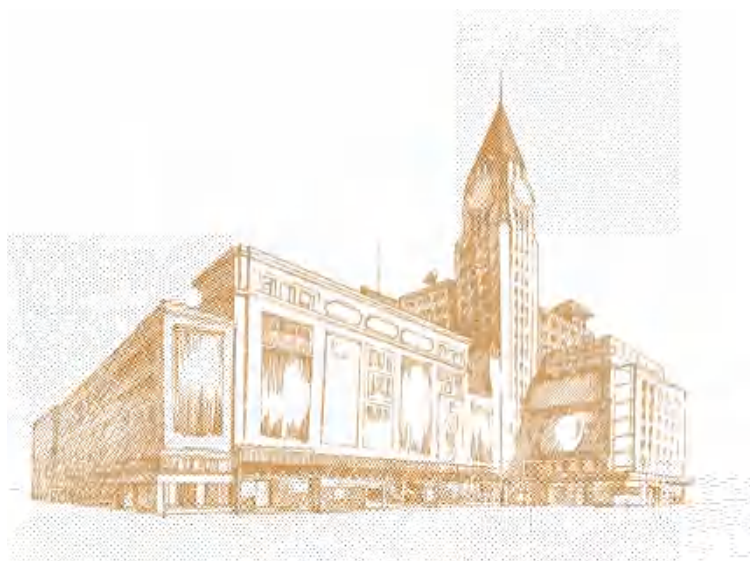


WANGFUJING GROUP CORPORATE CULTURE



A
C A E C E

远见 专注

包容 创新

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	001
	007
	008
	009
1.	009
2.	009
3.	009
4.	010
	012
1.	012
2.	013
3.	013
4.	013
5.	014
	017
a	018
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1.	019
2.	019
3.	021
4.	021
5.	021
	023
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	061
	075
	076
1.	076
2.	076
3.	079
4.	080
5. “ ”	081
6.	085
7.	086
8.	086
9.	087
	088
	089
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1.	103
2.	104
	105
	109
	116

1955 9 25

“ ”

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2012

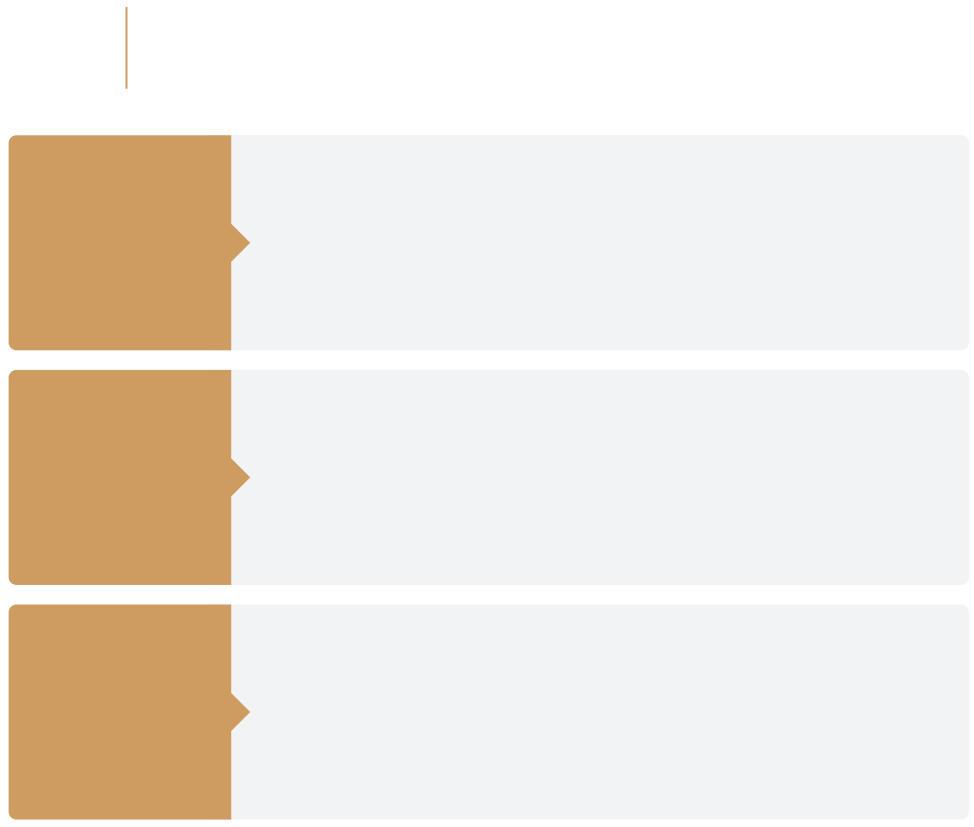
2014

2021





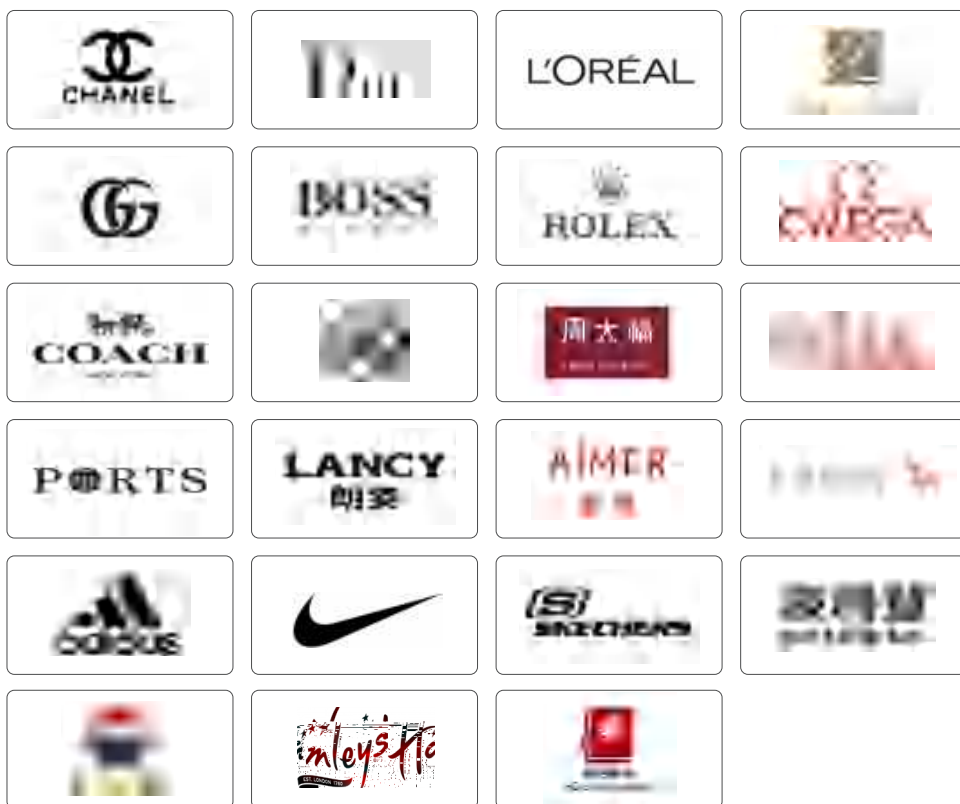






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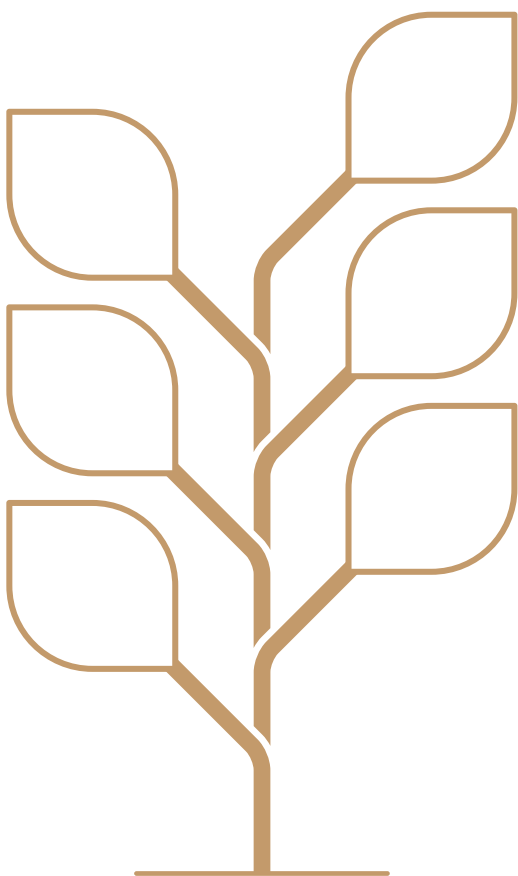
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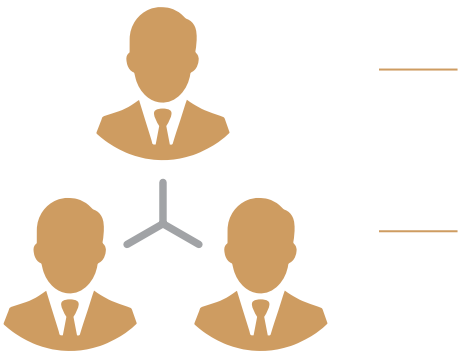
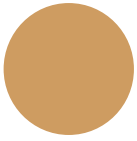
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第三章

FORMAT CULTURE 业态文化篇

王府井

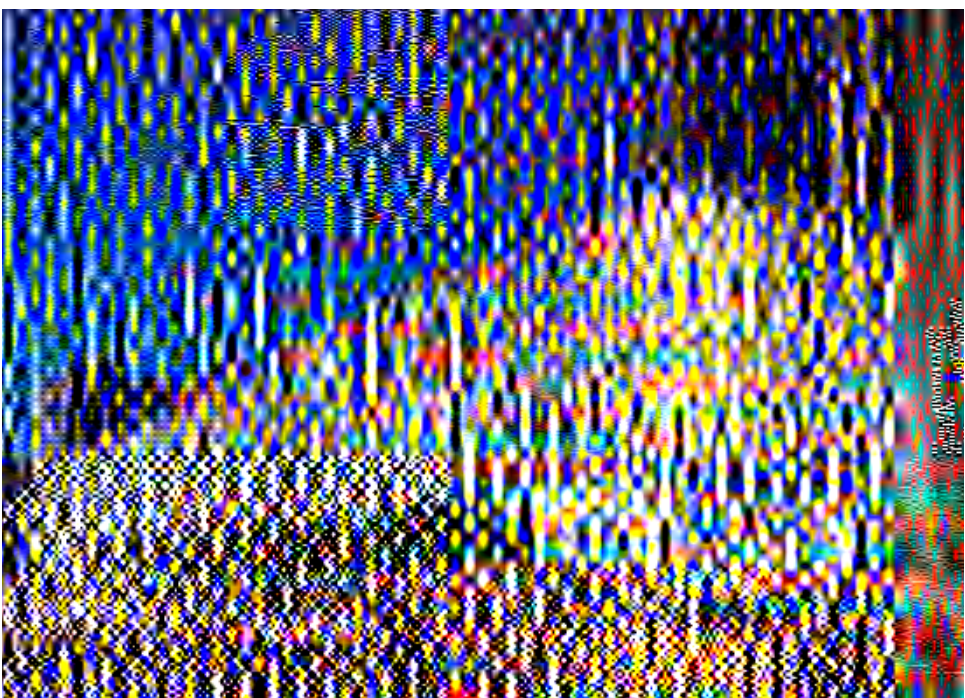
王府井集团

WANGFUJING GROUP CORPORATE CULTURE



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WFJ SELECT
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Raigoal

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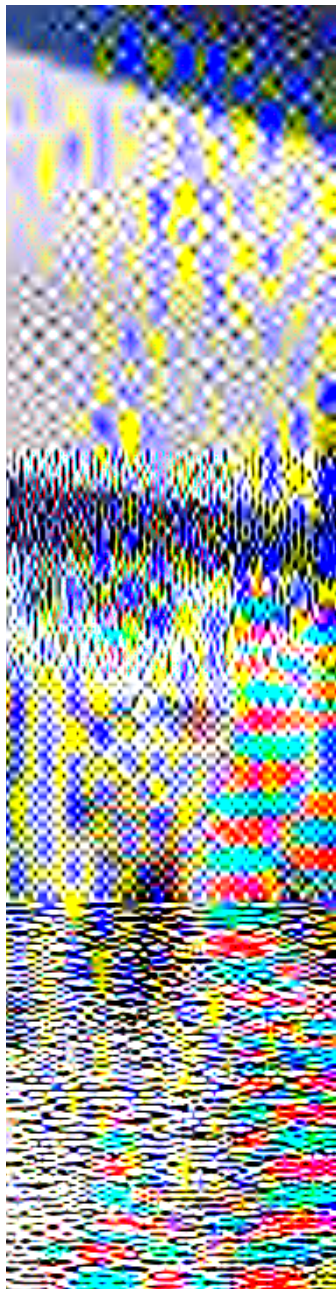
IP

SHOPPING”

2022

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ADIDAS NIKE

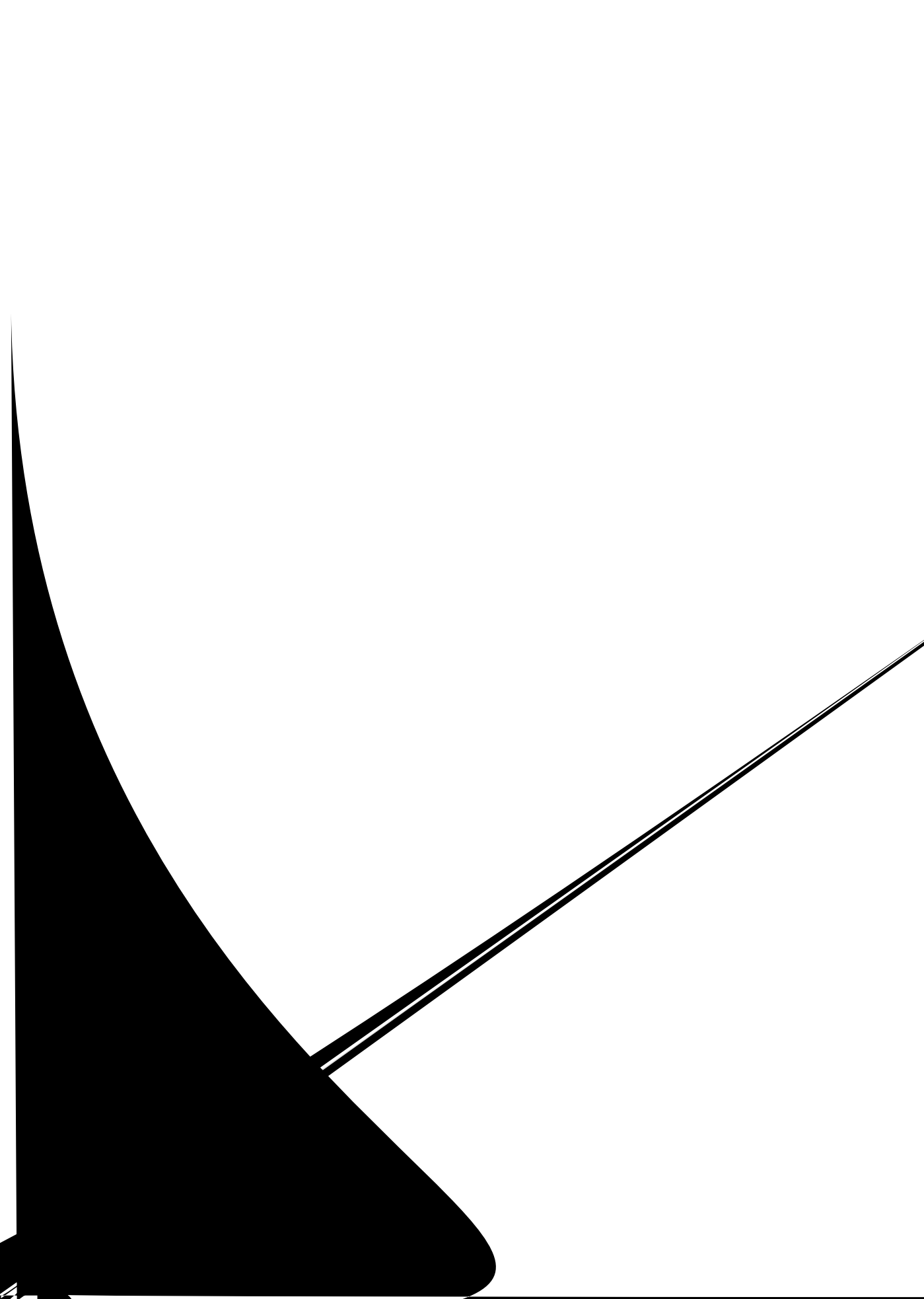
500



I

Hamleys











2010

2012

29 43

1994 “ ” 1996 600859 “

30 ” 2004 “ 20

” 2009 “ 60 60 ” 1994 “

” 2000 “ ” 2002

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2012 11 2016 3

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2014 2018

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2019 12 2022 12

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2020

2021

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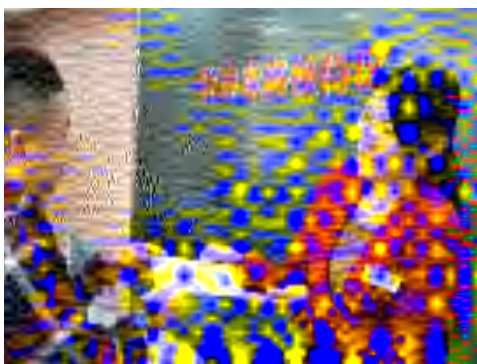
73

51

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1955 11

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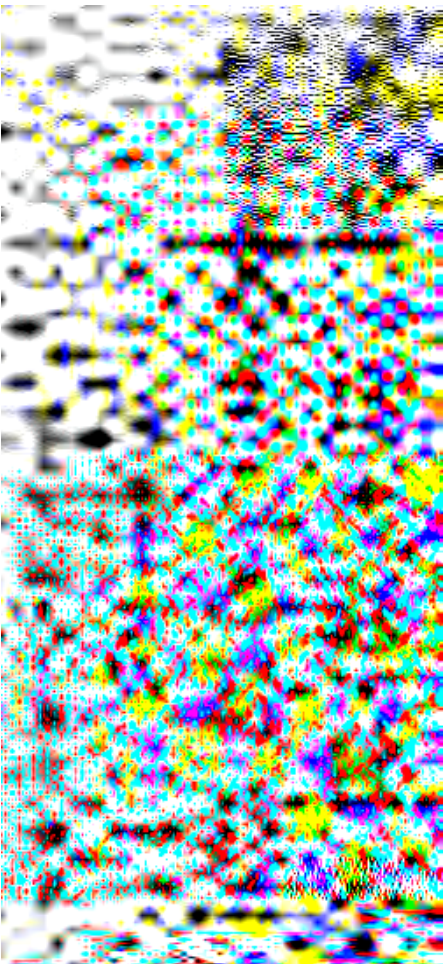
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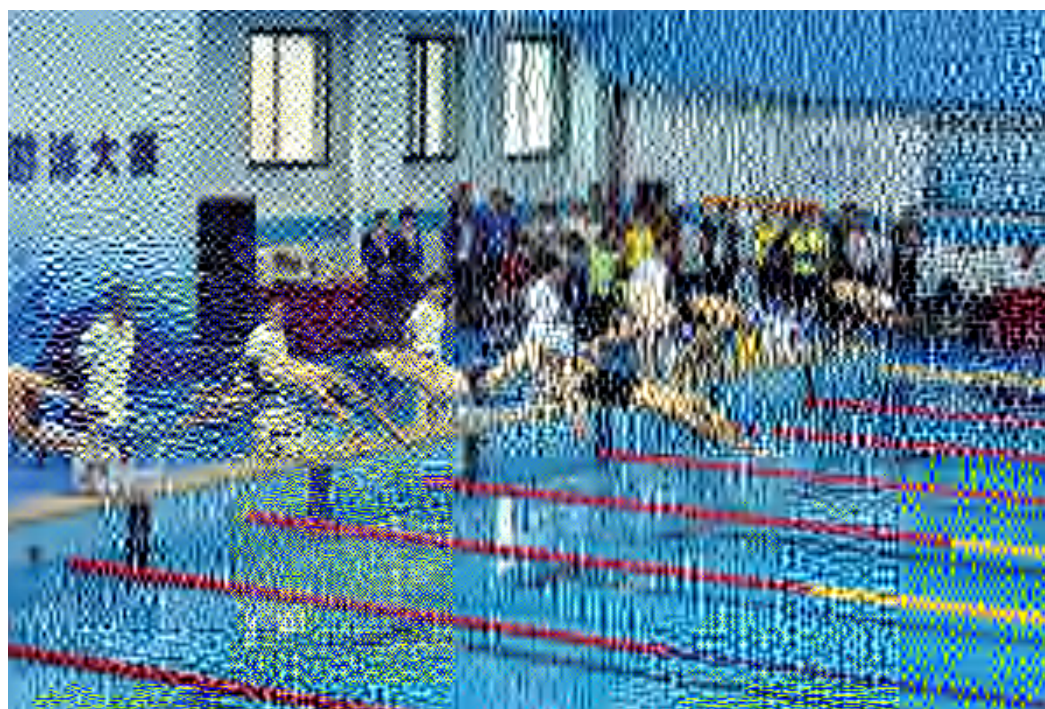


35



PK

44



第五章

IMAGE 形象篇

企业形象是企业社会地位、行业

王府井集团企业文化

WANGFUJING GROUP CORPORATE CULTURE



1955 9 19



1974 6



1985 4 28



1987



1991



1992 3 11



1992 6 29



1992 6 30



1993 11 18



1994 1

18



1994 6 20



1996 5 4

“ ”



1996 11



1997 2 5

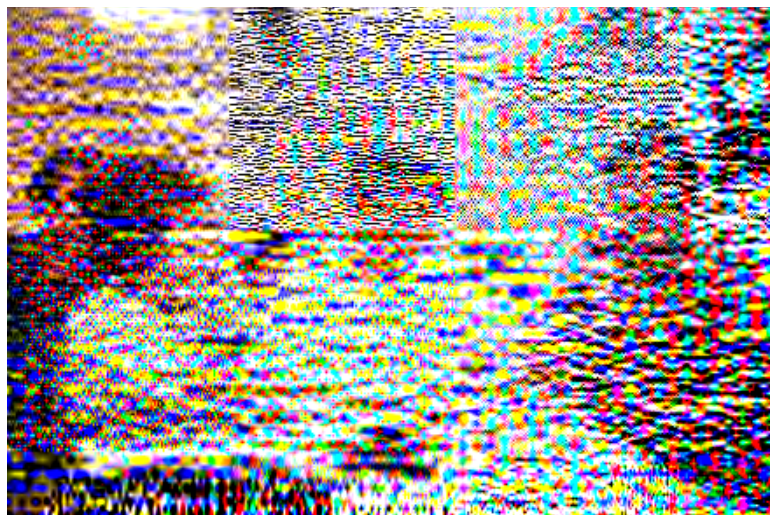


1998 1999

1999 8 27



2003 1 22



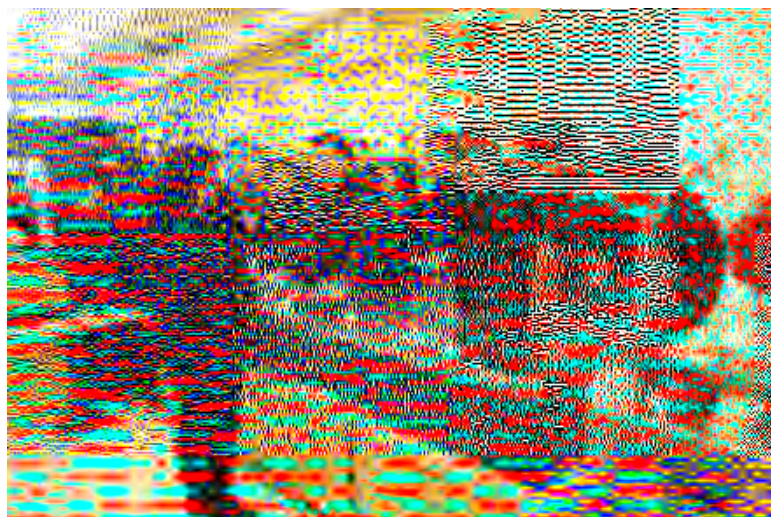
2003 6 30



2005 2



2008 9 21



2016 2 7

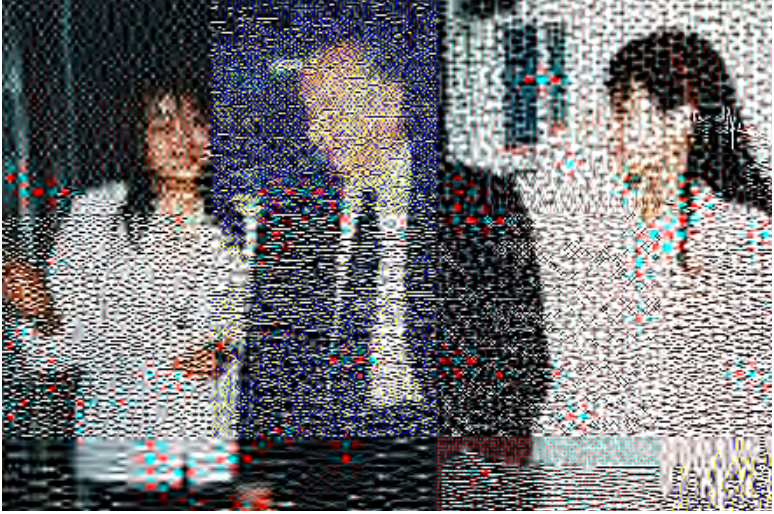
2019 9 26
70 “



2020 8 27

2020 12 4





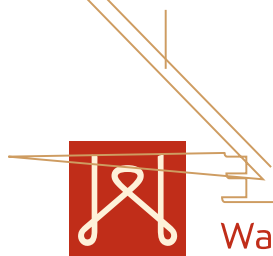
1994

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600859
253



集团
Wangfujing

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WANGJING-SHANG

CORPORATE CULTURE



王府 货

Wangfujing

WFJ SELECT
Luxēmporium
Raigoal



“ ”



“ ”

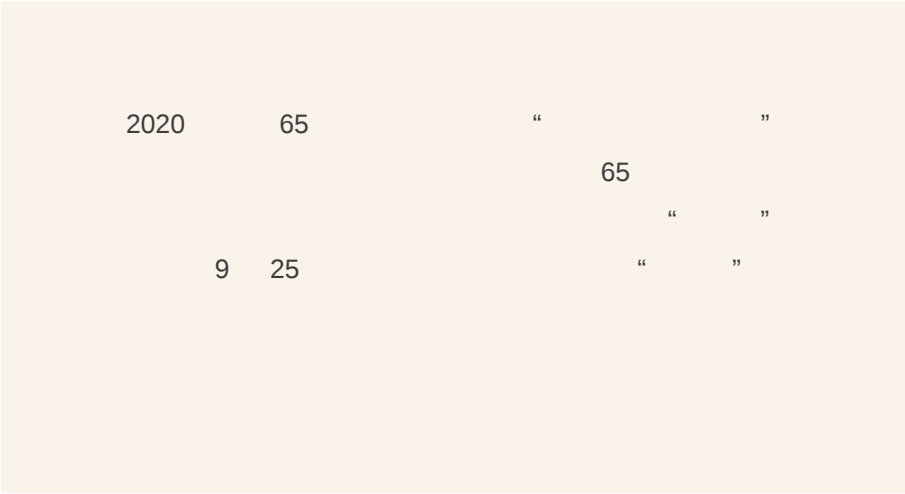
1995 9 25 “ ”

40

“ ”







邀

1998	1989



www.wfj.com.cn





全球百货商业协会 (IGDS)

会员单位



中国连锁经营协会

副会长单位



中国上市公司协会

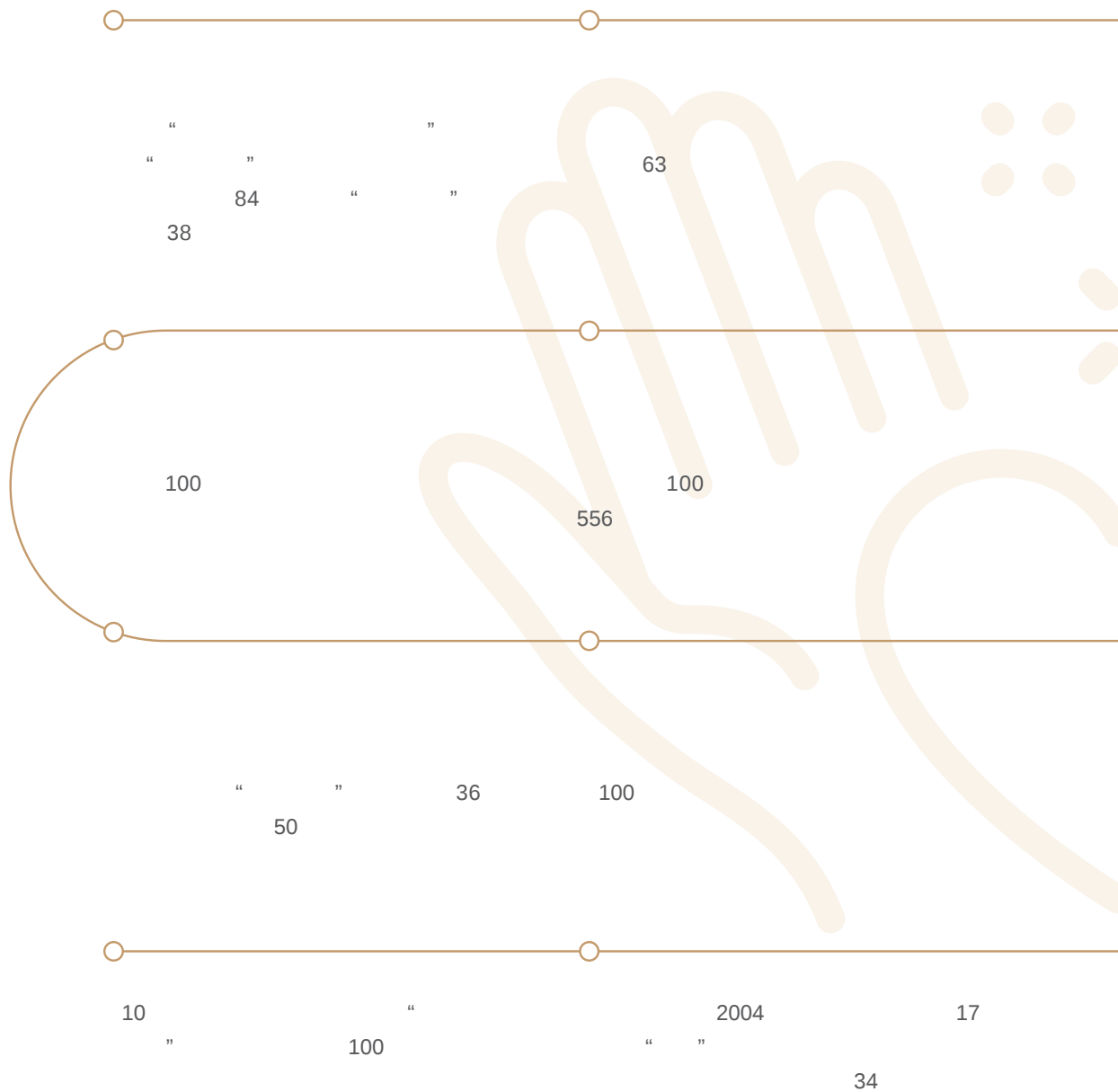
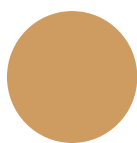
会员单位

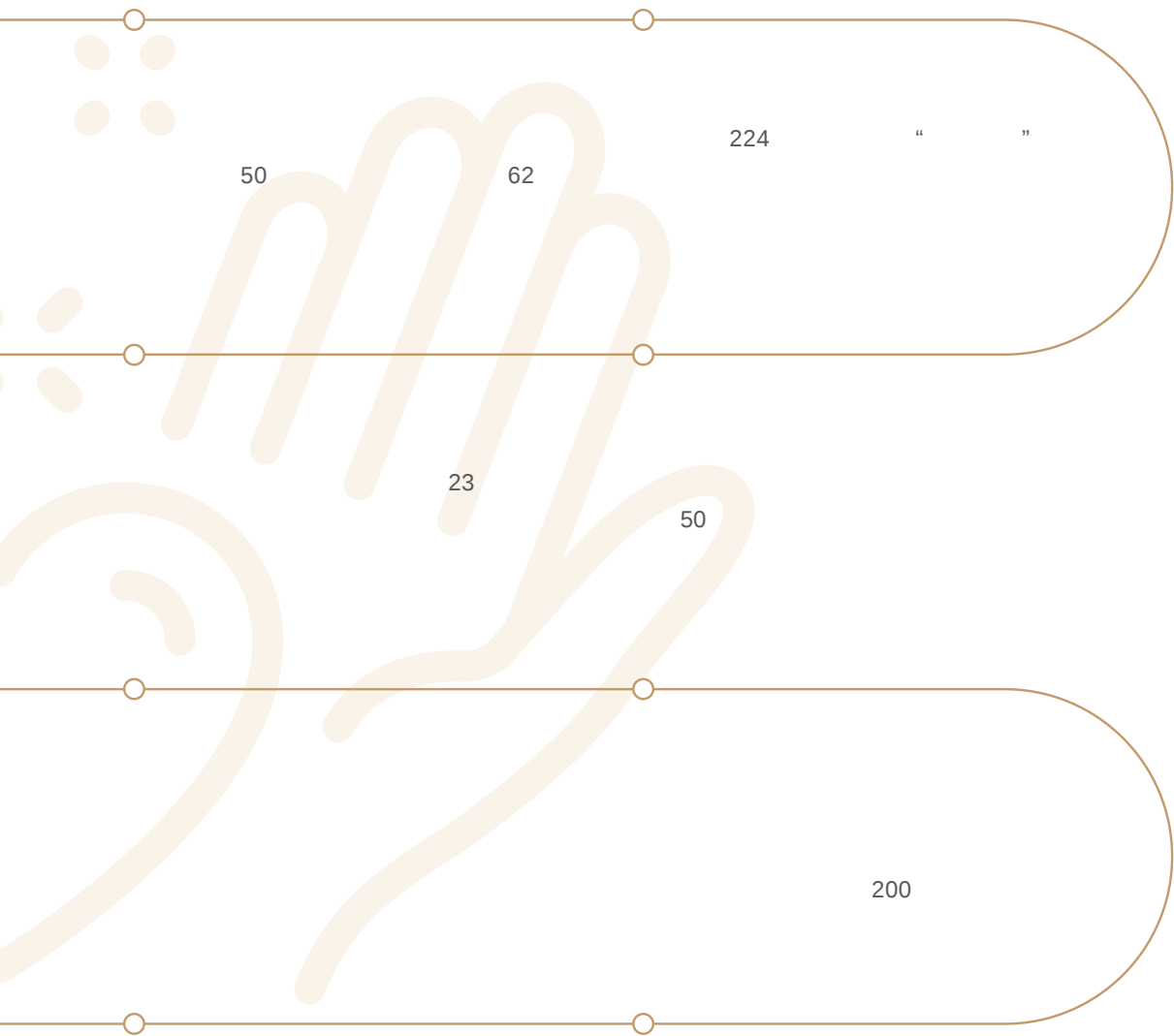


中国百货商业协会

副会长单位



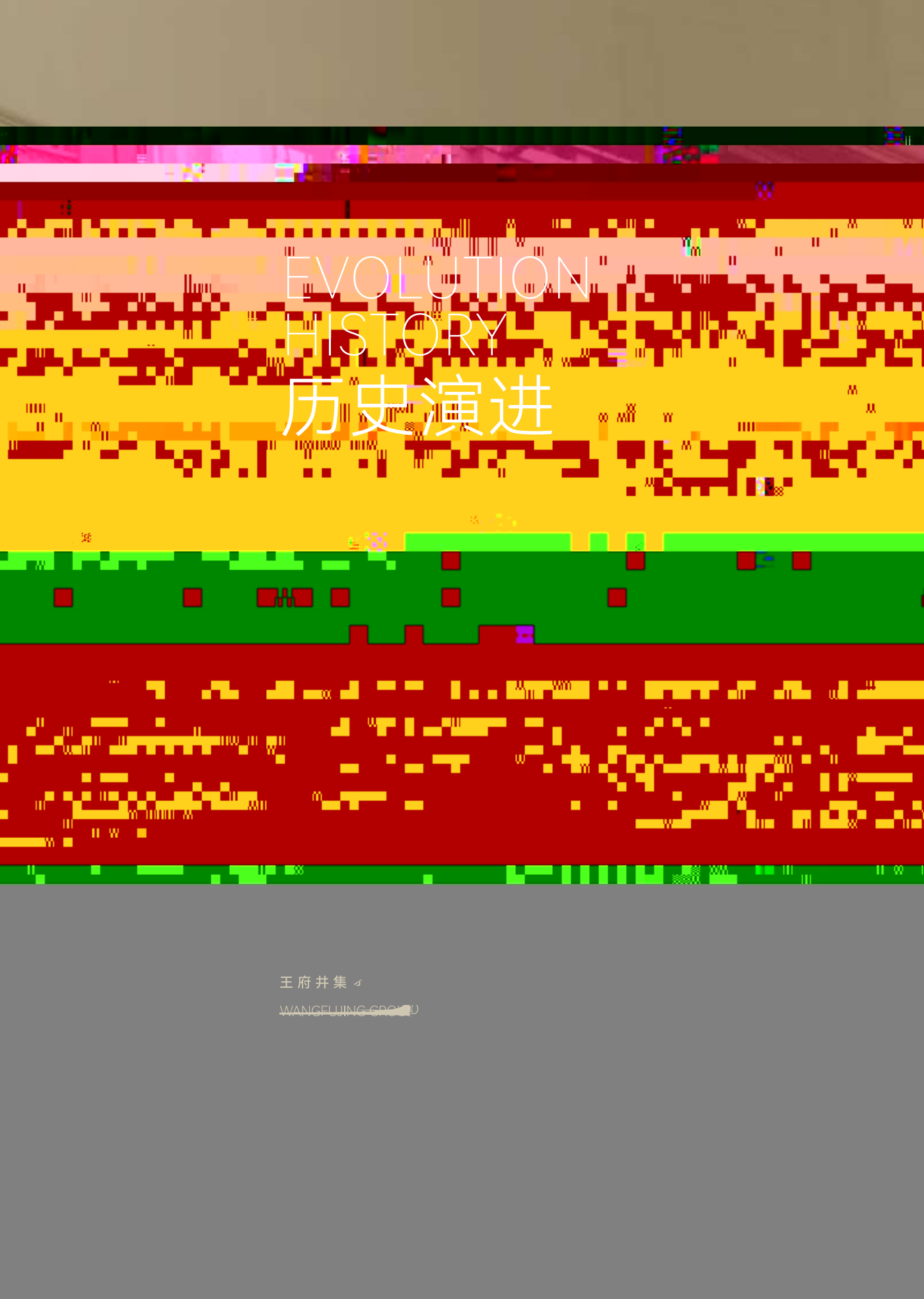




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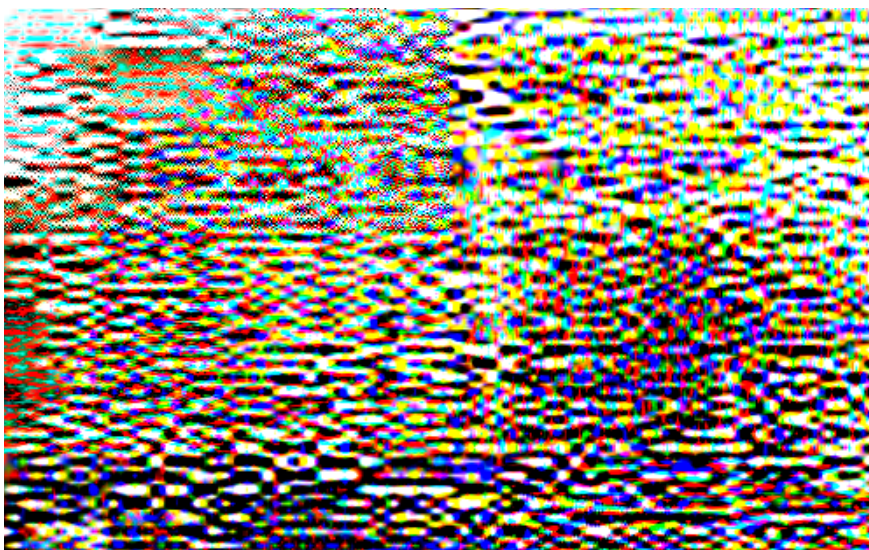
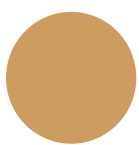
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EVOLUTION HISTORY 历史演进

王府井集 
WANGFUJING GROUP 



1955.09

1958.11

1990

1991.09.24

1993



1995—2012

1996

• 1996.08.12

• 2000

• 2002
2002

• 2007

• 2010

• 2002-2012

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2012

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2013—



1955 9 25

1903

1964

1992

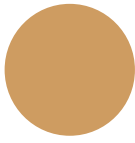
2002

1986-1993 1996-2002

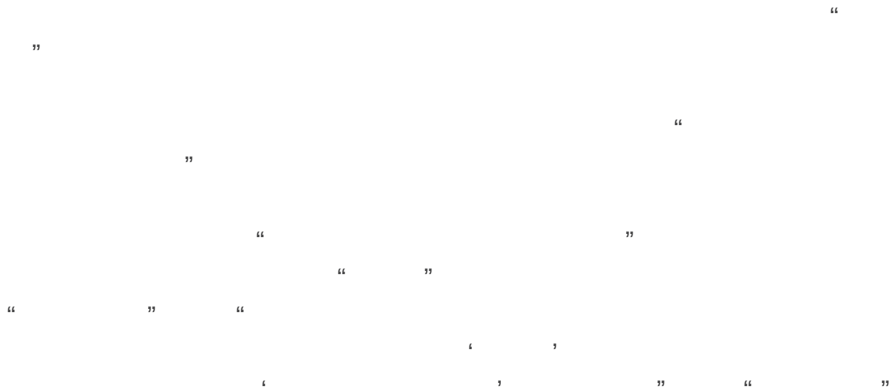
1994

1996

2020 +



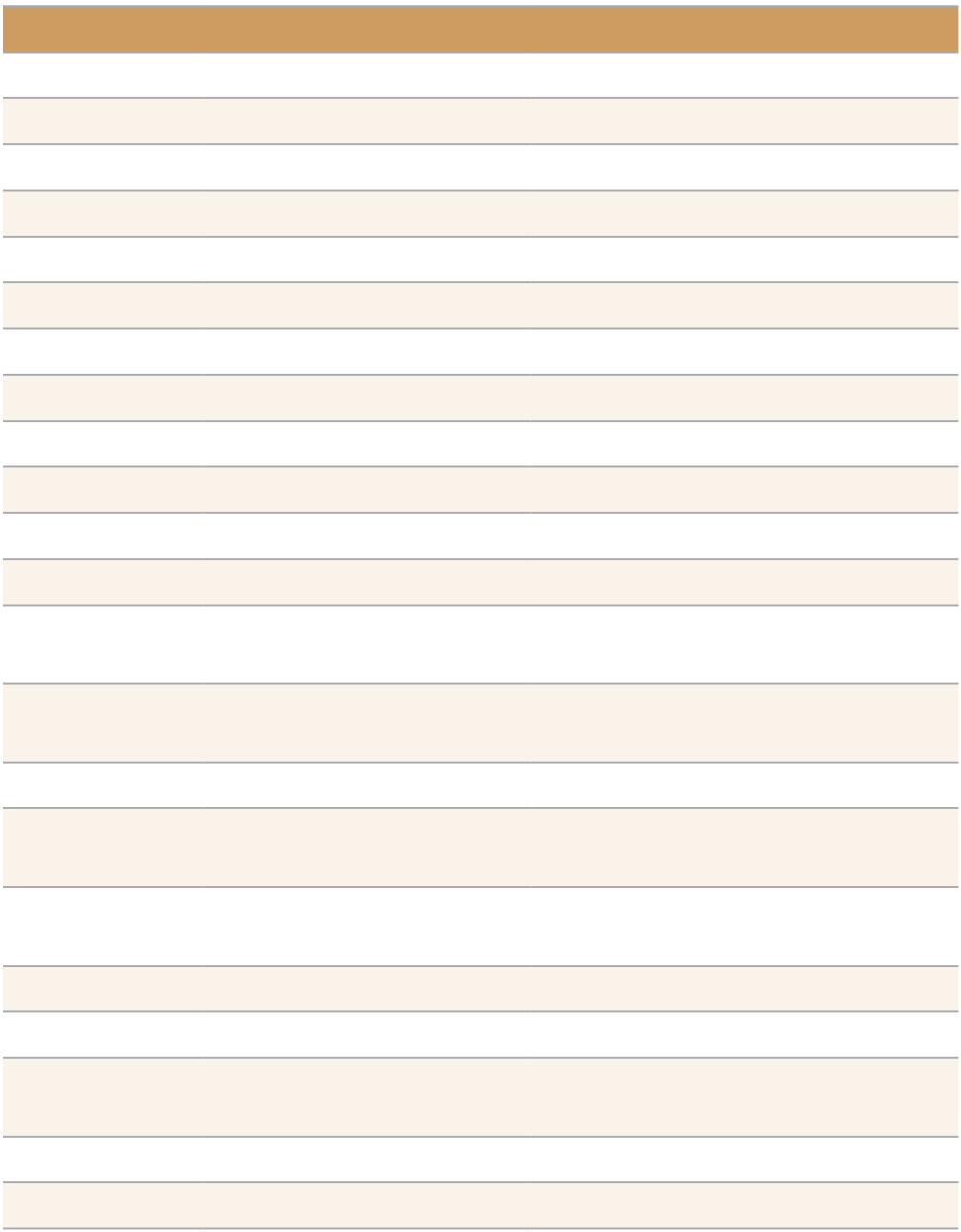
1977



1987







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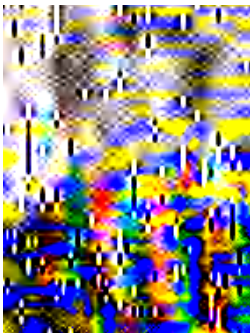
全国先进生产者（1956）

“ ” 1956
“ ”



全国劳动模范（1979）

1958
“ ” “ ” “ ” “ ”
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400 “ ”



全国劳动模范（1989）

“ ” “ ” “ ” “ ” “ ”
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1000 “ ”



全国劳动模范（1995）



全国劳动模范（2000）

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“ ” 1996

“ ” 2019

“ ” 70 ”



全国劳动模范（2000）

1989

1995



全国劳动模范（2000）

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全国劳动模范（2005）

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全国劳动模范（2005）

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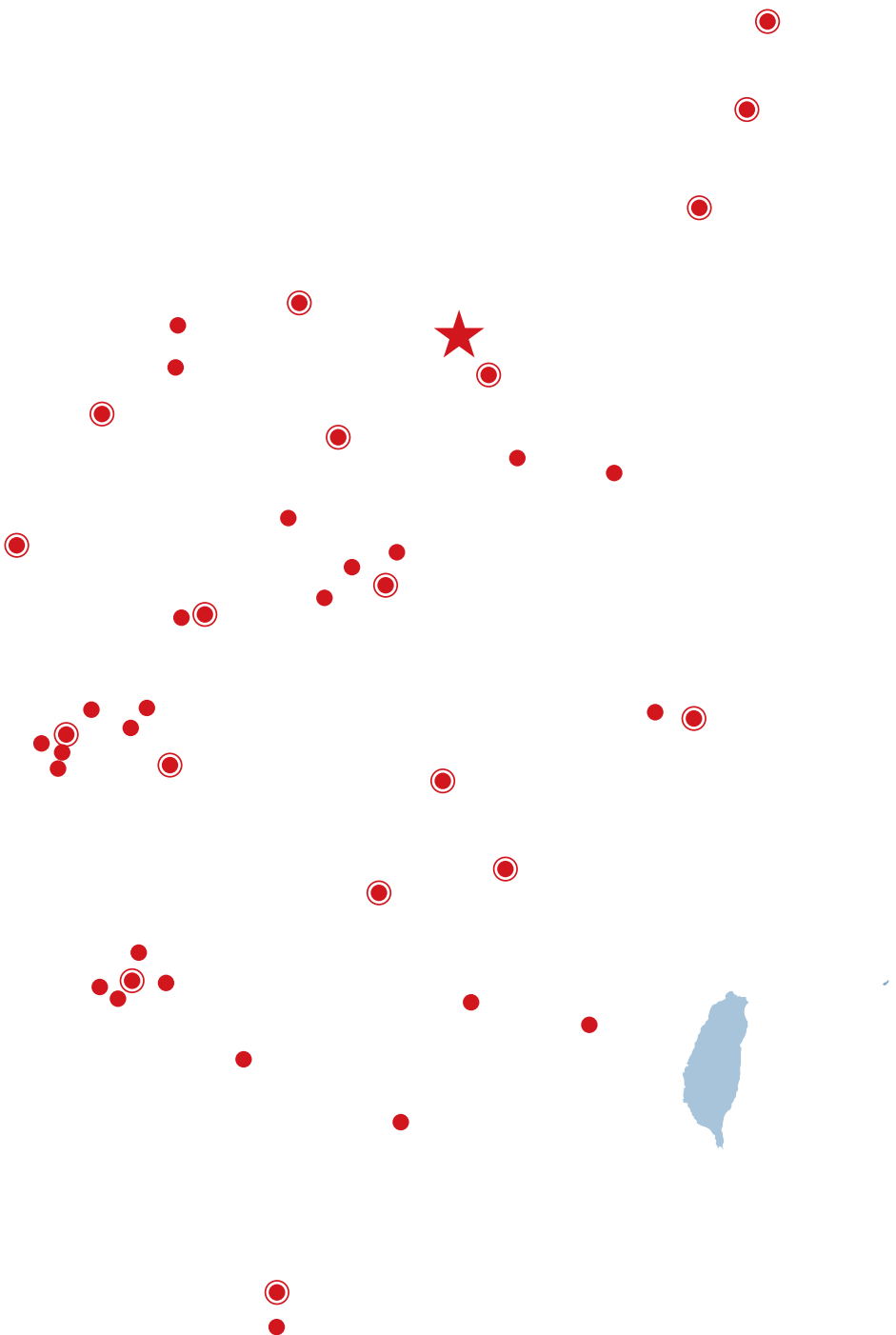
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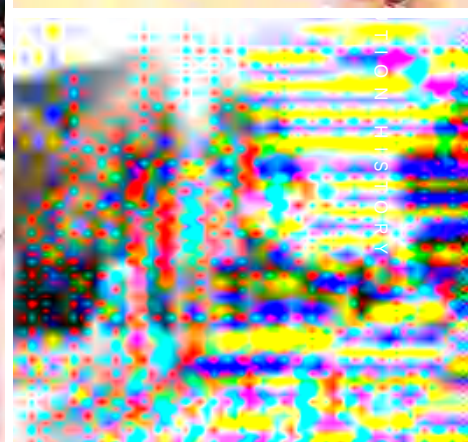
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Discover

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