

★

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2011

2010

35%

◇

◇

2011

240

340

◇

2011

1800

★

◇

2011

700

54%

2011 1000

◇

◇

2011 223%

◇

2011 2010 63.5% 130%



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12

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3

BNBM

BNBM



1998

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

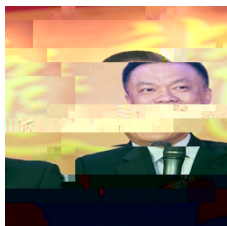
700

“

”

整合营销部 文/潘洋萍 图/董刚

2012



KPI

12

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20

50% ” ”

5

3

10 20 100
" 150 70
60

2012

KPI KPI

BPB

50%

" 9 1200 2000
5000

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20

8.8

10

GDP

9.2%

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"

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2200

120

107

13
138

1950

141
3

CNBM

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"CNBM
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--BEFFA

Jean-Louis BEFFA

CEO--BEFFA

CNBM

5000

5000

3200

		1992	1	16		2002	3
13			2012		10		
	13					60	

2015	20
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				60
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13	

	"	"		"	
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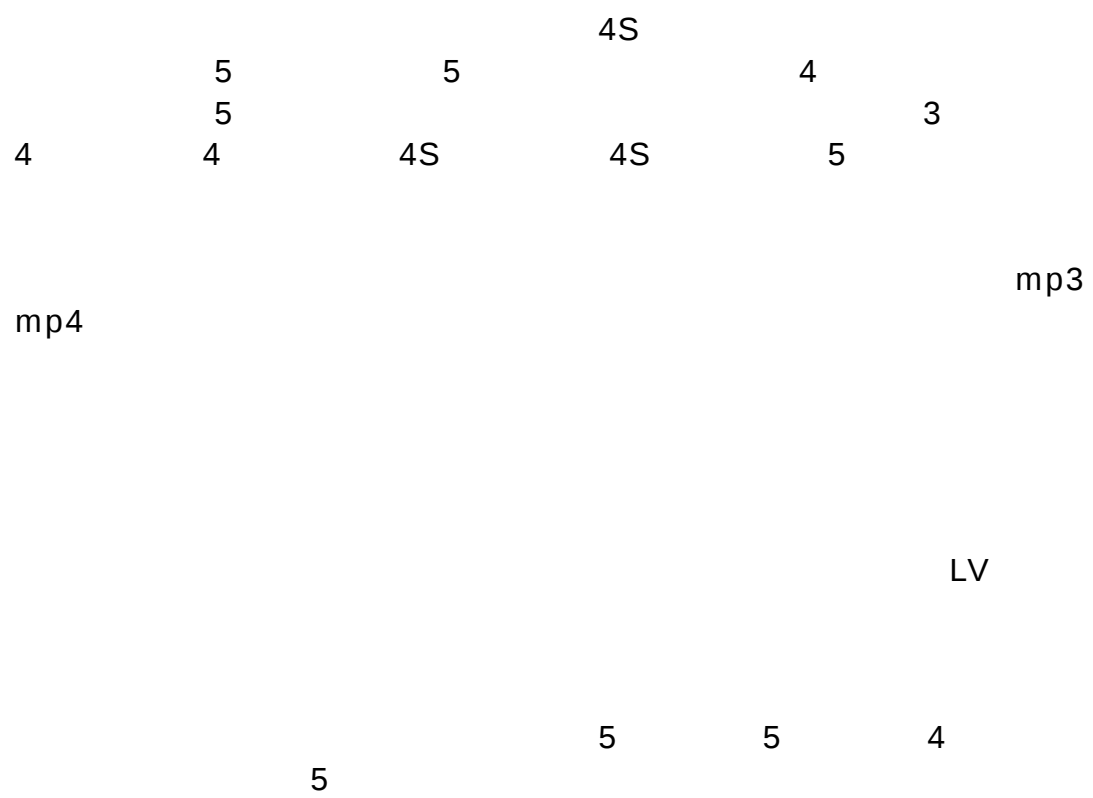
20

2012

10

8.8

2011



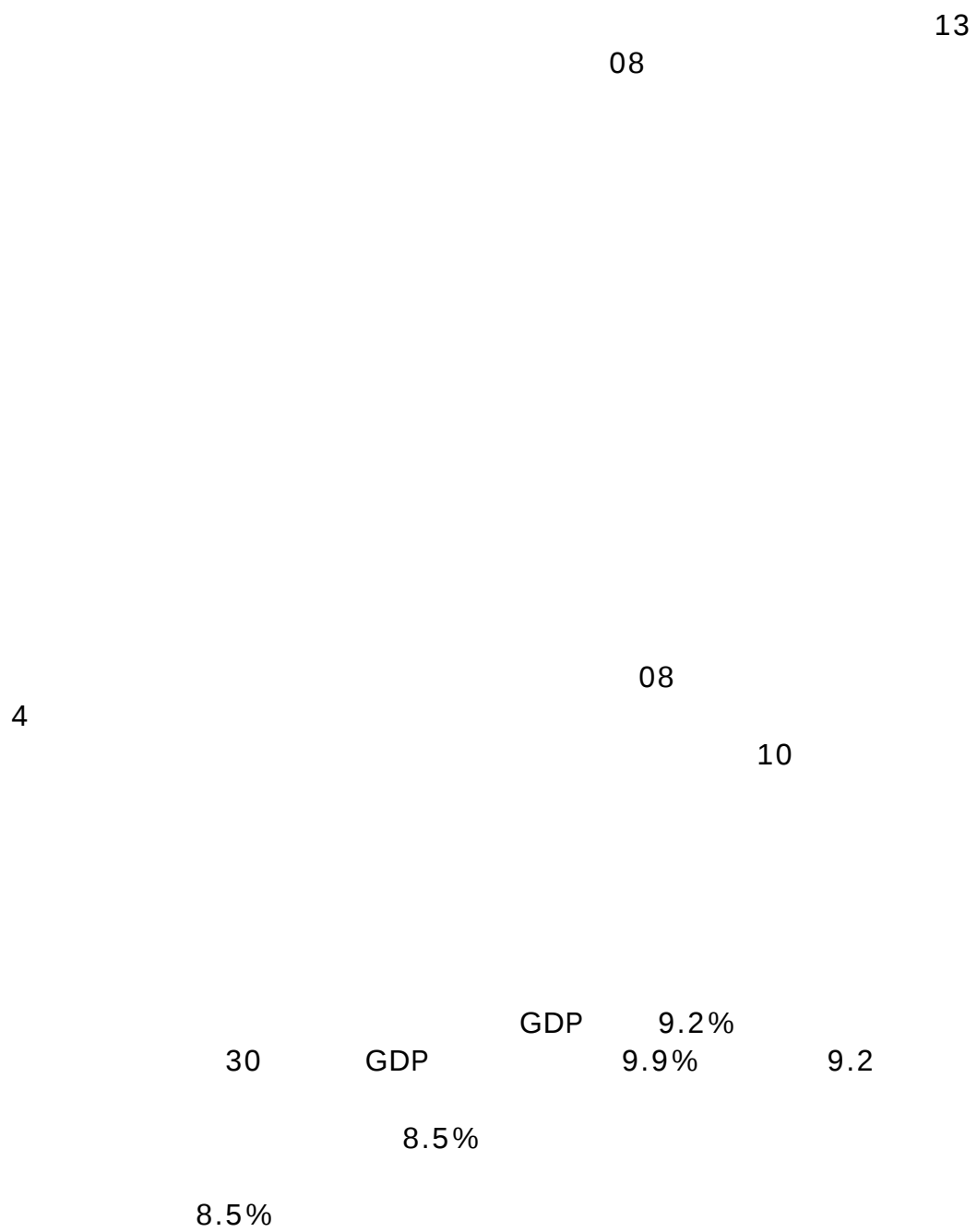
61

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
35 30-
GDP GDP GDP
GDP 92
GDP
8% 20
300
95%

08

3

500

500

1350
500

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485

1950

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100

400

100
5000

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3000

"HOLCIM"

"CRH"

500

26

20

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2000

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20

CNBM

CNBM

500
CNBM

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100

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60

500

500
48%

500

GDP

500
52%

61
GDP

11

II

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2015
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500

500

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18

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7

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13

400

1250
1600

300

400

42%
42%

117

16

30

16
8

8

8
138

60

3000

200
20
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200

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20