

★

◇

2011

2010

35%

◇

◇

2011

240

340

◇

1800

2011

★

◇

700

2011

54%

2011

1000

◇

——

◇

——

2011

223%

◇

——

2010

63.5%

2011

130%



★

12

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★

“

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“ ”

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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

2012 " " " "

2011

49.5%

30%

" " " "

12

" "

2011

2011

" "

" "

30%

8

2011

2010

" " "

" "

"

"

"

“ ” 20

700
“

”

整合营销部 文/潘洋萍 图/董刚

2012



12 “ ” KPI
20
50% “ ” 5 3

10 " 150 20 70 100 "

60

2012

KPI

KPI

BPB

50%

" 9 1200 " 2000
5000

"

"

20

8.8

10

GDP

9.2%

" "

" 2200

120

"

107

13
138

1950

141
3

CNBM

20
"CNBM
"

--BEFFA

Jean-Louis BEFFA

CEO--BEFFA

CNBM

5000

5000

3200

13 1992 1 16 2002 3
13 2012 10 60

2015 20

8.8

60

1.2

1

1.5

--

13

9

" " " " " "
" " " " " "

20

2012

10

8.8

2011

4 5 5 4S 4 3
4 5 4S 4S 5
mp4 mp3
LV
5 5 5 4
5

61

500

61
2015

100

500

13

08

08

4

10

30

GDP

GDP

9.2%

9.9%

9.2

8.5%

8.5%

4000 4000 30

2 30

20 20

8.5% 18.8 20.63

5-6% 15% 5-6%

1 10 8

32 18.8

20

2020

GDP 40

48 10 10

GDP GDP

48 48 8% 4

GDP 52 GDP

"

30-

"

GDP GDP

GDP 92

GDP

8% 20

300

95%

08

3

500

500

500

1350
500

500
500

500

485

1950

600

100

400

100

500

5000

3000

"HOLCIM"

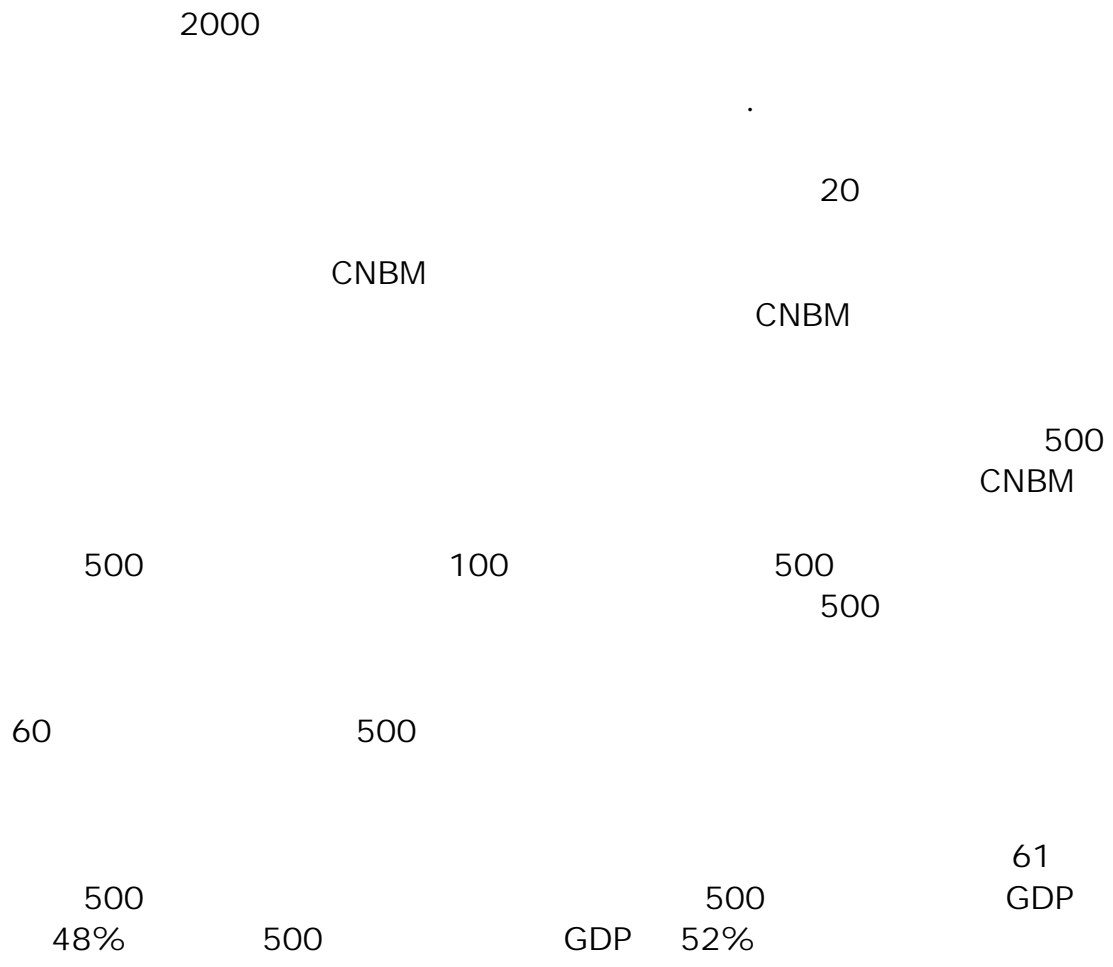
"CRH"

500

26

20

13



" "

500
5000
2015
1000
5000
200
100
100
2
5000

20
" 20 "

29

300
" "

20

“ ”

“ ”

“ ” “ ”

500

500

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18

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500

7	20	13	
1250	300	400	400
1600			
	42%		
	42%	117	

16

30

8

16
8

60

8
138

3000

200
20
"

200
"

20