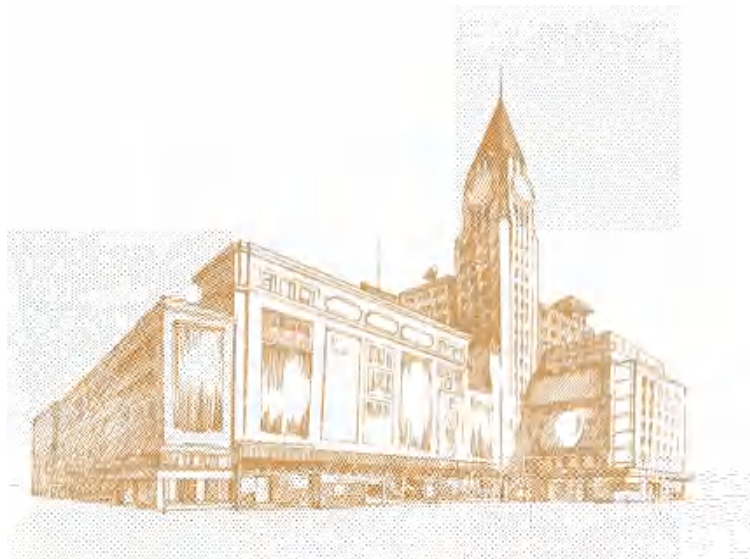


WANGFUJING GROUP CORPORATE CULTURE



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C A E C E

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包容 创新

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2. 009

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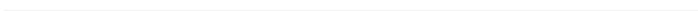
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018



019

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023



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049



053

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057

1. 057

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3. 057

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	075
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3.	079
4.	080
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6.	085
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8.	086
9.	087
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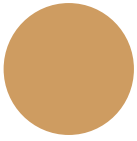
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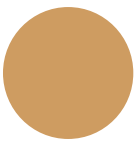
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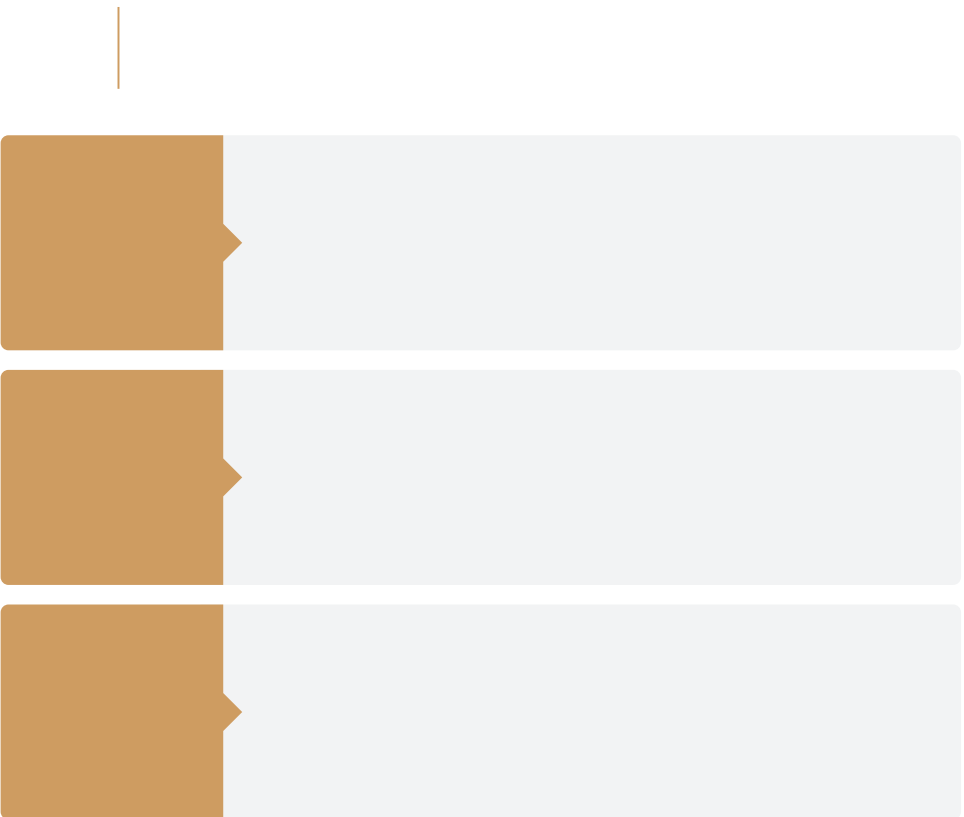
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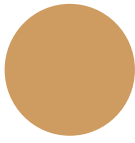
2021











300+

2000+

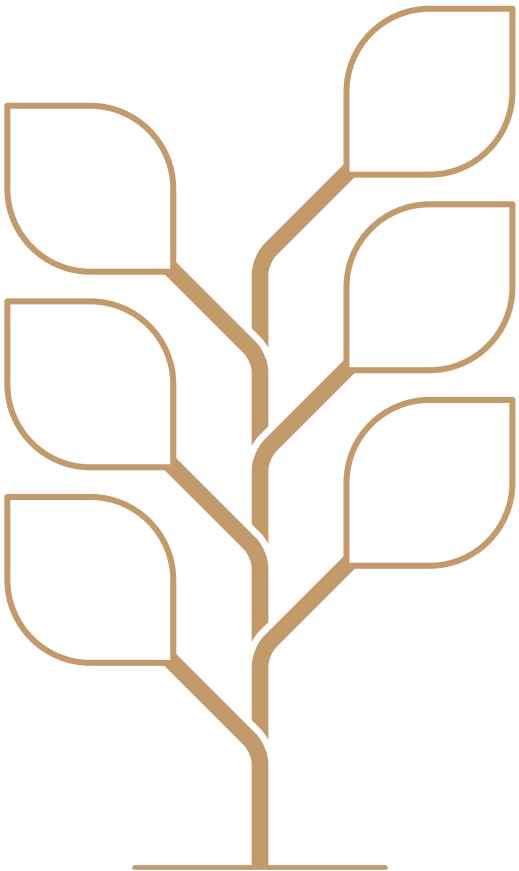


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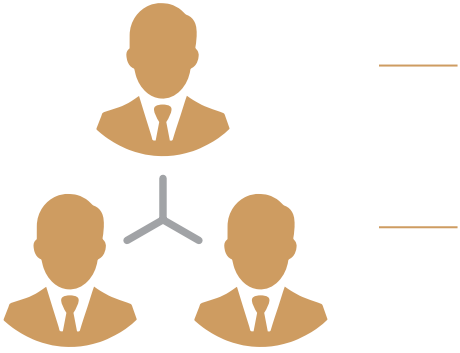
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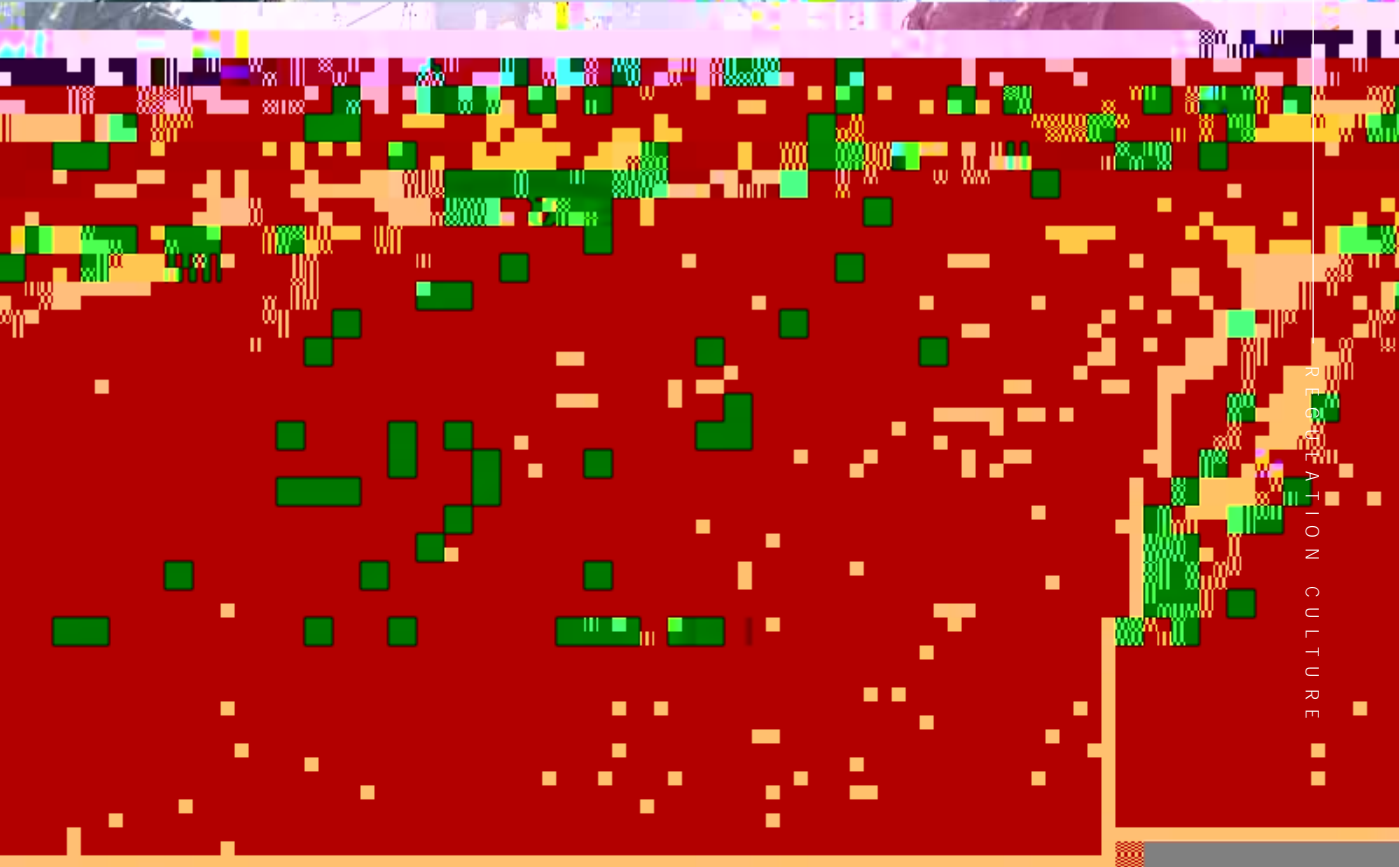




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RECREATION CULTURE

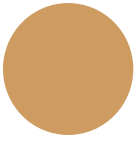
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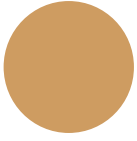
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第三章

FORMAT CULTURE 业态文化篇

王府井

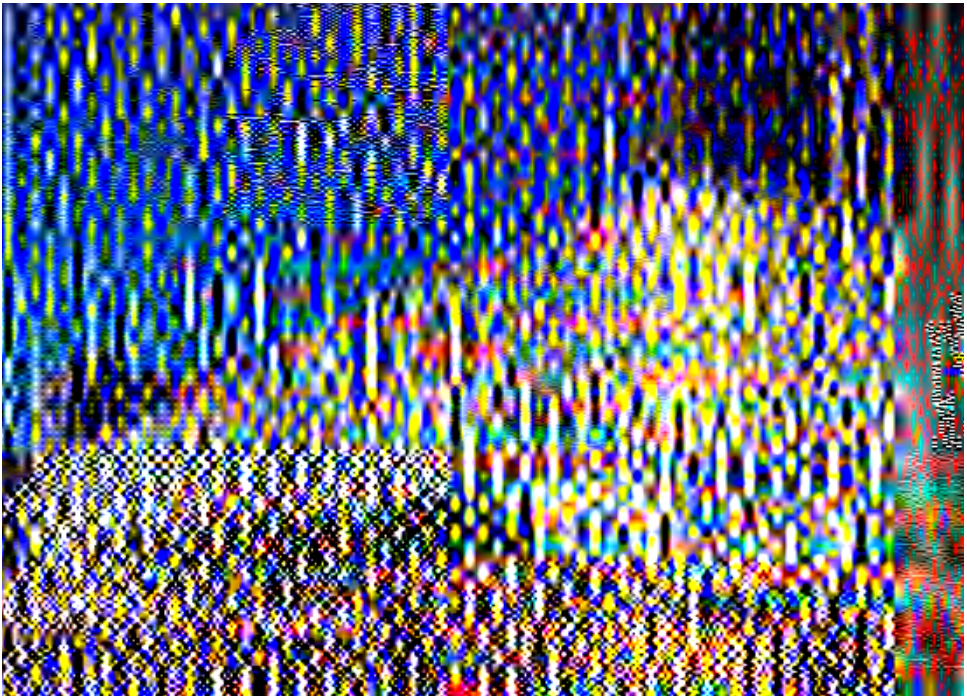
王府井集团

WANGFUJING GROUP CORPORATE CULTURE



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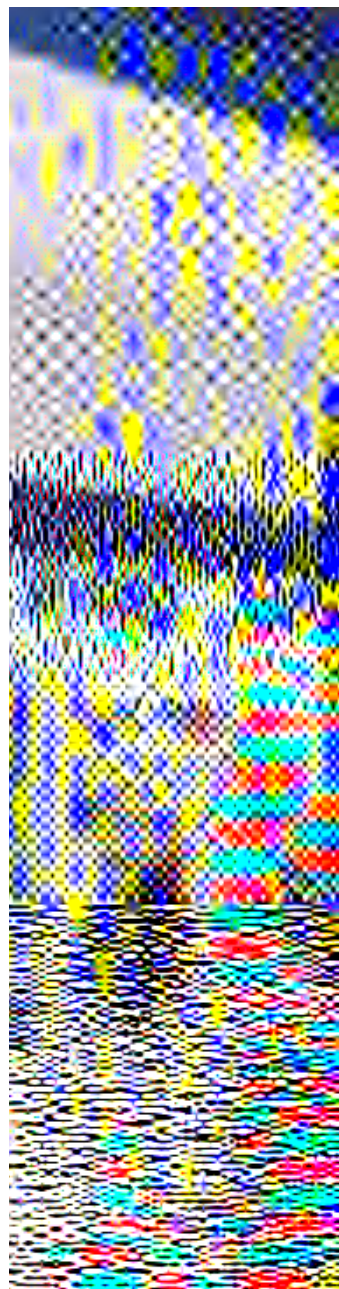
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2022

Luxemporium

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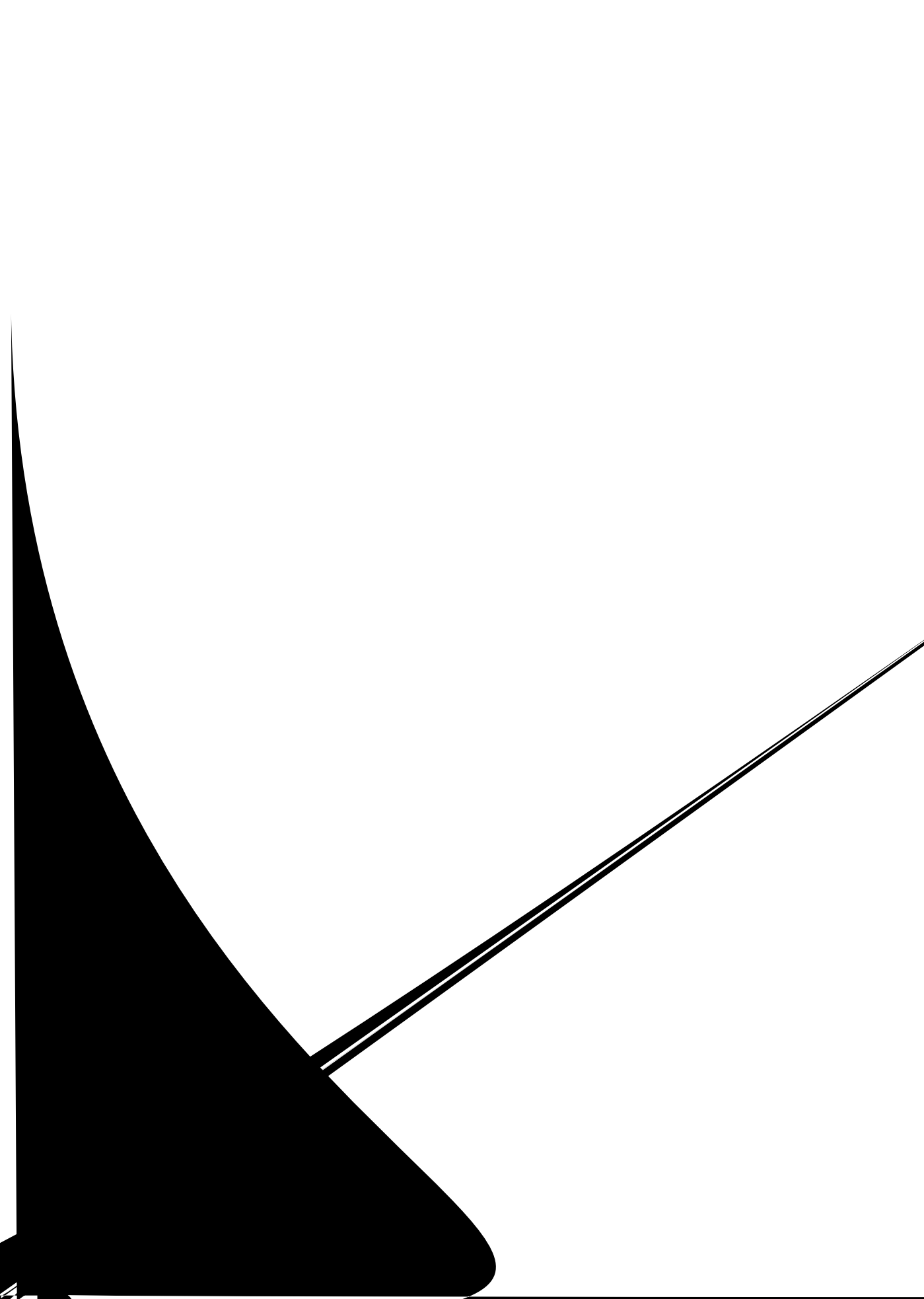
ADIDAS NIKE

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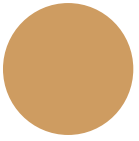


Hamleys









049 / 050

WANGFUJING GROUP CORPORATE CULTURE

1993 4 1999 6

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1987

" 1993 " " 1994
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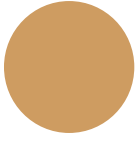
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2020

2021

A

2021



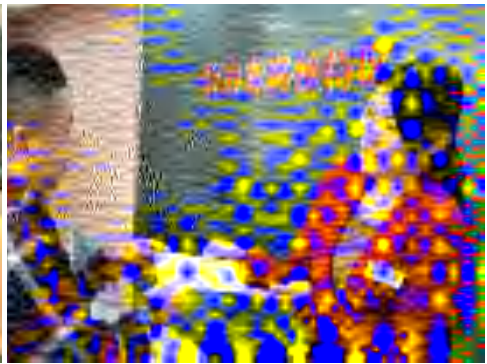
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11

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1955 11 " "

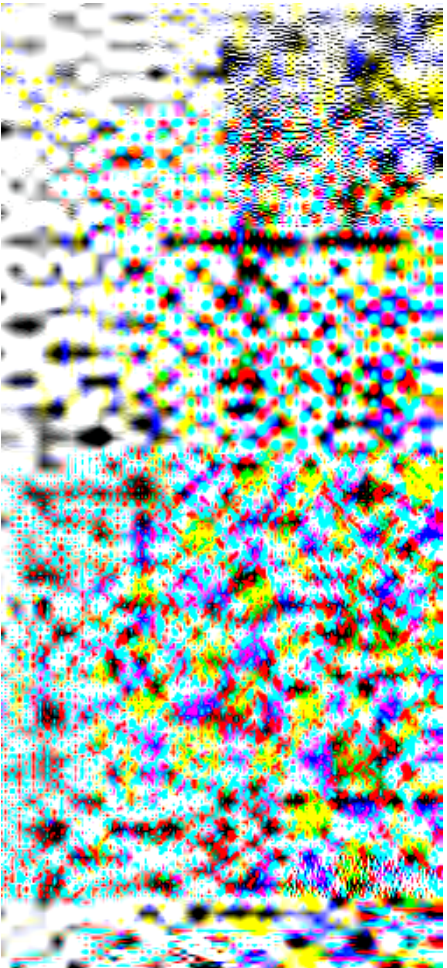
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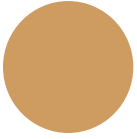
1958

1977

1978

1979

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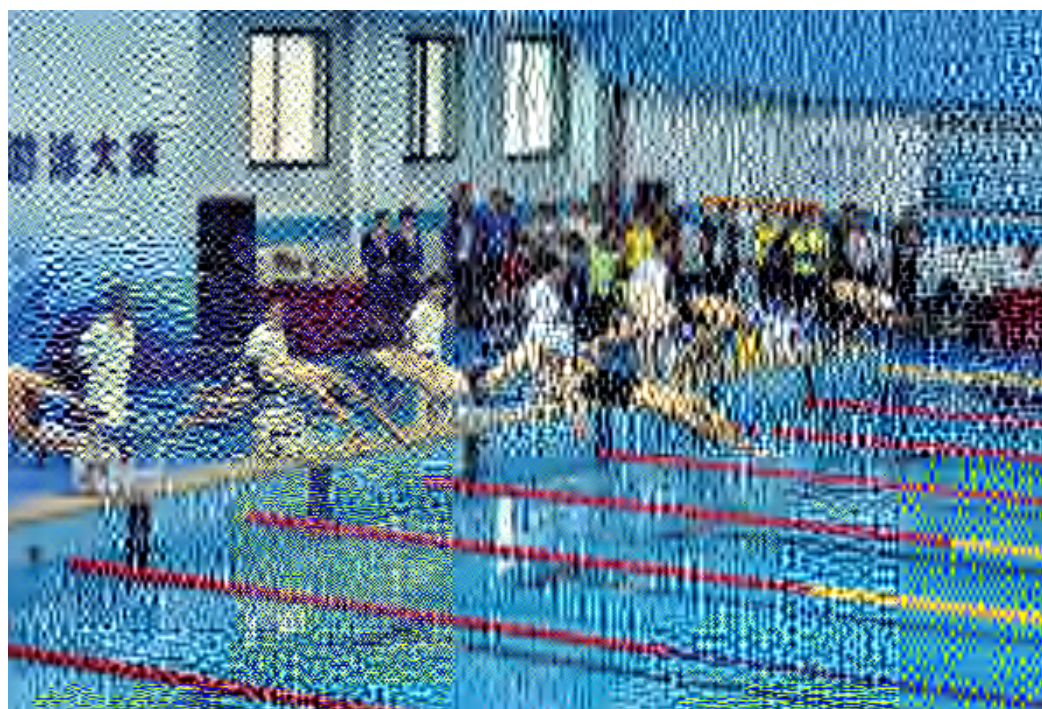


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企业形象是企业社会地位、行业

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

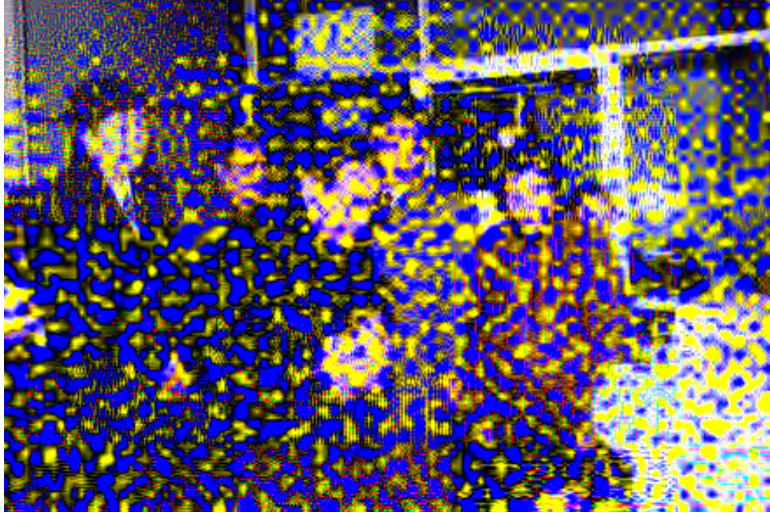


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1996 11



1997 2 5

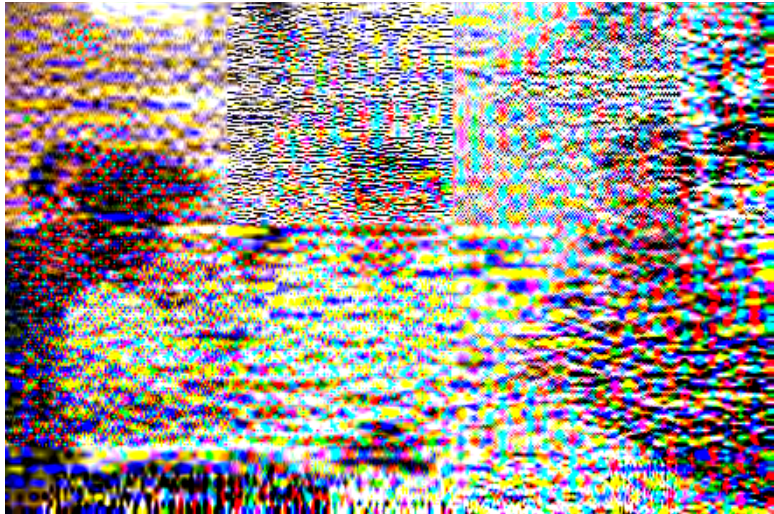


1998 1999

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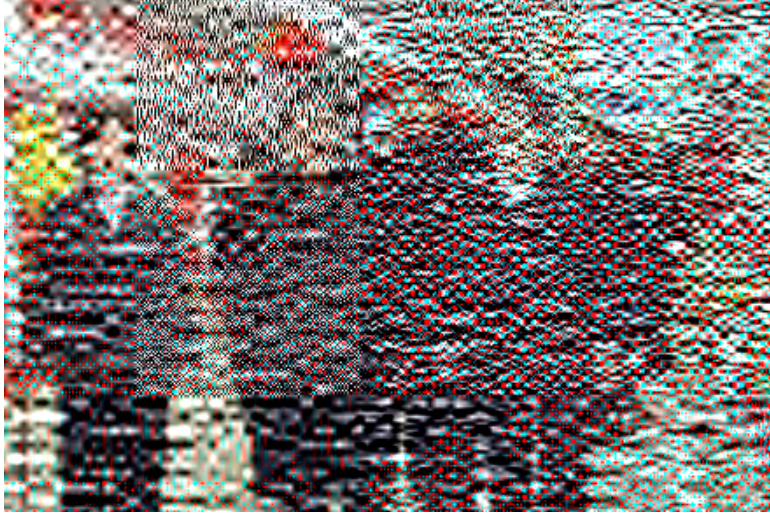


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2003 6 30

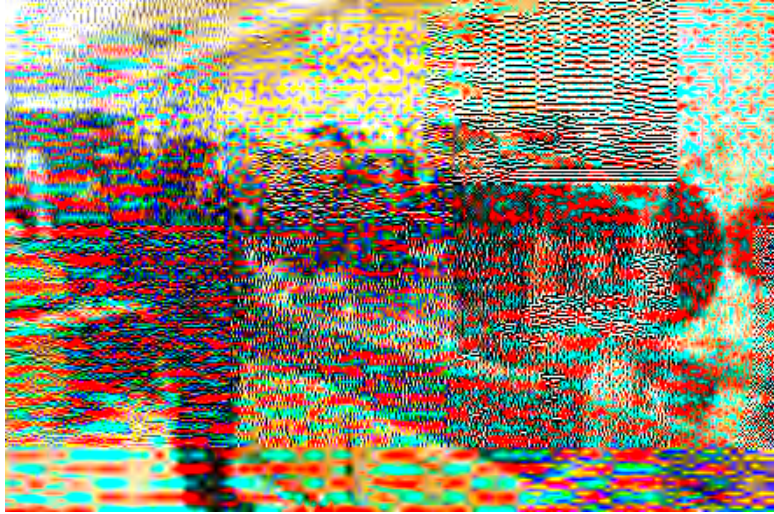
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2005 2



2008 9 21



2016 2 7

2019 9 26
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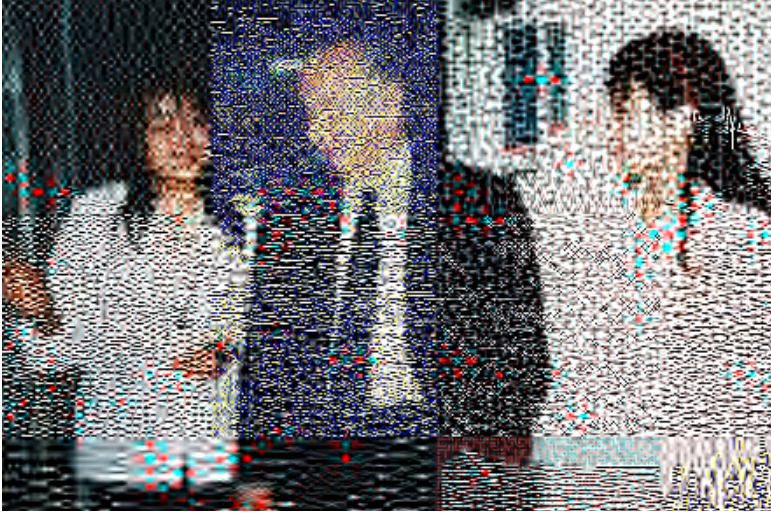
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WANG FUJING

CORPORATE CULTURE



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WANGFUJING GROUP CORPORATE CULTURE

王府 货

Wangfujing

WFJ SELECT

Luxēmporium

Raigoal



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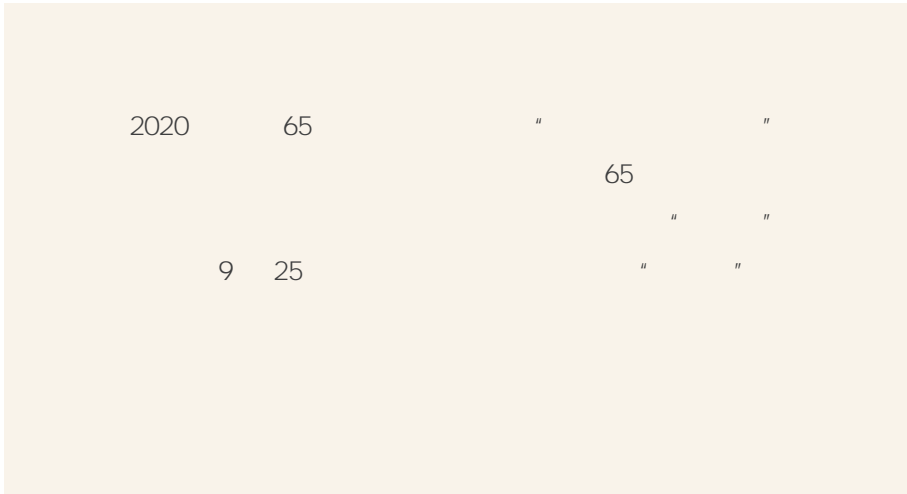
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WANGFUJING GROUP CORPORATE CULTURE



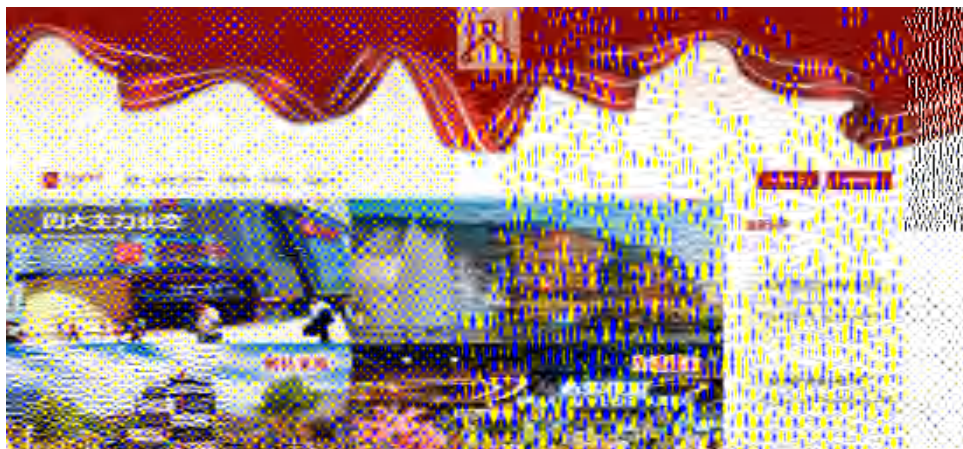
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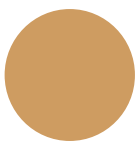
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www.wfj.com.cn





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

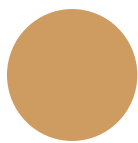


中国上市公司协会
会员单位



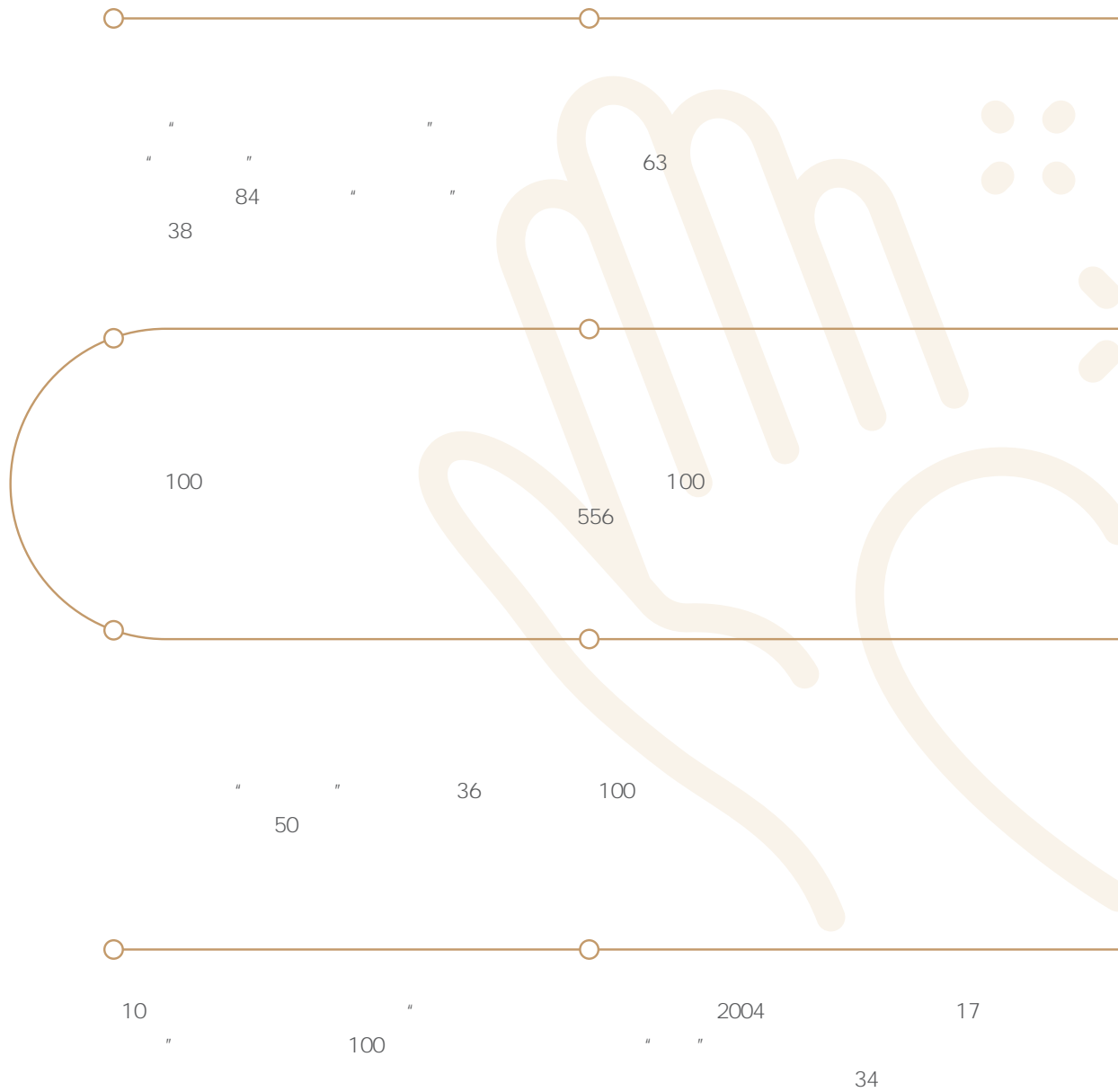
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副会长单位

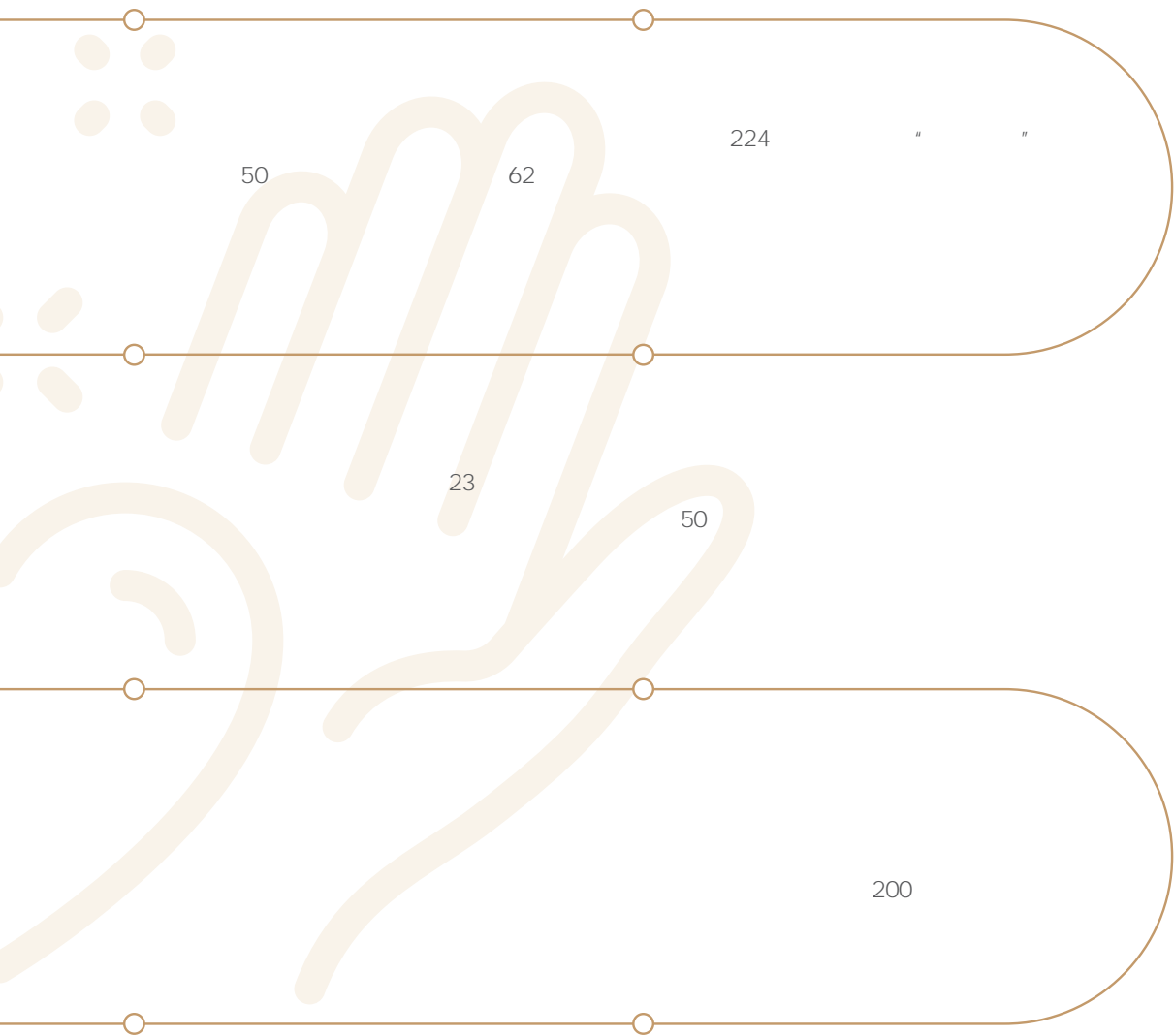




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WANGFUJING GROUP CORPORATE CULTURE





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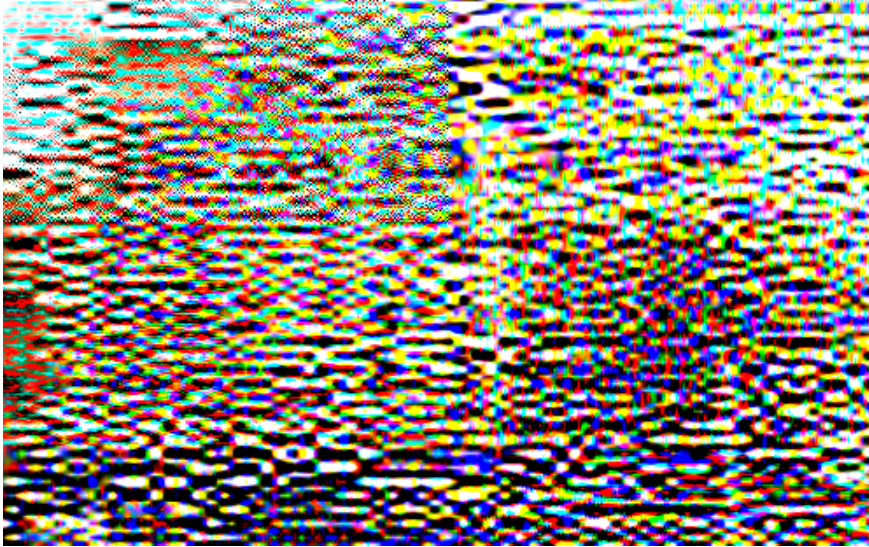




EVOLUTION
HISTORY
历史演进

王府井集 ↵

WANGFUJING-CROWD



1955.09

1958.11

1990

1991.09.24

1993



1995—2012

1996

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● 2000

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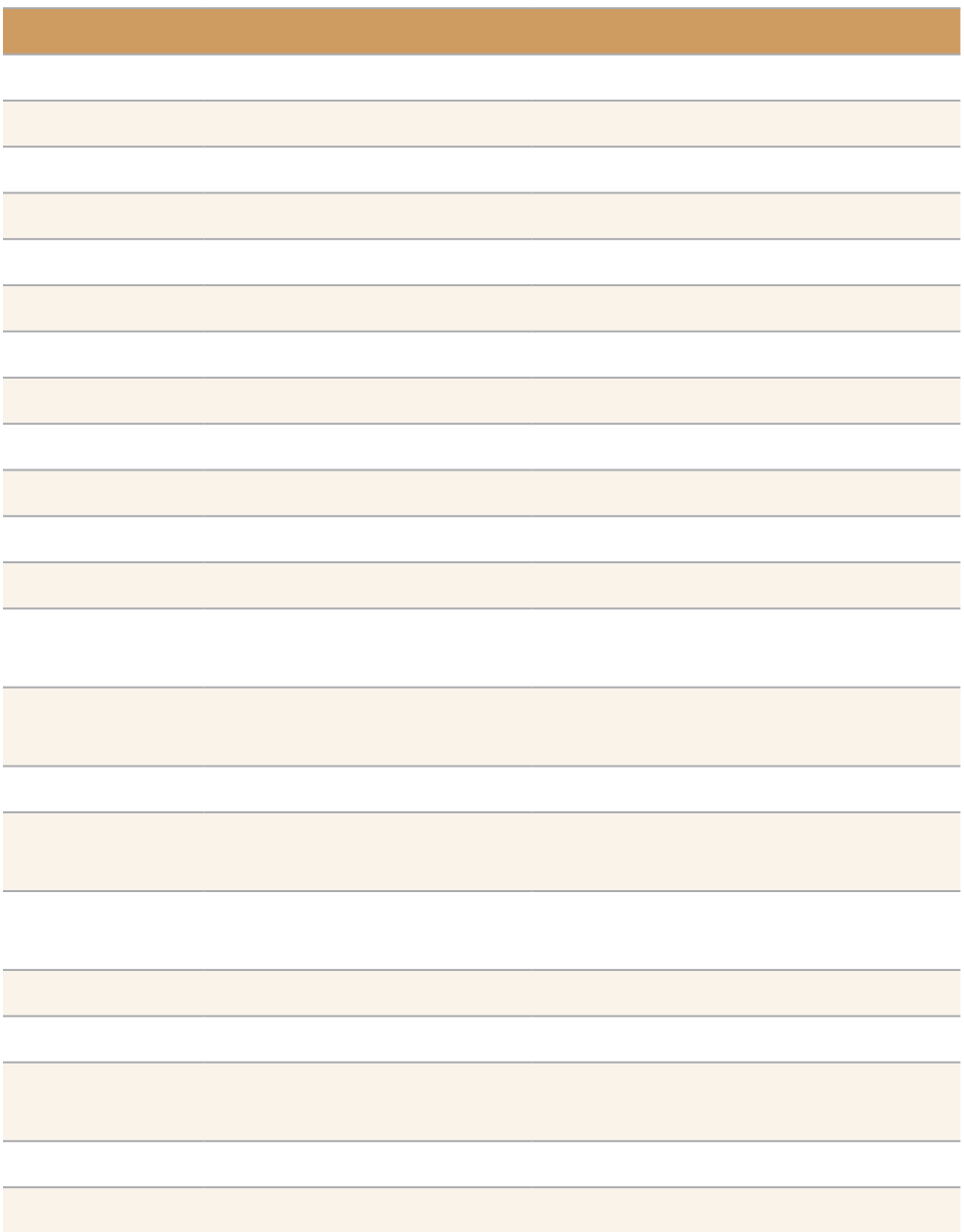
1977



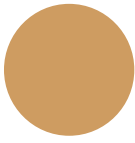
1987







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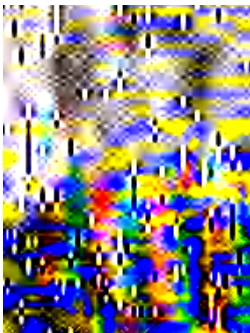
全国先进生产者 (1956)

“ ” 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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全国劳动模范 (1995)



全国劳动模范 (2000)

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全国劳动模范 (2000)

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全国劳动模范 (2005)

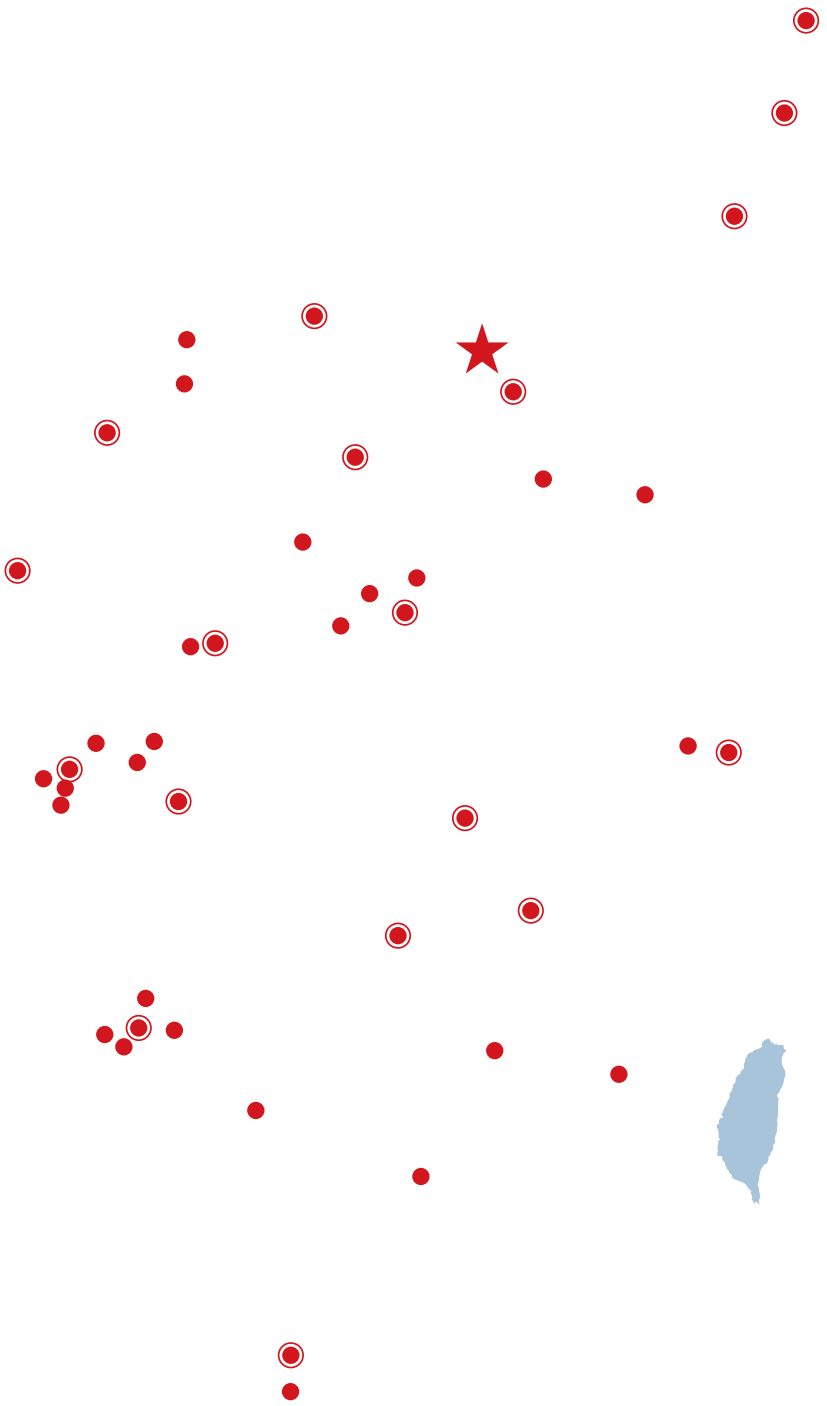
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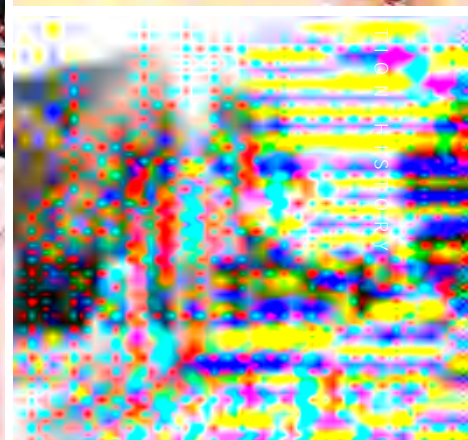
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MALL

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