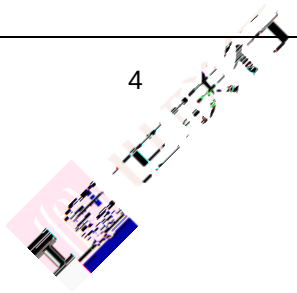
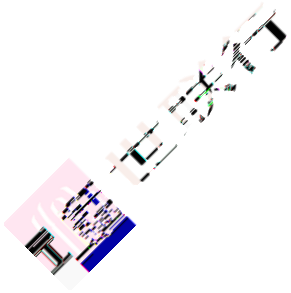
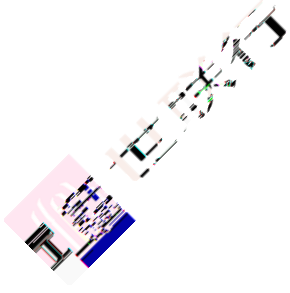
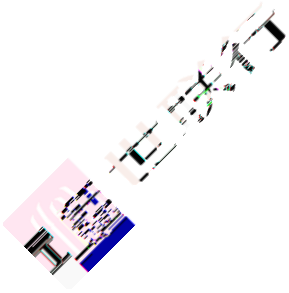
2016 11 4 27.26

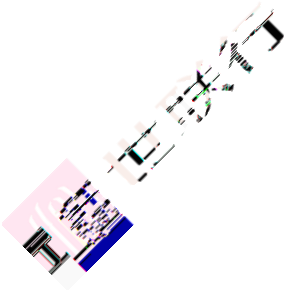
74.60





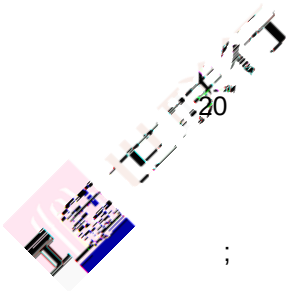






Copyright 2010 WORLDUNION All Rights Reserved

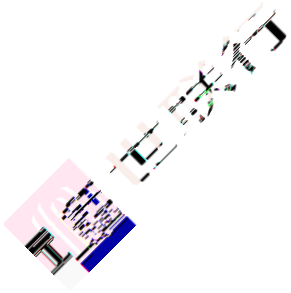
11 9

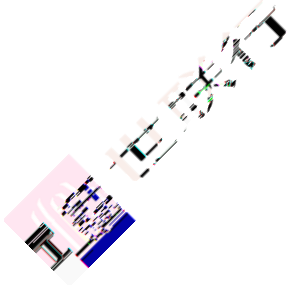


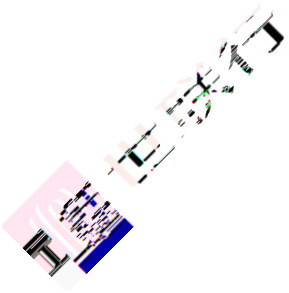
20

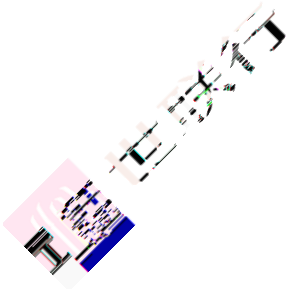
11 9 “ ”

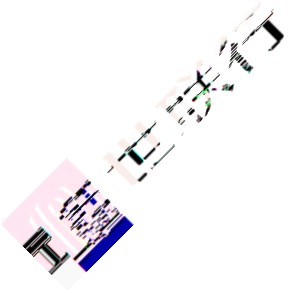
;











Copyright 2010 WORLDUNION All Rights Reserved

.

( )

7

46

46

2018

98

2018

6

6

2 **2020**

2 28.6 19 18

( ) 2018 11 “ ” 2019 6 2020

12

3504

3093 2016 2015

1480 / 1270 / 1120 /

1030 /

“ ”

72 108 40 “ ” 53 57 99

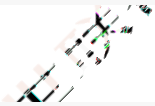
“ ” 125 126 “

”

K H ”

Copyright 2010 WORLDUNION All Rights Reserved

“ ”



1 5

1 5

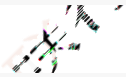
2014 5

60%

4

6

20



2 10

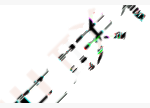
2 -

5400 2017 5 2017 10

12358

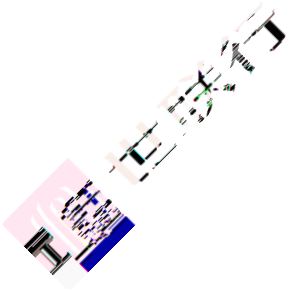
15 12 10

12358

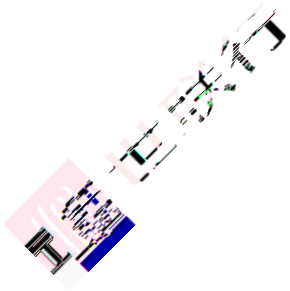


2

2.1

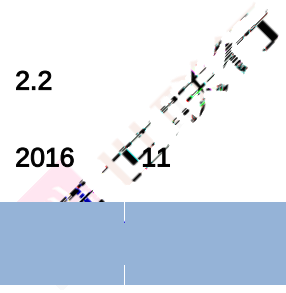


A1



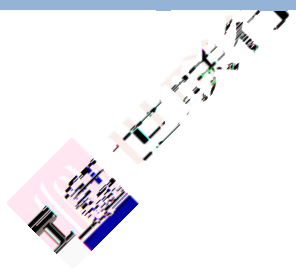
Copyright 2010 WORLDUNION All Rights Reserved

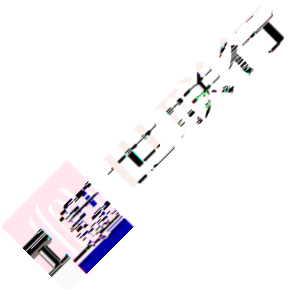
U SWAFC=4Nðp(EA ÅJ6lœ™œHEDe’FY‘`T

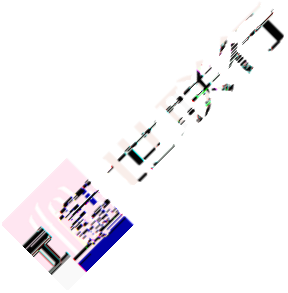


2.2

2016 11

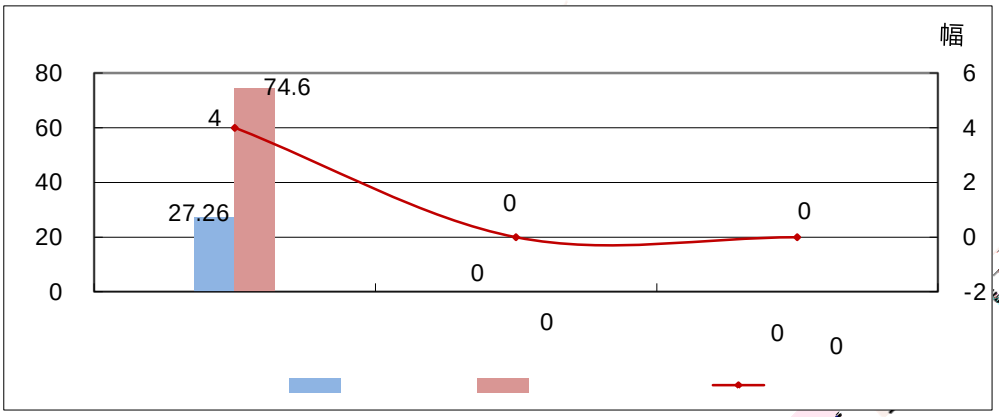






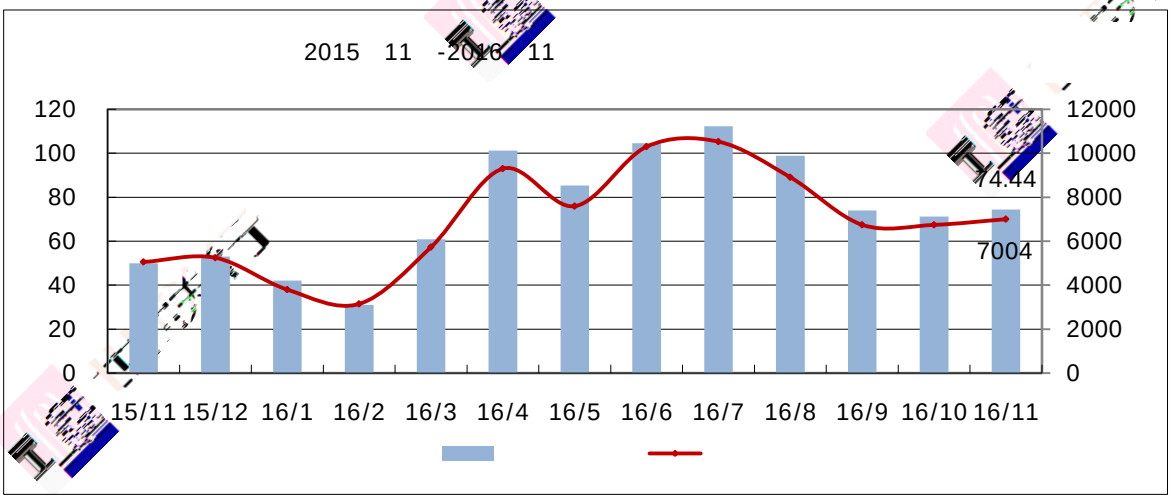
Copyright 2010 WORLDUNION All Rights Reserved

Copyright 2010 WORLDUNION All Rights Reserved



3

3.2



12%

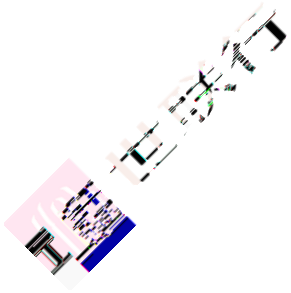
2016 11 7004 3.8%

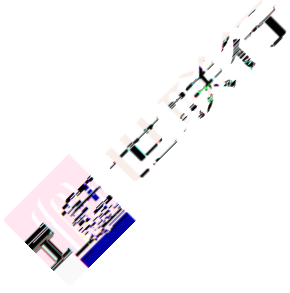
38.5% 74.44 4.5% 48.9%

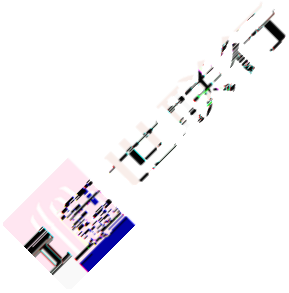
9-10

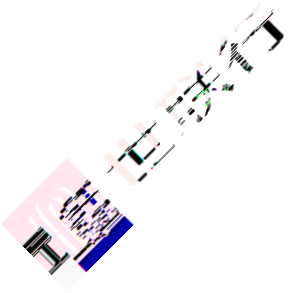
12

Copyright 2010 WORLDUNION All Rights Reserved









Copyright 2010 WORLDUNION All Rights Reserved

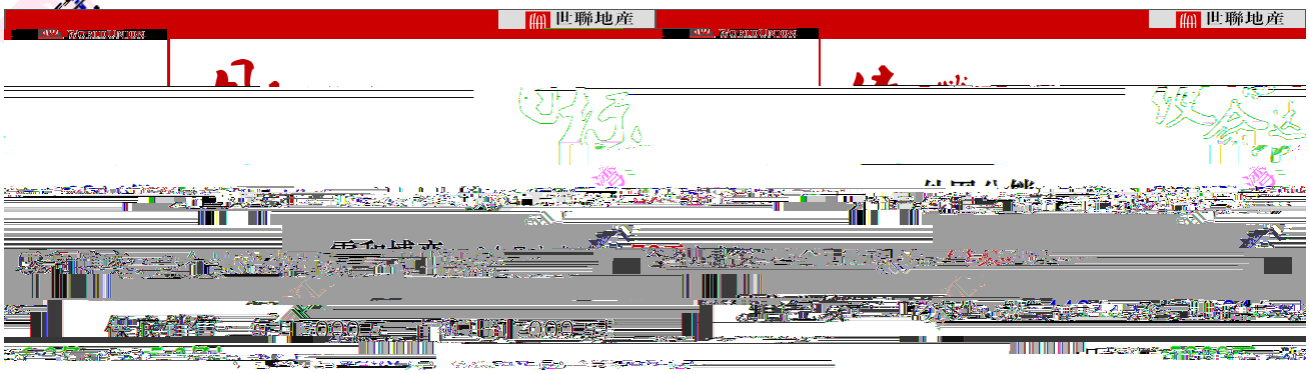
4

1

1 2016 11 TOP10

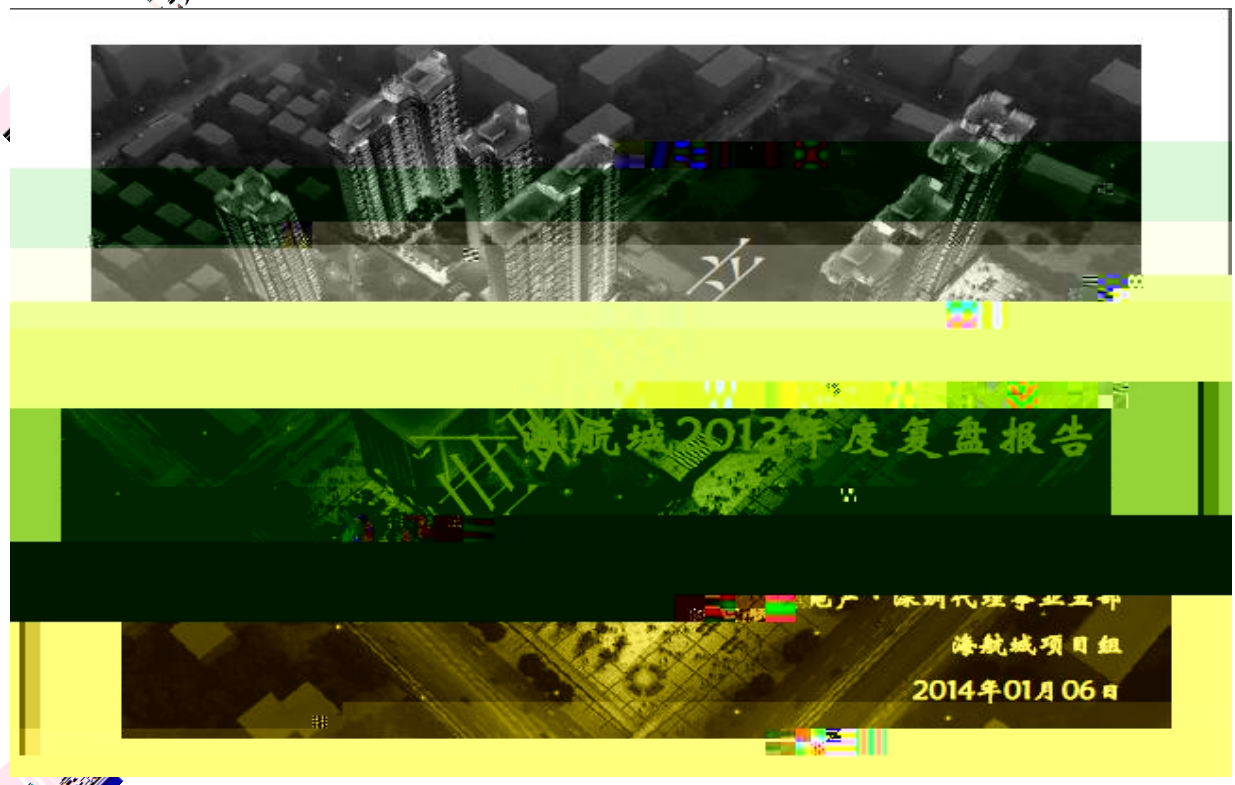
Copyright 2010 WORLDUNION All Rights Reserved

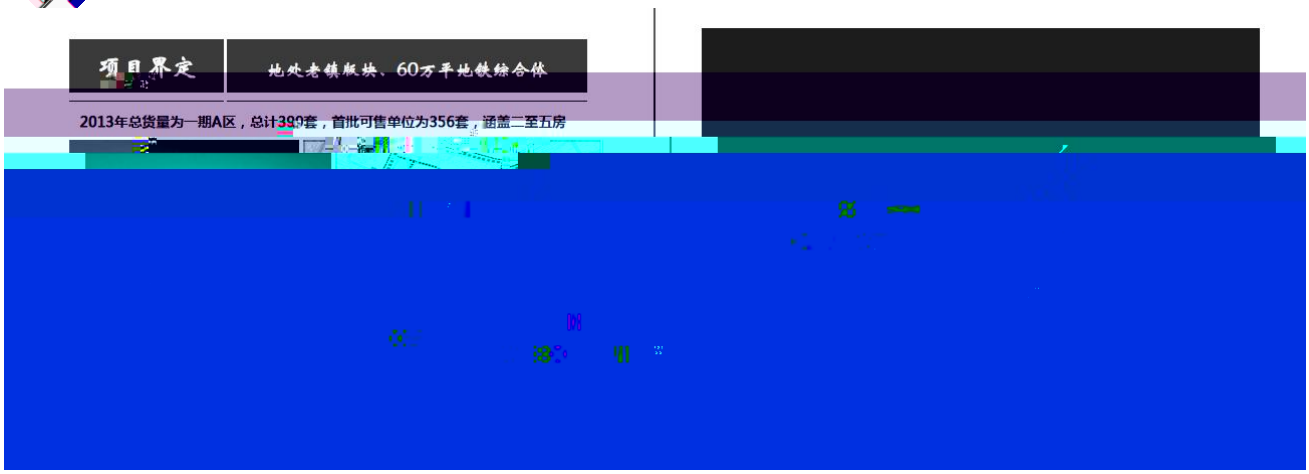
5



(数据截止日期：2013.04.15)

Copyright 2010 WORLDUNION All Rights Reserved



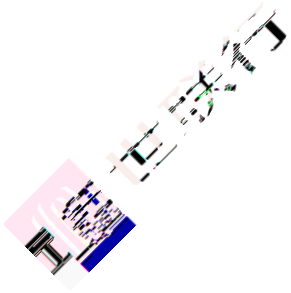


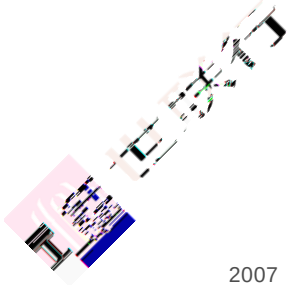
Copyright 2010 WORLDUNION All Rights Reserved

目标解析 做出品牌的声音，营销要亮点

业绩分享 抱歉！卖的太快，两小时劲销九成

Copyright 2010 WORLDUNION All Rights Reserved

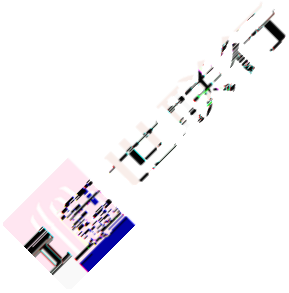


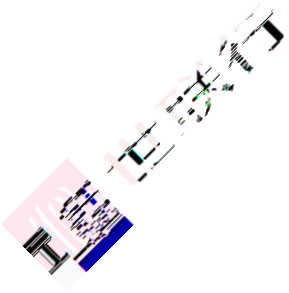


1993

2007

2009 8 28





Copyright 2010 WORLDUNION All Rights Reserved

Copyright 20