

2020 7

| | | | |
|-----|-------|-------|----|
| | | | 5 |
| 1. | 1-1 | | 5 |
| 2 | 1-2 | | 7 |
| 3. | 1-3 | | 9 |
| 4. | 1-4 | | 10 |
| 5. | 1-5 | | 12 |
| 6 | 1-6 | | 13 |
| 7. | 1-7 | | 14 |
| 8 | 1-8 | | 16 |
| 9. | 1-9 | | 17 |
| 10. | 1-10 | | 19 |
| 11. | 1-11 | | 20 |
| 12 | 1-12 | | 22 |
| 13. | 1-13 | | 23 |
| 14. | 1-14 | | 25 |
| 15. | 1-15 | | 26 |
| 16 | 1-16 | | 28 |
| | | | 29 |
| 1. | 2-1-1 | | 29 |
| 2 | 2-1-2 | | 31 |
| 3. | 2-1-3 | | 34 |
| 4. | 2-1-4 | | 37 |
| 5. | 2-1-5 | | 39 |
| 6 | 2-1-6 | | 40 |
| 7. | 2-1-7 | | 43 |
| 8 | 2-1-8 | | 45 |
| 9. | 2-2-1 | | 47 |

| | | | |
|-----|-------|-------|-----|
| 10. | 2-2-2 | | 52 |
| 11. | 2-2-3 | | 57 |
| 12. | 2-2-4 | | 62 |
| 13. | 2-2-5 | | 67 |
| 14. | 2-2-6 | | 73 |
| 15. | 2-2-7 | | 77 |
| 16. | 2-2-8 | | 82 |
| | | | 88 |
| 1. | 3-1 | | 88 |
| 2. | 3-2 | | 91 |
| 3. | 3-3 | | 93 |
| 4. | 3-4 | | 96 |
| 5. | 3-5 | | 99 |
| 6. | 3-6 | | 101 |
| 7. | 3-7 | | 103 |
| 8. | 3-8 | | 105 |
| 9. | 3-9 | | 107 |
| 10. | 3-10 | | 111 |
| 11. | 3-11 | | 113 |
| 12. | 3-12 | | 116 |
| 13. | 3-13 | | 119 |
| 14. | 3-14 | | 122 |
| 15. | 3-15 | | 125 |
| 16. | 3-16 | | 128 |
| | | | 131 |
| 1. | 4-1 | | 131 |
| 2. | 4-2 | | 134 |
| 3. | 4-3 | | 136 |
| 4. | 4-4 | | 139 |

| | | | |
|-----|------|-------|-----|
| 5. | 4-5 | | 141 |
| 6. | 4-6 | | 144 |
| 7. | 4-7 | | 146 |
| 8. | 4-8 | | 148 |
| 9. | 4-9 | | 150 |
| 10. | 4-10 | | 152 |
| 11. | 4-11 | | 154 |
| 12. | 4-12 | | 156 |
| 13. | 4-13 | | 159 |
| 14. | 4-14 | | 161 |
| 15. | 4-15 | | 165 |
| 16. | 4-16 | | 167 |
| | | | 170 |
| 1. | 5-1 | | 170 |
| 2. | 5-2 | | |

16.

5-16

.....211

1. 1-1

1

1

| | | | | | | | |
|-----|--|--|--|--|--|------------|--|
| | | | | | | | |
| 001 | | | | | | 1994/12/12 | |
| 002 | | | | | | 1999/5/18 | |
| 003 | | | | | | 1998/4/14 | |
| 004 | | | | | | 1996/7/25 | |
| 005 | | | | | | 1997/6/27 | |
| 006 | | | | | | 1995/1/18 | |
| 007 | | | | | | 1997/10/18 | |
| 008 | | | | | | 1996/5/18 | |
| 009 | | | | | | 1996/9/14 | |
| 010 | | | | | | 1993/3/21 | |
| 011 | | | | | | 1998/2/14 | |
| 012 | | | | | | 1991/12/18 | |
| 013 | | | | | | 1997/11/20 | |
| 014 | | | | | | 199810/25 | |

2

Excel

14

Excel

Word

2

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | | |
|--|----|-------|----------|
| | 2 | 30 | |
| | 1 | 30 40 | Office 5 |
| | 30 | | |
| | 30 | 2 | |

3

60

4

5%

5

5%

(20)

0

1

| | | | | | | | |
|-----|--|--|--|--|--|------------|--|
| | | | | | | | |
| 001 | | | | | | 1994/12/12 | |
| 002 | | | | | | 1999/5/18 | |
| 003 | | | | | | 1998/4/14 | |
| 004 | | | | | | 1996/7/25 | |
| 005 | | | | | | 1997/6/27 | |
| 006 | | | | | | 1995/1/18 | |
| 007 | | | | | | 1997/10/18 | |
| 008 | | | | | | 1996/5/18 | |
| 009 | | | | | | 1996/9/14 | |
| 010 | | | | | | 1993/3/21 | |
| 011 | | | | | | 1998/2/14 | |
| 012 | | | | | | 1991/12/18 | |
| 013 | | | | | | 1997/11/20 | |
| 014 | | | | | | 199810/25 | |

2

Excel

14

Excel

Word

2

| | | | | | | | |
|--|----|---|----|----|--------|---|--|
| | | | | | | | |
| | | 2 | | 30 | | | |
| | | | 1 | 30 | 40 | | |
| | | | | | Office | 5 | |
| | | | 30 | | | | |
| | 30 | | 2 | | | | |

3

4

| | | | | | |
|-------|-----|--|--|-----------------|---|
| | | | | | |
| (20) | 5% | | | 5 | 0 |
| | 5% | | | 1 4 | |
| | 10% | | | 5 5 | |
| (80) | 10% | | | 1 1 | |
| | 20% | | | 1 5 5 | |
| | 30% | | | 1 5 1 5 5 | |
| | 20% | | | 1 5 5 | |

3. 1-3

1

1

3

30

3 10

30

7

3000

2

2

| | | |
|--|----|-------------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office 5 |
| | 30 | |
| | 30 | 2 |

3

60

4

5%

5

5%

1

(20)

4

0

10%

1

1

3 20

4 10

20

7

3000

2

2

| | | |
|--|----|-------------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office 5 |
| | 30 | |
| | 30 | 2 |

3

60

4

| | | | |
|-------|-----|---|---|
| | | | |
| (20) | 5% | 5 | 0 |
| | 5% | 1 | |
| | 10% | 4 | |

| | | | | |
|-------|--|-----|--------|--|
| | | | 5 5 | |
| (80) | | 20% | 1 1 | |
| | | 20% | 1 5 | |
| | | 30% | 1 5 | |
| | | 10% | 5 | |

5. 1-5

1

1

3 10

3 16

3

2000

2

①

3

3

2

| | | |
|--|----|-------------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office 5 |
| | 30 | |
| | 30 | 2 |

3

60

4

| | | | |
|-------|-----|-----|---|
| | | | |
| (20) | 5% | 5 | 0 |
| | 5% | 1 4 | |
| | 10% | 5 5 | |
| (80) | 20% | 1 1 | |
| | 20% | 1 5 | |
| | 30% | 1 5 | |
| | 10% | 5 | |

6. 1-6

1

1

3 10

3 16 4000

2

①

2

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | | |
|--|----|-------|----------|
| | 2 | 30 | |
| | 1 | 30 40 | Office 5 |
| | 30 | | |
| | 30 | 2 | |

3

60

4

| | | | |
|-------|-----|-----|---|
| | | | |
| (20) | 5% | 5 | 0 |
| | 5% | 1 4 | |
| | 10% | 5 5 | |
| (80) | 20% | 1 1 | |
| | 20% | 1 5 | |
| | 30% | 1 5 | |
| | 10% | 5 | |

7. 1-7

1

1

JINMAO-SPORTS

2

①

500

2

| | | |
|--|----|-------------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office 5 |
| | 30 | |
| | 30 | 2 |

3

90

4

| | | | | |
|-------|-----|---|-----|---|
| | | | | |
| (20) | 5% | 5 | 0 | |
| | 5% | 1 | | 4 |
| | 10% | 5 | | 5 |
| (80) | 20% | | 1 1 | |
| | 20% | | | |

| | | | | |
|--|--|-----|-----|--|
| | | | 1 5 | |
| | | 30% | 1 5 | |
| | | 10% | 5 | |

8. 1-8

1

1

2019 8 22 2019 100
 53 2019 9 2018 2020 6 2019
 14 70

2

①

500

2

| | | |
|--|----|-------------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office 5 |
| | 30 | |
| | 30 | 2 |

3

90

| | |
|--|---|
| | 4 |
| | |
| | |
| | |

2

①

2

| | | |
|--|----|-------------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office 5 |
| | 30 | |
| | 30 | 2 |

3

90

4

| | | | |
|-------|-----|-------------|---|
| | | | |
| (20) | 5% | 5 | 0 |
| | 5% | 1 | |
| | 10% | 4 5 5 | |
| (80) | 20% | 1 1 | |

| | | | | |
|--|--|-----|-----|--|
| | | 20% | 1 5 | |
| | | 30% | 1 5 | |
| | | 10% | 5 | |

10. 1-10

1

1

| | |
|--|---|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | 2 |
| | |

2

①

2

| | | |
|--|---------------------|--|
| | | |
| | 2 30 | |
| | 1 30 40 Office 5 | |

| | | | |
|--|----|----|--|
| | | 30 | |
| | 30 | 2 | |

3

90

4

| | | | | |
|-------|-----|---|-----|---|
| | | | | |
| (20) | 5% | 5 | | 0 |
| | 5% | 1 | 4 | |
| | 10% | 5 | 5 | |
| (80) | 20% | | 1 1 | |
| | 20% | 1 | 5 | |
| | 30% | 1 | 5 | |
| | 10% | | 5 | |

11.

1-11

1

1

1 2017

2016

4.9

| | 2017 | 2016 | |
|--|---------------|---------------|-------------------|
| | 2,716,772.00 | 2,130,039.00 | 586,733.00 |
| | 1,336,510.96 | 1,167,682.81 | 168,828.15 |
| | 1,380,261.04 | 962,356.19 | 417,904.85 |
| | 50.81% | 45.18% | 5.62% |
| | 163,006.32 | 119,282.18 | 43,724.14 |
| | 630,583.01 | 470,779.21 | 159,803.80 |
| | 368,670.69 | 187,677.55 | 180,993.14 |

| | | | |
|--|-------------------|-------------------|-------------------|
| | 258,455.87 | 280,778.77 | (22,322.90) |
| | 3,456.45 | 2,322.89 | 1,133.56 |
| | 586,671.71 | 372,294.80 | 214,376.91 |
| | | | 0.00 |
| | | | 0.00 |
| | 6,800.00 | 3,000.00 | 3,800.00 |
| | 17,985.00 | 1,200.00 | 16,785.00 |
| | 3,654.77 | 2,100.00 | 1,554.77 |
| | | | 0.00 |
| | 607,801.94 | 374,394.80 | 233,407.14 |
| | 36,000.00 | 24,000.00 | 12,000.00 |
| | 571,801.94 | 350,394.80 | 221,407.14 |
| | 21.05% | 16.45% | 4.60% |

2

2

| | | |
|--|----|-------------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office 5 |
| | 30 | |
| | 30 | 2 |

3

90

4

| | | | | |
|-------|-----|---|-----|---|
| | | | | |
| (20) | 5% | 5 | 0 | |
| | 5% | 1 | | 4 |
| | 10% | 5 | | 5 |
| (80) | 20% | | 1 1 | |
| | 20% | | | |

| | | | | |
|--|--|-----|-----|--|
| | | | 1 5 | |
| | | 30% | 1 5 | |
| | | 10% | 5 | |

12. 1-12

1

1

1

| | | | | | | | |
|--|---------|--|-------|--|----|--|-----|
| | 0730206 | | 6 | | | | 150 |
| | 73 | | 10950 | | 68 | | |

2

| | | | | | | | |
|--|---------|--|-------|--|----|--|-----|
| | 0730201 | | 1 | | | | 200 |
| | 95 | | 19000 | | 48 | | |

3

| | | | | | | | |
|--|---------|--|-------|--|----|--|-----|
| | 0730204 | | 4 | | | | 180 |
| | 74 | | 13320 | | 14 | | |

2

Excel

" " " " " "

Excel

2

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | | |
|--|----|-----------------|---|
| | 2 | 30 | |
| | 1 | 30 40 Office | 5 |
| | 30 | | |
| | 30 | 2 | |

3

60

4

| | | | | |
|-------|-----|--|------------|---|
| | | | | |
| (20) | 5% | | 5 | 0 |
| | 5% | | 1 4 | |
| | 10% | | 5 5 | |
| (80) | 30% | | 1 5 1 5 | |
| | 20% | | 1 1 | |
| | 30% | | 1 5 1 5 | |

13.

1-13

1

1

0.4 0.3 0.2 0.1

| | | | |
|--|---|---|---|
| | A | B | C |
| | | | |
| | A | A | B |
| | | | |
| | | | |

| | | | |
|-----|---|---|---|
| | 3 | 2 | 1 |
| 0.4 | | | |
| 0.3 | A | B | C |
| 0.2 | | | |
| 0.1 | | | |

2

2

| | | | |
|---|----|-------|--------|
| | | | |
| | 2 | 30 | |
| | 1 | 30 40 | Office |
| 5 | | | |
| | 30 | | |
| | 30 | 2 | |

3

60

4

| | | | |
|--|----|---|--|
| | | | |
| | 5% | 5 | |

| | | | | |
|-------|-----|---|--------|---|
| (20) | 5% | 1 | 4 | 0 |
| | 10% | | 5 5 | |
| (80) | 20% | | 1 1 | |
| | 20% | | 1 5 | |
| | 30% | | 1 5 | |
| | 10% | | 5 | |

14.

1-14

1

1

20

130

2020 6 1 2020

9 30

2

2

| | | |
|---|----|-----------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office |
| 5 | | |
| | 30 | |
| | 30 | 2 |

3

120

4

| | | | | |
|-------|-----|---|-----|---|
| | | | | |
| (20) | 5% | 5 | 0 | |
| | 5% | 1 | | 4 |
| | 10% | 5 | | 5 |
| (80) | 20% | | 1 1 | |
| | 20% | 1 | 5 | |
| | 30% | 1 | 5 | |
| | 10% | | 5 | |

15.

1-15

1

1

100

518

72335

15

40

4

" " " "

Fi tness Zone

303

2

2

| | | |
|---|----|-------------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Of fi ce |
| 5 | | |
| | 30 | |
| | 30 | 2 |

3

120

4

| | | | |
|-------|----|---|---|
| | | | |
| | 5% | 5 | |
| (20) | 5% | 1 | 0 |

| | | | | |
|-------|--|-----|--------|--|
| | | | 4 | |
| | | 10% | 5 5 | |
| (80) | | 20% | 1 1 | |
| | | 20% | 1 5 | |
| | | 30% | 1 5 | |
| | | 10% | 5 | |

16.

1-16

1

1

20

15

2

2

2

30

1

30 40

Office

5

30

3

120

4

| | | | |
|-------|-----|-----|---|
| | | | |
| (20) | 5% | 5 | 0 |
| | 5% | 1 4 | |
| | 10% | 5 5 | |
| (80) | 20% | 1 1 | |
| | 20% | 1 5 | |
| | 30% | 1 5 | |
| | 10% | 5 | |

1. 2-1-1

1

1

1

MBA

2

2

| | | |
|--|----|-------------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office 5 |
| | 30 | |
| | 30 | 2 |

3

90

4

| | | | |
|-------|--|-------|------|
| | | | |
| (20) | | 5 | 5% |
| | | 1 4 | 5% |
| | | 5 5 | 10% |
| (80) | | 2 2 3 | 10% |
| | | 1 3 | |
| | | 5 5 | 10% |
| | | 2 5 | 10% |
| | | 2 5 | 10% |
| | | 1 1 | 10% |
| | | 1 5 | 10% |
| | | 1 5 | 10% |
| | | 5 | 10% |
| | | | 100% |

2

2-1-2

1

34

80

7

14

“

”

10%

6

9

“

”

1600

2000

600

1200

4600

“

”

“

”

“

”

“

”

“

5 4

”

1

5

5 “ ”

“ 5

”

“

”

2

2

| | | |
|--|---------------------|--|
| | | |
| | 2 30 | |
| | 1 30 40 Office 5 | |
| | 30 | |
| | 30 2 | |

3

90

4

| | | | | |
|-------|--|---------------|------|--|
| | | | | |
| (20) | | 5 | 5% | |
| | | 1 4 | 5% | |
| | | 5 5 5 | 10% | |
| (80) | | 2 2 3 1 | 10% | |
| | | 5 5 | 10% | |
| | | 2 5 | 10% | |
| | | 2 5 | 10% | |
| | | 1 1 | 10% | |
| | | 1 5 | 10% | |
| | | 1 5 | 10% | |
| | | 5 | 10% | |
| | | | 100% | |

3

2-1-3

1

2

2

| | | |
|--|----|-------------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office 5 |
| | 30 | |
| | 30 | 2 |

3

90

4

| | | | |
|-------|--|--------|-------------------|
| | | | |
| (20) | | 5 | 5% |
| | | | 1 5% |
| | | 4 | |
| (80) | | 5 5 | 10% |
| | | | 2 2 3 1 10% |
| | | 5 | 5 10% |
| | | | 5 10% |
| | | 2 | 5 10% |

| | | | | |
|--|--|--|------|-----|
| | | | 1 1 | 10% |
| | | | 1 5 | 10% |
| | | | 1 5 | 10% |
| | | | 5 | 10% |
| | | | 100% | |

4. 2-1-4

2

2

| | | |
|--|----|-------------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office 5 |
| | 30 | |
| | 30 | 2 |

3

90

4

| | | | |
|-------|--|--------|-------------------------|
| | | | |
| (20) | | 5 | 5% |
| | | | 1 5% |
| | | 4 | |
| (80) | | 5 5 | 10% |
| | | | 2 2 3 1 10% |
| | | 5 | 5 10% |
| | | | 5 10% |
| | | 2 | 5 10% |
| | | 2 | 1 1 10% |

| | | | | |
|--|--|--|------|-----|
| | | | 1 5 | 10% |
| | | | 1 5 | 10% |
| | | | 5 | 10% |
| | | | 100% | |

5. 2-1-5

2

2

| | | |
|--|---|----|
| | | |
| | 2 | 30 |

| | | | | | | |
|--|----|----|----|--------|---|--|
| | 1 | 30 | 40 | Office | 5 | |
| | | 30 | | | | |
| | 30 | 2 | | | | |

3

90

4

| | | | | | | |
|--|-------|---|--|---|---|-----|
| | | | | | | |
| | | 5 | | | | 5% |
| | (20) | | | | 1 | 5% |
| | | 4 | | | | |
| | | 5 | | | | 10% |
| | | 5 | | | | |
| | | | | 2 | | |
| | | | | 2 | | |
| | | | | 3 | 3 | 10% |
| | | | | | 1 | |
| | | | | 3 | | |
| | | 5 | | 5 | | 10% |
| | | | | | 5 | 10% |
| | | 2 | | | | 10% |
| | (80) | | | 5 | | 10% |
| | | 2 | | | | |
| | | | | 1 | 1 | 10% |
| | | | | | | |
| | | 1 | | 5 | | 10% |
| | | | | | | |
| | | 1 | | 5 | | 10% |

| | | | | |
|--|--|--|------|-----|
| | | | 5 | 10% |
| | | | 100% | |

6

2-1-6

10

2

7

1

2

2

| | | |
|--|----|-------------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office 5 |
| | 30 | |
| | 30 | 2 |

3

90

4

| | | |
|--|---|----|
| | | |
| | 5 | 5% |

| | | | |
|-------|--|------------------|-----|
| (20) | | 1 | 5% |
| | | 4 | |
| (80) | | 5 5 | 10% |
| | | 2 2 3 1 | 10% |
| | | 5 5 | 10% |
| | | 2 5 | 10% |
| | | 2 5 | 10% |
| | | 1 1 | 10% |
| | | 1 5 | 10% |
| | | 1 5 | 10% |
| | | 5 | 10% |
| | | | |

7. 2-1-7

1
2016

" "

| | | | | | |
|-------|--|---|-------------|-----|--|
| (20) | | 1 | 4 | 5% | |
| | | | 5 5 | 10% | |
| (80) | | 1 | 2 2 3 | 10% | |
| | | 5 | 5 | 10% | |
| | | 2 | 5 | 10% | |
| | | 2 | 5 | 10% | |
| | | | 1 1 | 10% | |
| | | 1 | 5 | 10% | |
| | | 1 | 5 | 10% | |
| | | | 5 | 10% | |
| | | | 100% | | |

8 2-1-8

1
2016 7 4
7.50 /

" "

" " 7.5 / " " 15.0 !
 ,
 " 7.5 " " 7.5
 " 7.5 " "

2

2

| | | |
|--|---------------------|--|
| | | |
| | 2 30 | |
| | 1 30 40 Office 5 | |
| | 30 | |
| | 30 2 | |

3

90

4

| | | | |
|-------|--|-------|------|
| | | | |
| (20) | | 5 | 5% |
| | | 1 4 | 5% |
| | | 5 5 | 10% |
| (80) | | 2 2 3 | 10% |
| | | 1 3 | |
| | | 5 5 | 10% |
| | | 2 5 | 10% |
| | | 2 5 | 10% |
| | | 1 1 | 10% |
| | | 1 5 | 10% |
| | | 1 5 | 10% |
| | | 5 | 10% |
| | | | 100% |

9. 2-2-1

1

ROSSI GNOL

BI RKO

AXE

VOLA

BRI KO

" "

4000

VOLK

2100 /

Atomic() 2400 /

ROSSI GNOL

160 /

40

30

1

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7

8

9

1

3

2

2

30

4

5

1

2

3

4

5

2

| | | |
|--|----|----|
| | | |
| | 40 | |
| | 1 | 15 |
| | 3 | 1 |

3

90

60

30

4

| | | |
|----|--|--------|
| | | |
| 20 | | 2 3 |
| | | 2 |
| | | 3 |
| | | 5% |
| | | 5% |

| | | | |
|----|-----|-------|-----|
| | | 5 | 10% |
| 40 | | 2 2 1 | 5% |
| | | 2 3 | 5% |
| | | 2 3 | 5% |
| | | 3 2 | 5% |
| | | 1 2 2 | 5% |
| | | 5 5 | 15% |
| 40 | | 2 3 | 5% |
| | | 2 2 | 5% |
| | | 1 5 | 10% |
| | | 2 3 | 10% |
| | | 4 2 | 10% |
| | 3 2 | 10% | |
| | 5 | 100% | |

10

2-2-2

1

--

—

”

”

”

” ”

” ”

”

”

”

10%

2020 10 9

1 2

 5

 30

 40

 40

1

2

3 1

4 2 30

5

2 1

 25

1 3

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7

8

9

3

2

1

2

30

4

5

1

2

3

4

5

2

| | | |
|--|----|----|
| | | |
| | 40 | |
| | 1 | 15 |
| | 3 | 1 |

3

90

60

30

4

| | | | |
|----|--|--------|-----|
| | | | |
| 20 | | 2 3 | 5% |
| | | 2 3 | 5% |
| | | 5 | 10% |
| | | 2 | 5% |

| | | | | | |
|----|---|---|---|------|-----|
| 40 | | 2 | 1 | | |
| | | 2 | 3 | 5% | |
| | | 2 | 3 | 5% | |
| | | 3 | 2 | 5% | |
| | | 1 | 2 | 2 | 5% |
| | | | 5 | 5 | 15% |
| 40 | | | 3 | 5% | |
| | | 2 | | | |
| | | | 2 | 2 | 5% |
| | | | 1 | | |
| | | | | 5 | 10% |
| | | 2 | 3 | | |
| | 4 | | 4 | 10% | |
| | | | 3 | 2 | 10% |
| | | 5 | | | |
| | | | | 100% | |

11. 2-2-3

1

()

ROSSI GNCL

BI RKO
BRI KO

AXE

VOLA

25

910

10

600

60

60

16

13

2000

1 2

 5

 30

 40

 40

1

2

3 1

4 2 30

5

2 1

 25

1 3

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7

8

9

3

2

2

30

1

4

5

1

2

3

4

5

2

| | | |
|--|----|----|
| | | |
| | 40 | |
| | 1 | 15 |
| | 3 | 1 |

3

90

60

30

4

| | | | |
|----|--|--------|-----|
| | | | |
| 20 | | 2 3 | 5% |
| | | 2 3 | 5% |
| | | 5 | 10% |
| | | 5 2 | 5% |

| | | | | | | |
|----|--|---|---|----|----|------|
| 40 | | 2 | 1 | | | |
| | | 2 | 3 | 5% | | |
| | | 2 | 3 | 5% | | |
| | | 3 | 2 | 5% | | |
| | | 1 | 2 | 2 | 5% | |
| | | | | 5 | 5 | 15% |
| 40 | | | | 3 | 5% | |
| | | | 2 | | 5% | |
| | | | | 1 | 2 | 10% |
| | | 2 | 3 | | 5 | 10% |
| | | 4 | | | 4 | 2 |
| | | | | 3 | 2 | 10% |
| | | | 5 | | | 100% |

12

2-2-4

1

1987 1 1

2009

600

2006

1986

500

" " " "

700

150

8000

1.6

4000

1 2

 5

 30

 40

 40

1

2

3 1

4 2 30

5

2 1

1 3 25

1

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7

8

9

3

2

1

2 30

4

5

1

2

3

4

5

2

| | | |
|--|------|--|
| | | |
| | 40 | |
| | 1 15 | |
| | 3 1 | |

3

90

60

30

4

| | | | |
|----|--|--------|-----|
| | | | |
| 20 | | 2 3 | 5% |
| | | 2 3 | 5% |
| | | 5 | 10% |

2

2

40

1993

2001 11 3

2001 11

70

1998

"

"

"

"

"

"

2001

"

"

157

16.5

2 5

"

"

"

"

3.2

V

60

40

30

40

5

1

2

1

2

3

1

4

2

30

5

2

1

25

1

3

1

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7

8

9

1

3

2

2

30

4

5

1

2

3

4

5

2

| | | |
|--|----|--|
| | | |
| | 40 | |

| | | |
|--|------|--|
| | 1 15 | |
| | 3 1 | |

| | | | | | | |
|----|--|------|---|---|-----|-----|
| 40 | | 2 | 3 | 5 | 10% | |
| | | 4 | | 4 | 2 | 10% |
| | | | 5 | 3 | 2 | 10% |
| | | 100% | | | | |

14. 2-2-6

1

()

()

80

95

5

500

60

40

30

40

5

1

2

1

2

3

1

4

2

30

5

2

1

25

1

3

1

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1
 2
 3
 4
 5
 6
 7 1
 8
 9
 3 2 2 30

4 5

1
 2
 3
 4
 5
 2

| | | |
|--|------|--|
| | | |
| | 40 | |
| | 1 15 | |
| | | |

| | | | |
|--|---|---|--|
| | 3 | 1 | |
|--|---|---|--|

| | | | | | |
|--|--|------|---|---|-----|
| | | 4 | 4 | 2 | 10% |
| | | | 3 | 2 | 10% |
| | | | 5 | | |
| | | 100% | | | |

15.

2-2-7

1

1

50%

280 /

250 /

60

40

30

40

5

1

2

1

2

3

4

5

1

2

30

2

1

25

1

3

1

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7

8

9

1

3

2

2

30

4

5

1

2

3

4

5

2

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | |
|--|----|----|
| | 40 | |
| | 1 | 15 |
| | 3 | 1 |

3

90

60

30

4

20

40

2

3

2

5%

5%

3

5

10%

5

2

5%

2

1

2

3

5%

2

3

5%

2

5%

3

2

2

5%

1

5

5

1

20

1

AAAA

6

250

5000

600

300

10

3000

40000

400

50

25

1

3

1

PPT

1

2

3

4

5

6

7

8

2

15

15

1

1

2

3

4

5

6

7 1
8
9
3 2
2 30

4 5

1
2
3
4
5
2

| | | |
|--|------|--|
| | | |
| | 40 | |
| | 1 15 | |
| | 3 1 | |

3

90

60

30

4

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | | |
|----|--|-------------|-----|
| 20 | | 2 3 | 5% |
| | | 2 3 | 5% |
| | | 5 5 | 10% |
| 40 | | 2 2 1 | 5% |
| | | 2 3 | 5% |
| | | 2 3 | 5% |
| | | 3 2 | 5% |
| | | 1 2 2 | 5% |
| | | 5 5 5 | 15% |
| 40 | | 2 3 | 5% |
| | | 2 1 2 | 5% |
| | | 3 5 | 10% |
| | | 2 4 | 10% |
| | | 4 2 | 10% |
| | | 3 2 5 | 10% |
| | | 100% | |

1. 3-1

1

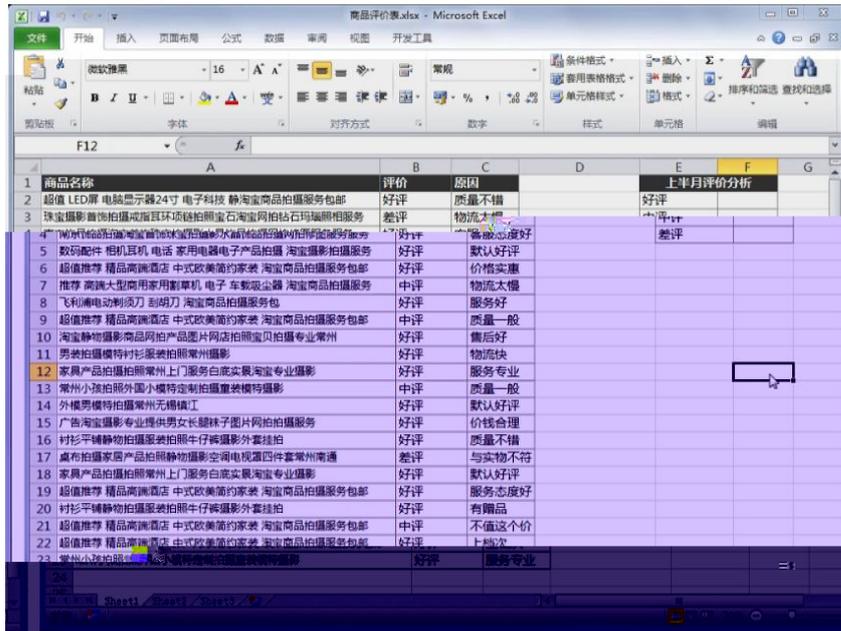
" Q1- " EXCEL

Excel

word

| 日期 | 浏览量 | 访问量 | PC端浏览量 | 移动端浏览量 | 日平均浏览量 |
|-----------|------|------|--------|--------|--------|
| 2018/3/1 | 1200 | 600 | 750 | 450 | 956 |
| 2018/3/2 | 645 | 350 | 340 | 305 | 956 |
| 2018/3/3 | 898 | 420 | 480 | 418 | 956 |
| 2018/3/4 | 1100 | 500 | 600 | 500 | 956 |
| 2018/3/5 | 950 | 430 | 450 | 500 | 956 |
| 2018/3/6 | 750 | 360 | 300 | 450 | 956 |
| 2018/3/7 | 860 | 440 | 400 | 460 | 956 |
| 2018/3/8 | 1600 | 1000 | 600 | 1000 | 956 |
| 2018/3/9 | 900 | 350 | 350 | 550 | 956 |
| 2018/3/10 | 1050 | 500 | 600 | 450 | 956 |
| 2018/3/11 | 750 | 280 | 450 | 300 | 956 |
| 2018/3/12 | 600 | 160 | 380 | 220 | 956 |
| 2018/3/13 | 860 | 300 | 420 | 440 | 956 |
| 2018/3/14 | 950 | 420 | 580 | 370 | 956 |
| 2018/3/15 | 1500 | 650 | 620 | 880 | 956 |
| 2018/3/16 | 1200 | 550 | 600 | 600 | 956 |
| 2018/3/17 | 800 | 330 | 450 | 350 | 956 |
| 2018/3/18 | 950 | 380 | 380 | 570 | 956 |
| 2018/3/19 | 750 | 400 | 420 | 330 | 956 |
| 2018/3/20 | 800 | 360 | 420 | 380 | 956 |

| 流量项目 | 访客数 | 成交数 | 成交转化率 |
|--------|------|-----|-------|
| 海内免费流量 | 1300 | 120 | |
| 海外流量 | 600 | 43 | |
| 海内收费流量 | 760 | 100 | |
| 搜索引擎 | 320 | 30 | |
| 直接访问 | 98 | 5 | |
| 其他访问 | 320 | 64 | 0.20 |



2

| | | | |
|--|--|----|----|
| | | | |
| | | 70 | 30 |
| | | | |
| | | 2 | |

3

120

4

| | | | | |
|----|--|-----|---|---|
| | | | | |
| | | 10% | | |
| | | | 4 | |
| 20 | | 10% | 2 | 0 |
| | | | 4 | |
| | | 10% | ; | |

| | | | | |
|----|--|------|---|---|
| 80 | | 15% | | |
| | | | 6 | 9 |
| | | 15% | | |
| | | 15% | | |
| | | 5% | | |
| | | 5% | | |
| | | 15% | 2 | |
| | | | 3 | |
| | | | 5 | |
| | | 100% | | |

2

3-2

1

"

"

EXCEL

word

Microsoft Excel 窗口显示文件名为“本月度销售分析.xlsx”。工作簿包含以下数据：

| 销售地区 | 销售员 | 商品名称 | 数量 | 单价(¥) | 销售金额(¥) |
|------|-----|------|-----|----------|------------|
| 广州 | 白雪 | 数码相机 | 100 | 2,000.00 | 200,000.00 |
| 广州 | 白雪 | 数码相机 | 68 | 3,500.00 | 238,000.00 |
| 广州 | 白雪 | 数码相机 | 80 | 3,000.00 | 240,000.00 |
| 广州 | 白雪 | 数码相机 | 8 | 4,500.00 | 36,000.00 |
| 广州 | 白雪 | 冰箱 | 98 | 900.00 | 88,200.00 |
| 广州 | 白雪 | 冰箱 | 12 | 780.00 | 9,360.00 |
| 广州 | 白雪 | 冰箱 | 56 | 1,500.00 | 84,000.00 |
| 广州 | 白雪 | 冰箱 | 30 | 1,080.00 | 32,400.00 |
| 深圳 | 杨光明 | 数码相机 | 56 | 5,000.00 | 280,000.00 |
| 深圳 | 杨光明 | 数码相机 | 90 | 4,500.00 | 405,000.00 |
| 深圳 | 杨光明 | 数码相机 | 95 | 9,800.00 | 931,000.00 |
| 深圳 | 杨光明 | 数码相机 | 80 | 7,800.00 | 624,000.00 |
| 深圳 | 李青山 | 电话 | 56 | 900.00 | 50,400.00 |
| 深圳 | 李青山 | 电话 | 15 | 1,420.00 | 21,300.00 |
| 深圳 | 杨光明 | 电话 | 80 | 1,500.00 | 120,000.00 |
| 深圳 | 杨光明 | 电话 | 60 | 1,299.00 | 77,940.00 |
| 深圳 | 杨光明 | 电话 | 75 | 1,599.00 | 119,925.00 |
| 深圳 | 杨光明 | 电话 | 15 | 1,699.00 | 25,485.00 |
| 深圳 | 李青山 | 电脑 | 40 | 2,500.00 | 100,000.00 |
| 深圳 | 李青山 | 电脑 | 15 | 2,850.00 | 42,750.00 |
| 深圳 | 李青山 | 电脑 | 20 | 3,000.00 | 60,000.00 |

2

| | | | |
|--|--|----|----|
| | | | |
| | | 70 | 30 |
| | | | |
| | | 2 | |

3

120

4

| | | | | |
|----|--|-----|---|---|
| | | | | |
| | | 10% | | |
| | | | 4 | |
| 20 | | 10% | 2 | 4 |
| | | | | 0 |
| | | 10% | ; | |

| | | | | |
|----|--|------|-------------|--|
| 80 | | 15% | | |
| | | 15% | | |
| | | 15% | | |
| | | 5% | | |
| | | 5% | | |
| | | 15% | 2 3 5 | |
| | | 100% | | |

3

3-3

1

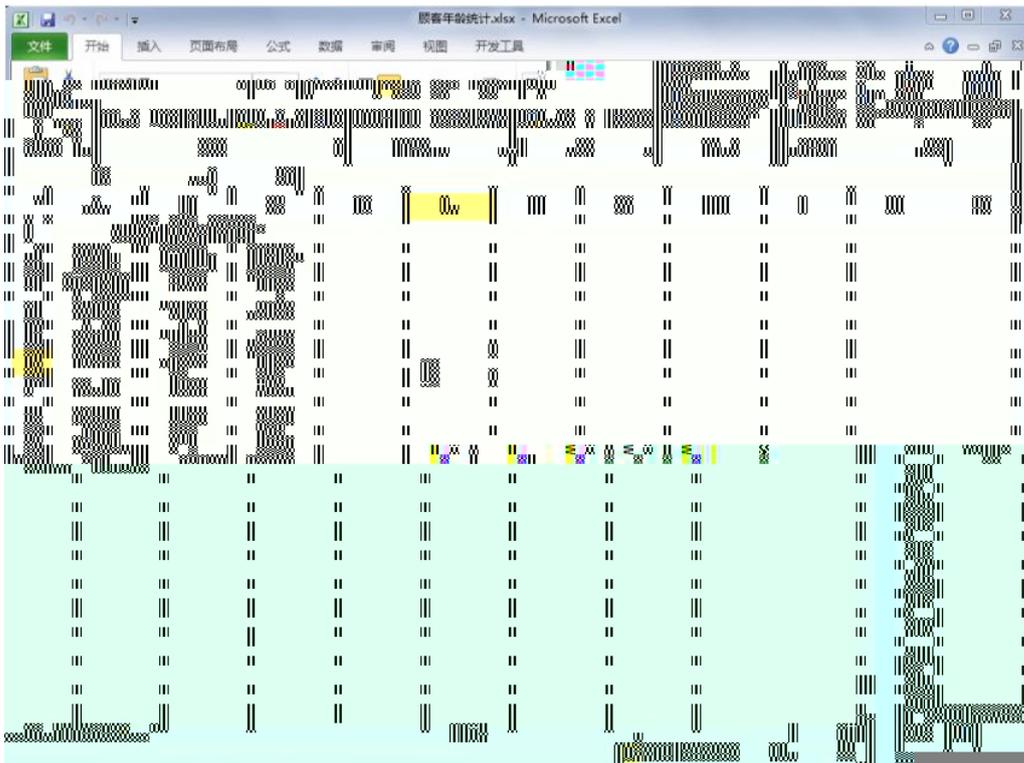
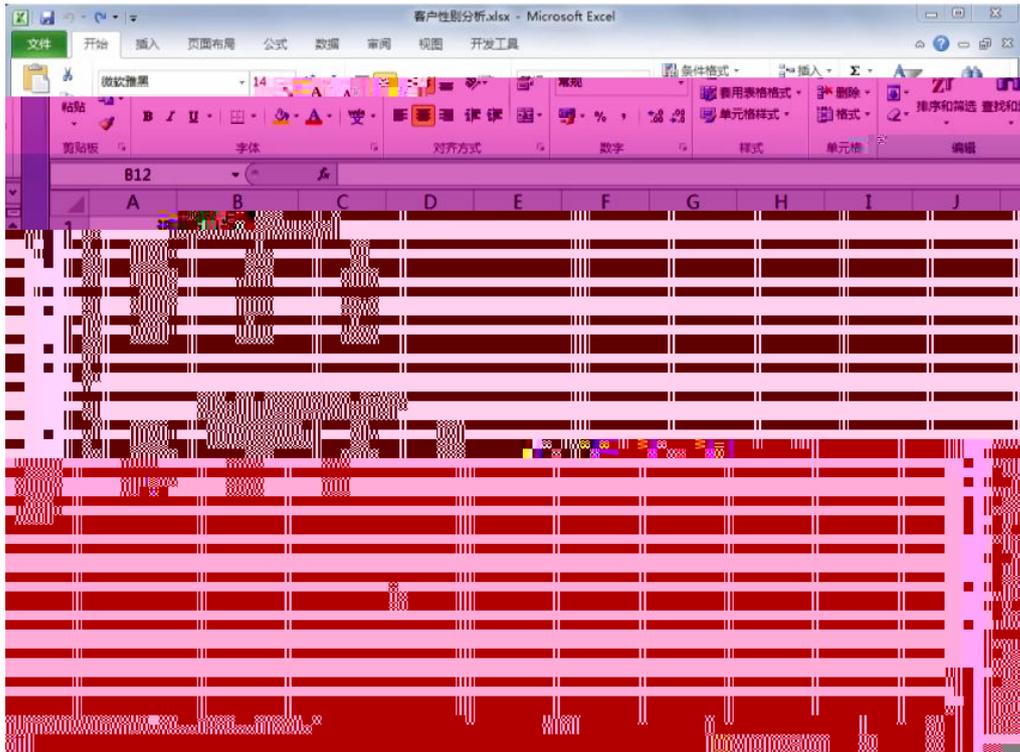
"

"

EXCEL

Excel

word



城市成交量统计

| 城市 | 成交量 |
|----|------|
| 北京 | 3380 |
| 上海 | 4590 |
| 重庆 | 2810 |
| 广州 | 2500 |
| 深圳 | 3650 |
| 成都 | 3000 |
| 济南 | 2800 |
| 天津 | 3100 |
| 西安 | 2260 |
| 武汉 | 3980 |

消费等级

| 消费水平等级 | 消费指数 |
|--------|------|
| 低 | 8% |
| 较低 | 10% |
| 中 | 48% |
| 较高 | 26% |
| 高 | 8% |

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |

| | | |
|--|---|--|
| | 2 | |
|--|---|--|

3

120

4

| | | | | |
|----|--|------|---------------|---|
| | | | | |
| 20 | | 10% | | 0 |
| | | 10% | 4 2 4 | |
| 80 | | 10% | ; | |
| | | 15% | 6 9 | |
| | | 15% | | |
| | | 15% | | |
| | | 5% | | |
| | | 5% | | |
| | | 15% | 2 3 5 | |
| | | 100% | | |

4.

3-4

1

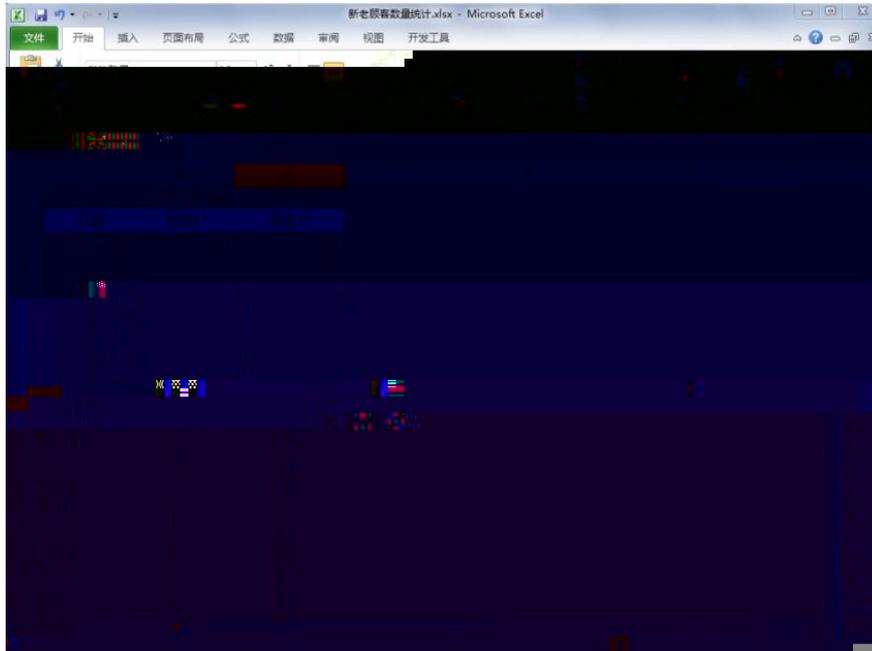
“

”

EXCEL

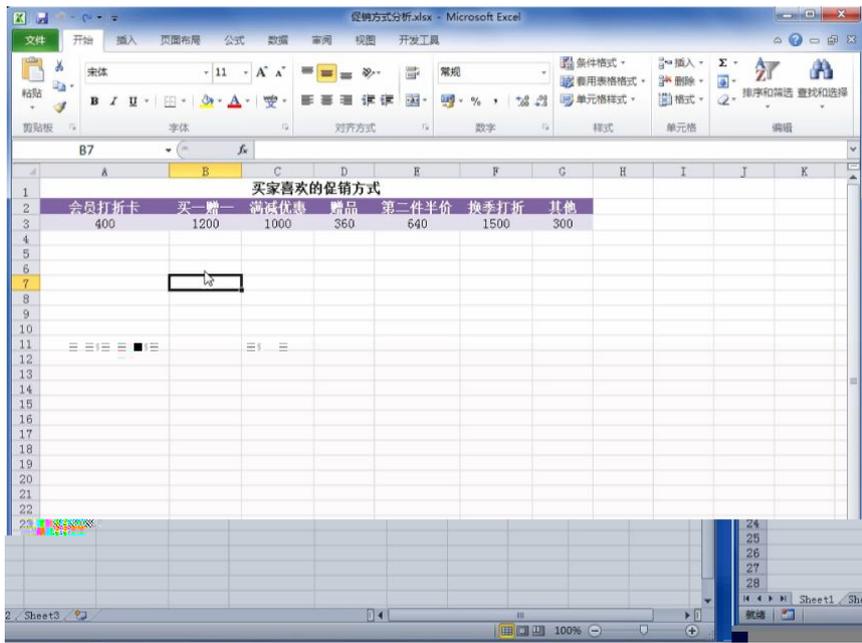
Excel

word



店铺销售记录.xlsx - Microsoft Excel

| | A | B | C | D | E |
|----|--------------------|-----------|-------------|-------------|-----------------------------------|
| 1 | 订单编号 | 买家会员名 | 买家支付宝账号 | 联系手机 | 宝贝标题名称 |
| 2 | 889056655458875056 | 追风少年 | 189****4551 | 189****4551 | 超值 LED屏 电脑显示器24寸 电子科技 韩淘宝商品拍摄服务包邮 |
| 3 | 154222459555755598 | 爱吃鱼的鱼 | 171****4525 | 171****4525 | 珠宝摄影首饰拍摄戒指耳环项链拍钻石淘宝网拍钻石玛瑙摄影服装 |
| 4 | 584533545897512379 | 太阳花 | 180****4578 | 180****4578 | 淘宝饰品拍摄淘宝首饰珠宝拍摄水晶饰品拍摄网拍修图服务服务 |
| 5 | 115433655875421267 | love_wei | 151****9856 | 151****9856 | 数码配件 相机耳机 电话 家用电器电子产品拍摄 淘宝摄影拍摄服务 |
| 6 | 124569841155223502 | 爱淘 | 187****4574 | 187****4574 | 超值推荐 精品高端酒店 中式欧美简约家装 淘宝商品拍摄服务包邮 |
| 7 | 155874541354553124 | 网名不重要 | 168****4545 | 168****4545 | 推荐 高端大型商用家用投影机 电子 车载吸尘器 淘宝商品拍摄服务 |
| 8 | 165987544451579742 | 肤是皇上 | 185****5661 | 185****5661 | 飞利浦电动剃须刀 剃须刀 淘宝商品拍摄服务包 |
| 9 | 844235785135458654 | 乐天派 | 145****4584 | 145****4584 | 超值推荐 精品高端酒店 中式欧美简约家装 淘宝商品拍摄服务包邮 |
| 10 | 254843548763123574 | 淘子 | 187****9856 | 187****9856 | 淘宝摄影拍摄网拍产品图片网店拍照宝贝拍摄专业常州 |
| 11 | 485752324546654224 | 来自太阳的我 | 134****7568 | 134****7568 | 男装拍摄模特衬衫服装拍照常州摄影 |
| 12 | 152544355487553356 | 太阳花 | 152****7845 | 152****7845 | 家具产品拍摄拍照常州上门服务白底实拍淘宝专业 摄影 |
| 13 | 541235458835512126 | 追风少年 | 183****7545 | 183****7545 | 常州小孩拍摄外国小模特定制拍摄童装模特摄影 |
| 14 | 122545354225487635 | 你若安好，便是晴天 | 187****5475 | 187****5475 | 外模男模特拍摄常州无锡镇江 |
| 15 | 547886544254785854 | 明天会更好 | 177****7545 | 177****7545 | 广告淘宝摄影专业提供男女长腿妹子模特 常州拍摄 |
| 16 | 123658455786554532 | 我是一只蜡烛 | 186**** | 186**** | |



2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |
| | 2 | |

3

120

| | | | |
|----|--|-----|---|
| | | | |
| 20 | | 10% | 0 |
| | | 10% | |
| | | 10% | |

| | | | | |
|----|--|------|-------------|--|
| 80 | | 15% | | |
| | | 15% | | |
| | | 15% | | |
| | | 5% | | |
| | | 5% | | |
| | | 15% | 2 3 5 | |
| | | 100% | | |

5.

3-5

1

"

"

EXCEL

Excel

word

| | 日期 | 商品代码 | 商品名称 | 单价 | 数量 | 折扣 | 数量 | 金额 |
|----|----------|----------|------|--------|--------|-------|----|---------|
| 10 | 2018/4/5 | JAF58-02 | 女士T恤 | 49.00 | 49.00 | 0.0% | 6 | 294.00 |
| 11 | 2018/4/5 | JSE89-01 | 女士风衣 | 399.00 | 329.00 | 17.5% | 8 | 2632.00 |
| 12 | 2018/4/5 | OTSQP-01 | 女士衬衫 | 89.00 | 89.00 | 0.0% | 10 | 890.00 |
| 13 | 2018/4/5 | JSE89-02 | 女士风衣 | 239.00 | 239.00 | 0.0% | 12 | 2868.00 |
| 14 | 2018/4/6 | JSE89-01 | 女士风衣 | 399.00 | 329.00 | 17.5% | 6 | 1974.00 |
| 15 | 2018/4/6 | OTSQP-01 | 女士衬衫 | 89.00 | 89.00 | 0.0% | 5 | 445.00 |
| 16 | 2018/4/6 | JSE89-03 | 女士风衣 | 339.00 | 339.00 | 0.0% | 13 | 4407.00 |
| 17 | 2018/4/6 | JAF58-01 | 女士T恤 | 65.00 | 65.00 | 0.0% | 7 | 455.00 |
| 18 | 2018/4/7 | OTSQP-01 | 女士衬衫 | 89.00 | 89.00 | 0.0% | 14 | 1246.00 |
| 19 | 2018/4/7 | OTSQP-01 | 女士衬衫 | 89.00 | 89.00 | 0.0% | 15 | 1335.00 |
| | 2018/4/7 | JAF58-02 | 女士T恤 | 49.00 | 49.00 | 0.0% | 10 | 490.00 |

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |
| | 2 | |

3

120

4

| | | | |
|----|--|-----|---|
| | | | |
| 20 | | 10% | |
| | | 10% | 4 |
| | | 10% | 2 |
| | | | 4 |
| | | 10% | ; |
| | | | 0 |

| | | | | |
|----|--|------|-------------|--|
| 80 | | 15% | | |
| | | 15% | | |
| | | 15% | | |
| | | 5% | | |
| | | 5% | | |
| | | 15% | 2 3 5 | |
| | | 100% | | |

6

3-6

1

"

"

EXCEL

Excel

word

近期宝贝销售记录.xlsx - Microsoft Excel

| 订单编号 | 买家昵称 | 买家支付宝账号 | 联系电话 | 宝贝名称 |
|--------------------|------|-------------|-------------|------|
| 113412345678901234 | 买家昵称 | 18111119856 | 18111119856 | 宝贝名称 |
| 113412345678901234 | 买家昵称 | 18111119856 | 18111119856 | 宝贝名称 |
| 113412345678901234 | 买家昵称 | 18111119856 | 18111119856 | 宝贝名称 |
| 113412345678901234 | 买家昵称 | 18111119856 | 18111119856 | 宝贝名称 |

商品分配方案分析.xlsx - Microsoft Excel

| 商品名称 | 商品成本 | 平均售出时间(天) | 商品毛利 | 商品分配数量 | 毛利合计 |
|------|--------|-----------|------|--------|------|
| 女士内衣 | 120.00 | 2.5 | | | |

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |

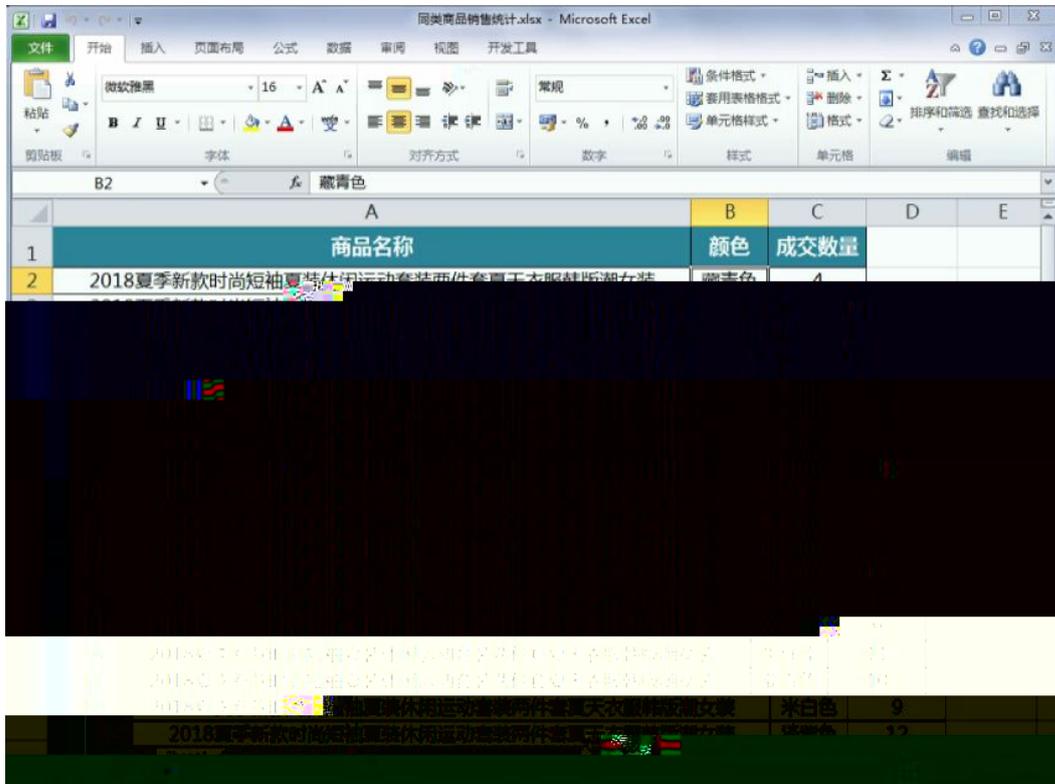
| | | |
|--|---|--|
| | | |
| | 2 | |

1

“ ” EXCEL

Excel

word



2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |
| | 2 | |

3

120

4

10%
4
20 10% 2 4 0
10% ;

80

Excel

word

The screenshot shows a Microsoft Excel spreadsheet titled "退货、退款原因分析.xlsx". The spreadsheet contains a table with the following data:

| | D | E | F | G | H |
|----|-------------------------------------|---------|---------|---------|---|
| 1 | 宝贝标题名称 | 退货/退款原因 | 全部/部分退款 | 退款金额 | |
| 2 | 女装 百搭条纹翻领衬衫女 2018夏装新款chic直筒中袖衬衣女 | 质量问题 | 部分退款 | ¥20.00 | |
| 3 | 2018夏季新款时尚休闲运动服装套装女夏天短袖女休闲两件套装潮夏装 | 描述与商品不符 | 全部退款 | ¥139.00 | |
| 4 | 2018春秋新款时尚休闲运动服装套装春秋装时髦卫衣女装两件套装韩版潮 | 发错商品 | 全部退款 | ¥128.00 | |
| 5 | 2018夏季新款时尚短袖夏装休闲运动套装两件套装夏天衣服韩版潮女装 | 质量问题 | 部分退款 | ¥30.00 | |
| 6 | 运动套装女夏季新款2018韩版短袖七分裤休闲两件套装夏天时尚夏装潮 | 描述与商品不符 | 全部退款 | ¥69.00 | |
| 7 | 运动套装女2018夏季新款休闲装两件套装时尚夏天短袖显瘦运动衣服潮 | 质量问题 | 部分退款 | ¥10.00 | |
| 8 | 运动服装女2018夏季新款韩版夏天短袖时尚休闲两件套装夏装七分裤 | 发错商品 | 全部退款 | ¥89.00 | |
| 9 | 2018夏季新款韩版时尚运动服装套装女夏天休闲两件套装短袖宽松薄款 | 发错商品 | 全部退款 | ¥199.00 | |
| 10 | 夏季新款时尚休闲运动两件套装2018女潮夏天短袖宽松显瘦衣服二件套 | 质量问题 | 部分退款 | ¥50.00 | |
| 11 | 11 18夏季新款时尚休闲运动两件套装时尚短袖夏装七分裤2018新款 | 商品漏发 | 部分退款 | ¥30.00 | |
| 12 | 12 18晨露轻薄中长款春夏季新款针织开衫女外搭冰丝防晒衣外套空调衫 | 质量问题 | 部分退款 | ¥20.00 | |
| 13 | 13 薄款晨露丝春夏季新款针织衫圆领镂空纯色上衣宽松冰丝中袖 好t恤女 | 补差价 | 部分退款 | ¥15.00 | |
| 14 | 14 春秋韩版新品中长款羊毛衫外搭针织好开衫宽松长袖毛衣披肩外套女 | 补差价 | 部分退款 | ¥10.00 | |
| 15 | | | | | |
| 16 | | | | | |
| 17 | | | | | |
| 18 | | | | | |
| 19 | | | | | |
| 20 | | | | | |
| 21 | | | | | |
| 22 | | | | | |
| 23 | | | | | |
| 24 | | | | | |

| | | | | |
|----|--|------|-------------|---|
| 20 | | 10% | 4 2 4 | 0 |
| | | 10% | ; | |
| 80 | | 15% | 6 9 | |
| | | 15% | | |
| | | 15% | | |
| | | 5% | | |
| | | 5% | | |
| | | 15% | 2 3 5 | |
| | | 100% | | |

9.

3-9

1

1%

5%

"

"

EXCEL

Excel

word

商品成本趋势图.xlsx - Microsoft Excel

| 商品名称 | 日期 | 成本价格 |
|------|------------|------|
| 女士风衣 | 2018年4月1日 | ¥150 |
| 女士风衣 | 2018年4月2日 | ¥169 |
| 女士风衣 | 2018年4月3日 | ¥120 |
| 女士风衣 | 2018年4月4日 | ¥180 |
| 女士风衣 | 2018年4月5日 | ¥156 |
| 女士风衣 | 2018年4月6日 | ¥143 |
| 女士风衣 | 2018年4月7日 | ¥120 |
| 女士风衣 | 2018年4月8日 | ¥143 |
| 女士风衣 | 2018年4月9日 | ¥150 |
| 女士风衣 | 2018年4月10日 | ¥143 |
| 女士风衣 | 2018年4月11日 | ¥143 |
| 女士风衣 | 2018年4月12日 | ¥150 |
| 女士风衣 | 2018年4月13日 | ¥165 |
| 女士风衣 | 2018年4月14日 | ¥140 |
| 女士风衣 | 2018年4月15日 | ¥185 |
| 女士风衣 | 2018年4月16日 | ¥163 |
| 女士风衣 | 2018年4月17日 | ¥140 |
| 女士风衣 | 2018年4月18日 | ¥159 |
| 女士风衣 | 2018年4月19日 | ¥140 |
| 女士风衣 | 2018年4月20日 | ¥140 |
| 女士风衣 | 2018年4月21日 | ¥143 |
| 女士风衣 | 2018年4月22日 | ¥178 |
| 女士风衣 | 2018年4月23日 | ¥150 |
| 女士风衣 | 2018年4月24日 | ¥140 |
| 女士风衣 | 2018年4月25日 | ¥140 |

货物采购明细.xlsx - Microsoft Excel

| 日期 | 货物编号 | 货物名称 | 供货单位名称 | 数量 | 单价 | 供货单价 |
|-----------|----------|------|-----------|----|------|--------|
| 2018/4/1 | XEW16-01 | 板鞋 | 乐××服装有限公司 | 22 | ¥169 | ¥3,718 |
| 2018/4/1 | SIE20-45 | 运动鞋 | 恩××鞋业厂 | 20 | ¥89 | ¥1,780 |
| 2018/4/21 | JIERF-10 | 板鞋 | 开××鞋业有限公司 | 19 | ¥79 | ¥1,401 |
| 2018/4/21 | FJDIE-08 | 运动鞋 | 索××鞋业 | 12 | ¥130 | ¥1,560 |
| 2018/4/30 | FDEK9-52 | 板鞋 | 金××鞋服有限公司 | 15 | ¥180 | ¥2,700 |
| 2018/4/30 | HJER-56 | 板鞋 | 开××鞋业 | 12 | ¥149 | ¥1,788 |

Excel screenshot showing a table with columns: 采购日期 (Purchase Date), 商品名称 (Product Name), 单价 (Unit Price), and 平均价格 (Average Price). The data is as follows:

| 采购日期 | 商品名称 | 单价 | 平均价格 |
|-----------|------|-------|------|
| 2018/4/1 | 女士风衣 | ¥ 179 | |
| 2018/4/2 | 女士风衣 | ¥ 188 | |
| 2018/4/3 | 女士风衣 | ¥ 200 | |
| 2018/4/4 | 女士风衣 | ¥ 190 | |
| 2018/4/5 | 女士风衣 | ¥ 210 | |
| 2018/4/6 | 女士风衣 | ¥ 180 | |
| 2018/4/7 | 女士风衣 | ¥ 185 | |
| 2018/4/8 | 女士风衣 | ¥ 196 | |
| 2018/4/9 | 女士风衣 | ¥ 200 | |
| 2018/4/10 | 女士风衣 | ¥ 180 | |
| 2018/4/11 | 女士风衣 | ¥ 190 | |
| 2018/4/12 | 女士风衣 | ¥ 180 | |
| 2018/4/13 | 女士风衣 | ¥ 230 | |
| 2018/4/14 | | | |

Excel screenshot showing a table with columns: 年份 (Year), 投入成本 (Input Cost), and 成本增减率 (Cost Change Rate). The data is as follows:

| 年份 | 投入成本 | 成本增减率 |
|------|--------------|--------|
| 2012 | ¥ 125,000.00 | 16.00% |
| 2013 | ¥ 96,000.00 | |
| 2014 | ¥ 138,000.00 | |
| 2015 | ¥ 166,000.00 | |
| 2016 | ¥ 205,000.00 | |
| 2017 | ¥ 189,000.00 | |
| 2018 | | |

2018年采购金额预测:

| 商品名称 | 供货商 | 商品报价 |
|------|----------|------|
| 女士风衣 | 达康鞋服厂 | 182 |
| 女士衬衫 | 达康鞋服厂 | 135 |
| 女士外套 | 达康鞋服厂 | 178 |
| 板鞋 | 达康鞋服厂 | 120 |
| 运动鞋 | 达康鞋服厂 | 178 |
| 休闲鞋 | 达康鞋服厂 | 193 |
| 女士风衣 | 恩科鞋服有限公司 | 170 |
| 女士衬衫 | 恩科鞋服有限公司 | 100 |
| 女士外套 | 恩科鞋服有限公司 | 180 |
| 板鞋 | 恩科鞋服有限公司 | 149 |
| 运动鞋 | 恩科鞋服有限公司 | 189 |
| 休闲鞋 | 恩科鞋服有限公司 | 169 |
| 女士风衣 | 阳光鞋服有限公司 | 192 |
| 女士衬衫 | 阳光鞋服有限公司 | 130 |
| 女士外套 | 阳光鞋服有限公司 | 156 |
| 板鞋 | 阳光鞋服有限公司 | 121 |
| 运动鞋 | 阳光鞋服有限公司 | 169 |
| 休闲鞋 | 阳光鞋服有限公司 | 170 |

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |
| | 2 | |

3

120

4

| | | | |
|----|--|-----|---|
| | | | |
| | | 10% | |
| 20 | | 10% | 4 |
| | | 10% | 2 |
| | | 10% | 4 |
| | | 10% | ; |
| | | | 0 |

| | | | | |
|----|--|------|-------------|--|
| 80 | | 15% | | |
| | | 15% | | |
| | | 15% | | |
| | | 5% | | |
| | | 5% | | |
| | | 15% | 2 3 5 | |
| | | 100% | | |

10

3-10

1

"

"

EXCEL

Excel

word

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |
| | 2 | |

3

120

4

| | | | | |
|----|--|------|-------------|---|
| | | | | |
| 20 | | 10% | | 0 |
| | | 10% | 4 2 4 | |
| 80 | | 10% | ; | |
| | | 15% | 6 9 | |
| | | 15% | | |
| | | 15% | | |
| | | 5% | | |
| | | 5% | | |
| | | 15% | 2 3 5 | |
| | | 100% | | |

11.

3-11

1

“

”

EXCEL

Excel

word

The screenshot shows a Microsoft Excel spreadsheet titled "商品库存状态分析.xlsx". The spreadsheet contains a table with the following data:

| 1 | A | B | C | D | E | F | G | H | I | J |
|----|-----------|----|----|----|-------|---|---|---|---|---|
| 2 | 日期 | 库存 | 入库 | 出库 | 库存积压值 | | | | | |
| 3 | 2018/5/1 | 15 | 10 | 8 | 20 | | | | | |
| 4 | 2018/5/2 | | 5 | 10 | 20 | | | | | |
| 5 | 2018/5/3 | | 10 | 6 | 20 | | | | | |
| 6 | 2018/5/4 | | 8 | 5 | 20 | | | | | |
| 7 | 2018/5/5 | | 5 | 8 | 20 | | | | | |
| 8 | 2018/5/6 | | 10 | 7 | 20 | | | | | |
| 9 | 2018/5/7 | | 5 | 9 | 20 | | | | | |
| 10 | 2018/5/8 | | 8 | 10 | 20 | | | | | |
| 11 | 2018/5/9 | | 15 | 8 | 20 | | | | | |
| 12 | 2018/5/10 | | 3 | 5 | 20 | | | | | |
| 13 | 2018/5/11 | | 5 | 6 | 20 | | | | | |
| 14 | 2018/5/12 | | 8 | 10 | 20 | | | | | |
| 15 | 2018/5/13 | | 8 | 8 | 20 | | | | | |
| 16 | 2018/5/14 | | 10 | 8 | 20 | | | | | |
| 17 | 2018/5/15 | | 6 | 10 | 20 | | | | | |
| 18 | 2018/5/16 | | 10 | 12 | 20 | | | | | |
| 19 | 2018/5/17 | | 15 | 6 | 20 | | | | | |
| 20 | 2018/5/18 | | 8 | 3 | 20 | | | | | |
| 21 | 2018/5/19 | | 5 | 4 | 20 | | | | | |

| | 销售量 | | | 平均库存 | | | 库存周转率 | | | 库存周转天数 | | |
|----|-----|-----|-----|--------|--------|--------|-------|------|------|--------|-----|-----|
| 2 | 板鞋 | 休闲鞋 | 运动鞋 | 板鞋 | 休闲鞋 | 运动鞋 | 板鞋 | 休闲鞋 | 运动鞋 | 板鞋 | 休闲鞋 | 运动鞋 |
| 3 | 521 | 356 | 425 | 14,050 | 18,000 | 26,060 | 115% | 61% | 51% | 27 | 51 | 61 |
| 4 | 689 | 427 | 367 | 30,090 | 26,000 | 8,900 | 64% | 46% | 115% | 44 | 61 | 24 |
| 5 | 781 | 425 | 542 | 28,900 | 25,660 | 16,500 | 84% | 51% | 102% | 37 | 60 | 30 |
| 6 | 650 | 389 | 346 | 56,800 | 69,800 | 25,630 | 34% | 17% | 40% | 87 | 179 | 74 |
| 7 | 480 | 378 | 289 | 32,400 | 46,350 | 13,660 | 46% | 25% | 66% | 68 | 123 | 47 |
| 8 | 320 | 580 | 156 | 10,900 | 19,600 | 10,720 | 88% | 89% | 44% | 34 | 34 | 69 |
| 9 | 580 | 260 | 265 | 36,300 | 12,300 | 32,123 | 50% | 66% | 26% | 63 | 47 | 121 |
| 10 | 490 | 480 | 241 | 25,600 | 26,500 | 20,711 | 59% | 56% | 36% | 52 | 55 | 86 |
| 11 | 360 | 798 | 389 | 12,600 | 12,600 | 18,525 | 86% | 190% | 63% | 35 | 16 | 48 |
| 12 | 530 | 689 | 256 | 18,300 | 16,530 | 10,689 | 90% | 129% | 74% | 35 | 24 | 42 |
| 13 | 300 | 645 | 321 | 9,600 | 45,630 | 36,590 | 94% | 42% | 26% | 32 | 71 | 114 |
| 14 | 450 | 780 | 405 | 11,560 | 30,260 | 15,630 | 121% | 80% | 80% | 26 | 39 | 39 |
| 15 | 512 | 517 | 334 | 23,890 | 29,042 | 19,693 | 783% | 650% | 618% | 47 | 56 | 59 |

2

| | | | |
|--|--|----|----|
| | | | |
| | | 70 | 30 |
| | | | |
| | | 2 | |

3

120

4

| | | | | |
|----|--|-----|---|---|
| | | | | |
| | | 10% | | |
| 20 | | | 4 | 0 |
| | | 10% | 2 | |
| | | | 4 | |
| | | 10% | ; | |

| | | | | |
|----|--|------|-------------|--|
| 80 | | 15% | | |
| | | 15% | | |
| | | 15% | | |
| | | 5% | | |
| | | 5% | | |
| | | 15% | 2 3 5 | |
| | | 100% | | |

12

3-12

1

word

"

"

EXCEL

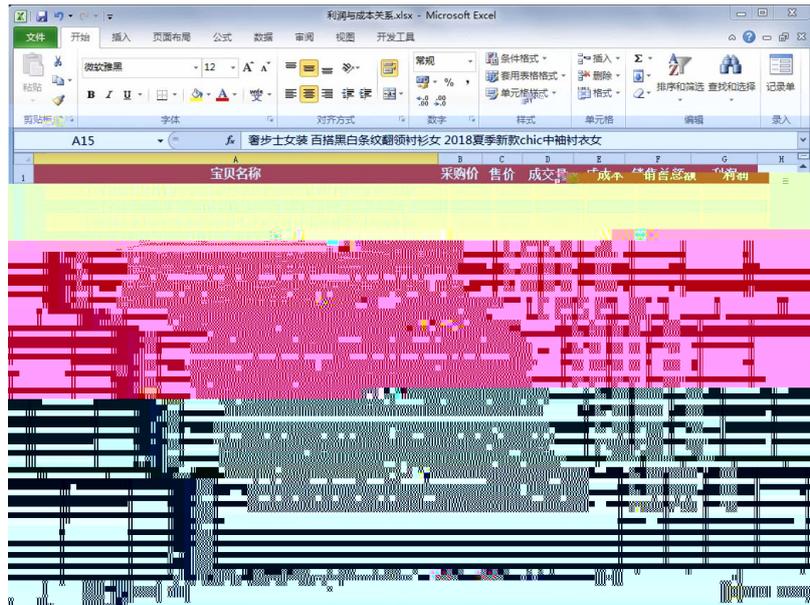
Excel

商品定价分析.xlsx - Microsoft Excel

| 报价 | 成交量 | 销售总额 |
|-------|-----|------|
| ¥ 88 | 90 | |
| ¥ 76 | 100 | |
| ¥ 89 | 150 | |
| ¥ 109 | 60 | |
| ¥ 89 | 79 | |
| ¥ 54 | 95 | |
| ¥ 49 | 160 | |
| ¥ 30 | 130 | |
| ¥ 69 | 169 | |
| ¥ 99 | 120 | |
| ¥ 53 | 245 | |
| ¥ 68 | 215 | |
| ¥ 70 | 180 | |
| ¥ 86 | 173 | |
| ¥ 79 | 108 | |
| ¥ 132 | 89 | |
| ¥ 136 | 89 | |
| ¥ 150 | 98 | |
| ¥ 148 | 67 | |
| ¥ 188 | 48 | |
| ¥ 120 | 80 | |

商品价格与销售总额关系.xlsx - Microsoft Excel

| 报价 | 成交量 | 销售总额 |
|-------|-----|------|
| ¥ 30 | 130 | |
| ¥ 49 | 160 | |
| ¥ 53 | 245 | |
| ¥ 54 | 95 | |
| ¥ 59 | 150 | |
| ¥ 68 | 215 | |
| ¥ 69 | 169 | |
| ¥ 79 | 108 | |
| ¥ 86 | 173 | |
| ¥ 88 | 90 | |
| ¥ 89 | 79 | |
| ¥ 90 | 88 | |
| ¥ 99 | 145 | |
| ¥ 108 | 110 | |
| ¥ 108 | 68 | |
| ¥ 109 | 60 | |
| ¥ 120 | 80 | |
| ¥ 136 | 78 | |
| ¥ 138 | 105 | |
| ¥ 145 | 80 | |
| ¥ 148 | 67 | |
| ¥ 150 | 55 | |



| | | | | |
|--|--|------|-------------|--|
| | | 15% | | |
| | | 15% | | |
| | | 5% | | |
| | | 5% | | |
| | | 15% | 2 3 5 | |
| | | 100% | | |

13

3-13

1

"

"

"

"

EXCEL

Excel

word

本月上周鼠标销售量分析 - Microsoft Excel

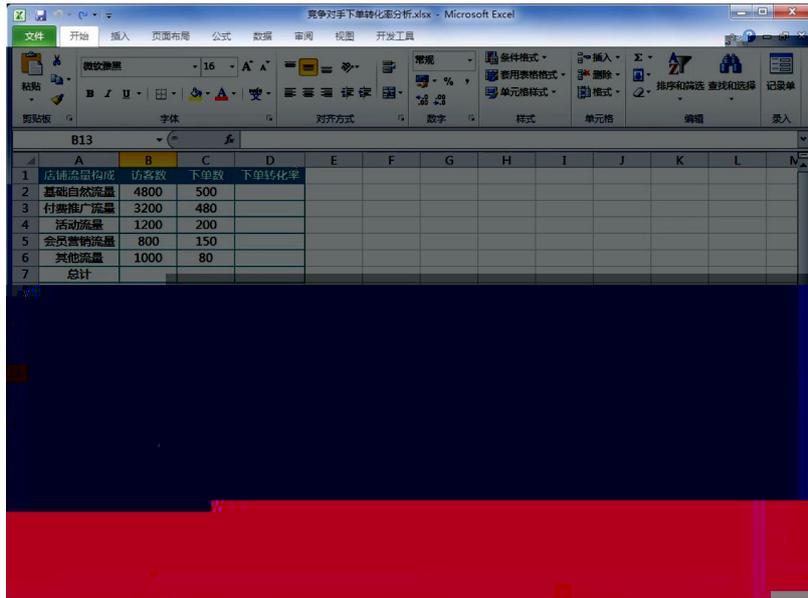
| 日期 | 销量 | 销售额 |
|-----------|----|------|
| 2018/5/1 | 15 | 1500 |
| 2018/5/2 | 12 | 1200 |
| 2018/5/3 | 18 | 1800 |
| 2018/5/4 | 10 | 1000 |
| 2018/5/5 | 14 | 1400 |
| 2018/5/6 | 16 | 1600 |
| 2018/5/7 | 13 | 1300 |
| 2018/5/8 | 17 | 1700 |
| 2018/5/9 | 11 | 1100 |
| 2018/5/10 | 19 | 1900 |
| 2018/5/11 | 14 | 1400 |
| 2018/5/12 | 16 | 1600 |
| 2018/5/13 | 12 | 1200 |
| 2018/5/14 | 18 | 1800 |
| 2018/5/15 | 15 | 1500 |
| 2018/5/16 | 17 | 1700 |
| 2018/5/17 | 13 | 1300 |
| 2018/5/18 | 16 | 1600 |
| 2018/5/19 | 14 | 1400 |
| 2018/5/20 | 18 | 1800 |
| 2018/5/21 | 11 | 1100 |
| 2018/5/22 | 19 | 1900 |
| 2018/5/23 | 15 | 1500 |
| 2018/5/24 | 17 | 1700 |
| 2018/5/25 | 13 | 1300 |
| 2018/5/26 | 16 | 1600 |
| 2018/5/27 | 14 | 1400 |
| 2018/5/28 | 18 | 1800 |
| 2018/5/29 | 12 | 1200 |
| 2018/5/30 | 17 | 1700 |
| 2018/5/31 | 15 | 1500 |

竞争对手销售商品数据.xlsx - Microsoft Excel

| 宝贝名称 | 售价 | 销量 | 销售额 | 竞争对手 |
|---|------|----|-----|------|
| 游戏机械鼠标有线电竞usb台式电脑笔记本无声背光办公家用 | ¥ 59 | 45 | | |
| 罗技 (Logitech) M330 无线静音标 舒适曲线 深蓝色 M275升级版 | ¥ 79 | 28 | | |
| 西伯利亚 (XIBERIA) V10 电竞鼠标有线游戏鼠标RGB背光鼠标 | ¥ 69 | 27 | | |

竞争对手顾客分析.xlsx - Microsoft Excel

| 下单日期 | 买家名称 | 下单人数 | 回头客人数 |
|----------|-----------|------|-------|
| 2018/5/1 | 追风少年 | | |
| 2018/5/1 | 爱吃猫的鱼 | | |
| 2018/5/1 | 太阳花 | | |
| 2018/5/1 | 乐天派 | | |
| 2018/5/2 | 菱淘 | | |
| 2018/5/2 | 网名不重要 | | |
| 2018/5/2 | 朕是皇上 | | |
| 2018/5/3 | 乐天派 | | |
| 2018/5/4 | 鸽子 | | |
| 2018/5/4 | 来自太阳的我 | | |
| 2018/5/4 | 太阳花 | | |
| 2018/5/5 | 追风少年 | | |
| 2018/5/6 | 你若安好，便是晴天 | | |
| 2018/5/6 | 明天会更好 | | |
| 2018/5/6 | 我是一只蜡烛 | | |
| 2018/5/7 | 爱吃猫的鱼 | | |
| 2018/5/7 | 太阳花 | | |
| 2018/5/8 | love_wei | | |
| 2018/5/9 | 追风少年 | | |



2

| | | | |
|--|--|----|----|
| | | | |
| | | 70 | 30 |
| | | | |
| | | 2 | |

3

120

4

| | | | | |
|----|--|-----|---|---|
| | | | | |
| | | 10% | | |
| | | | 4 | |
| 20 | | 10% | 2 | 4 |
| | | | | 0 |
| | | 10% | : | |
| | | | | |
| 80 | | 15% | | 9 |
| | | | 6 | |

| | | | | |
|--|--|------|-------------|--|
| | | 15% | | |
| | | 15% | | |
| | | 5% | | |
| | | 5% | | |
| | | 15% | 2 3 5 | |
| | | 100% | | |

14.

3-14

1

"

"

EXCEL

Excel

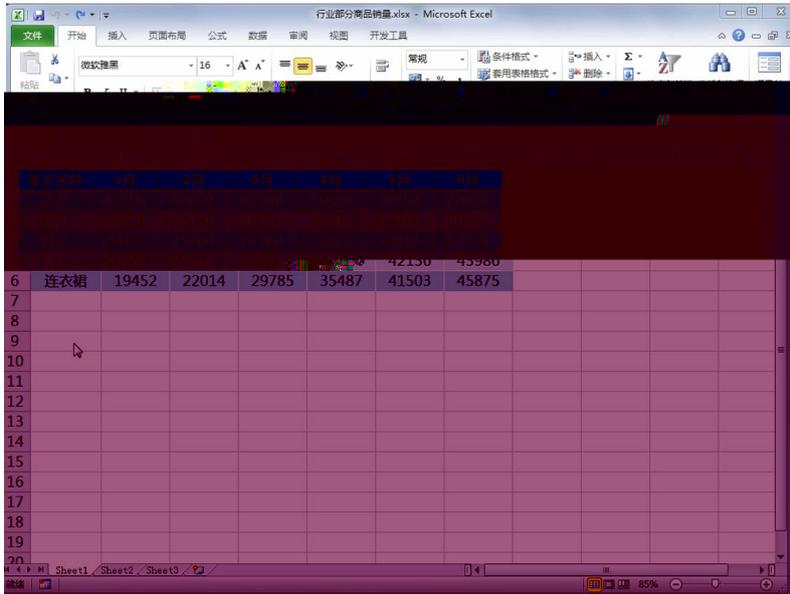
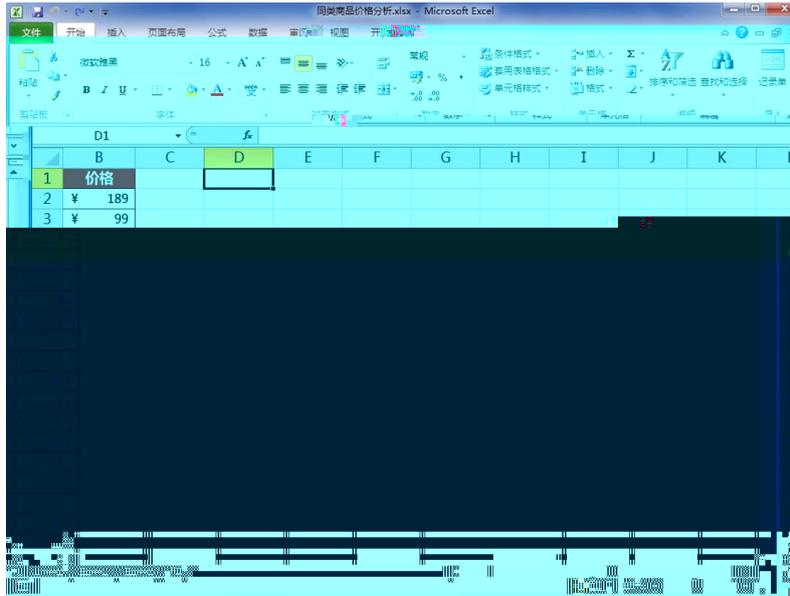
word

商品搜索趋势分析.xlsx - Microsoft Excel

| 1 | 搜索关键词 | 日期 | 搜索量 |
|----|-------|-----------|------|
| 2 | 连衣裙 | 2018/6/1 | 4500 |
| 3 | 连衣裙 | 2018/6/2 | 5000 |
| 4 | 连衣裙 | 2018/6/3 | 5200 |
| 5 | 连衣裙 | 2018/6/4 | 5800 |
| 6 | 连衣裙 | 2018/6/5 | 6200 |
| 7 | 连衣裙 | 2018/6/6 | 7800 |
| 8 | 连衣裙 | 2018/6/7 | 6500 |
| 9 | 连衣裙 | 2018/6/8 | 7200 |
| 10 | 连衣裙 | 2018/6/9 | 6900 |
| 11 | 连衣裙 | 2018/6/10 | 7500 |
| 12 | 连衣裙 | 2018/6/11 | 8900 |
| 13 | 连衣裙 | 2018/6/12 | 7800 |
| 14 | 连衣裙 | 2018/6/13 | 7200 |
| 15 | 连衣裙 | 2018/6/14 | 8100 |
| 16 | 连衣裙 | 2018/6/15 | 8300 |
| 17 | 连衣裙 | 2018/6/16 | 7900 |
| 18 | 连衣裙 | 2018/6/17 | 8900 |

行业卖家经营阶段数据.xlsx - Microsoft Excel

| 1 | 女士风衣行业卖家经营阶段 | | |
|---|--------------|------|----|
| 2 | 经营阶段 | 卖家数据 | 比例 |
| 3 | 新手 | 3200 | |
| 4 | 入门期 | 3800 | |
| 5 | 上升期 | 2200 | |
| 6 | 稳定期 | 1400 | |
| 7 | 资深卖家 | 200 | |
| 8 | 总计 | | |



2

| | | | |
|--|--|----|----|
| | | | |
| | | 70 | 30 |
| | | | |
| | | 2 | |

3

120

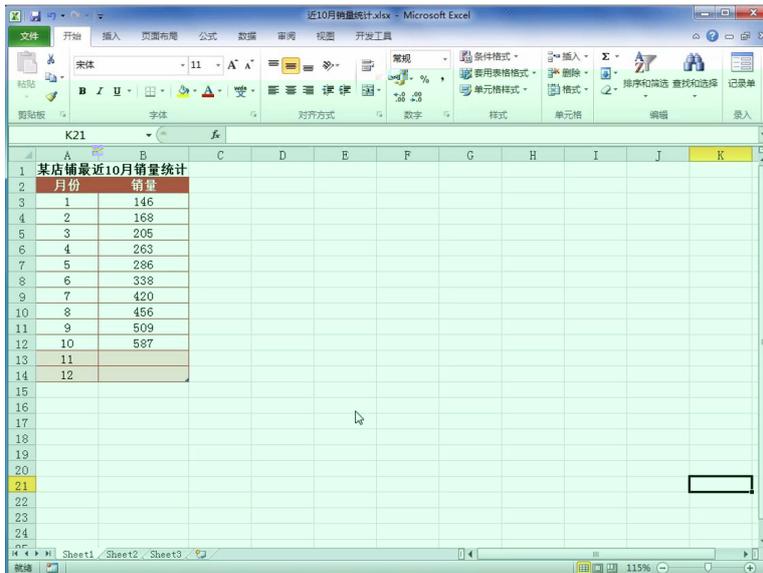
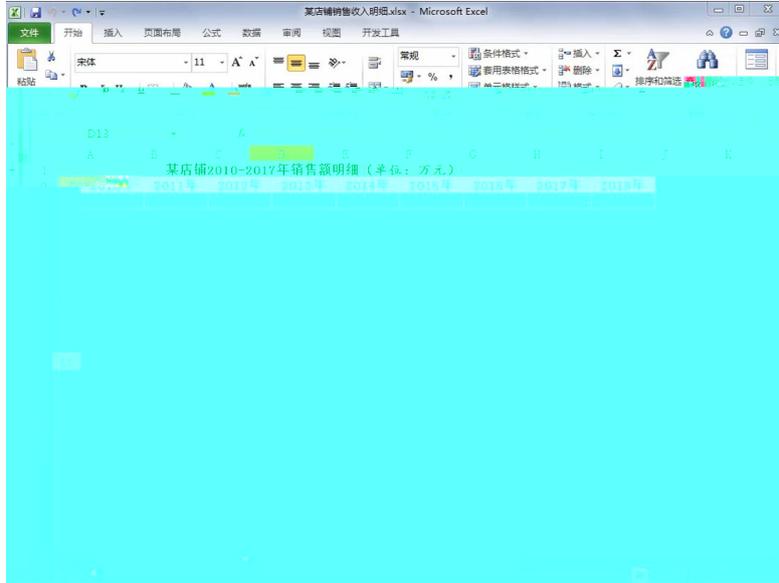
4

10%
4
10% 2 4
20 0

EXCEL

Excel

word



| 日期 | 销售额 | 销售费用 |
|-----------|---------|--------|
| 2018.6.1 | 1845.00 | 178.00 |
| 2018.6.2 | 1469.00 | 138.00 |
| 2018.6.3 | 1709.00 | 148.00 |
| 2018.6.4 | 1895.00 | 109.00 |
| 2018.6.5 | 2150.00 | 91.00 |
| 2018.6.6 | 2335.00 | 103.00 |
| 2018.6.7 | 2472.00 | 108.00 |
| 2018.6.8 | 4225.00 | 83.00 |
| 2018.6.9 | 2603.00 | 60.00 |
| 2018.6.10 | 2612.00 | 95.00 |
| 2018.6.11 | 4648.00 | 111.00 |
| 2018.6.12 | 2881.00 | 57.00 |
| 2018.6.13 | 2955.00 | 75.00 |
| 2018.6.14 | 5301.00 | 145.00 |
| 2018.6.15 | 3141.00 | 85.00 |
| 2018.6.16 | 4061.00 | 94.00 |

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | 2 | |

3

120

4

| | | | |
|----|--|-----|---|
| | | | |
| 20 | | 10% | 0 |
| | | 10% | |
| | | 10% | |

| | | | | |
|----|--|------|-------------|--|
| 80 | | 15% | | |
| | | 15% | | |
| | | 15% | | |
| | | 5% | | |
| | | 5% | | |
| | | 15% | 2 3 5 | |
| | | 100% | | |

16

3-16

1

"

"

EXCEL

Excel

"

"

word

某店净利润预测分析1.xlsx - Microsoft Excel

| 年份 | 月份 | 利润 |
|------|----|---------|
| 2016 | 1 | 1895.74 |
| | 2 | 1924.5 |
| | 3 | 2083.64 |
| | 4 | 2211.39 |
| | 5 | 2268.69 |
| | 6 | 2686.4 |
| | 7 | 2432.94 |
| | 8 | 2224.38 |
| | 9 | 2099.55 |
| | 10 | 2059.26 |
| | 11 | 2138.61 |
| | 12 | 2123.35 |
| 2017 | 1 | 2081.52 |
| | 2 | 2109.26 |
| | 3 | 2290.01 |
| | 4 | 2443.53 |
| | 5 | 2497.84 |
| | 6 | 2944.31 |
| | 7 | 2625.15 |
| | 8 | 2426.81 |
| | 9 | 2273.8 |

销量预测分析.xlsx - Microsoft Excel

| 年份 | 销量 |
|------|--------|
| 2008 | 2785 |
| 2007 | 3255 |
| 2006 | 4000 |
| 2009 | 5600 |
| 2010 | 7900 |
| 2011 | 9600 |
| 2012 | 13560 |
| 2013 | 16530 |
| 2014 | 19600 |
| 2015 | 23800 |
| 2016 | 257136 |
| 2017 | 27450 |
| 2018 | |

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | 2 | |

3

| | | | | |
|----|--|------|-------------|---|
| | | | | |
| 20 | | 10% | | 0 |
| | | 10% | 4 2 4 | |
| 80 | | 10% | ; | |
| | | 15% | 6 9 | |
| | | 15% | | |
| | | 15% | | |
| | | 5% | | |
| | | 5 % | | |
| | | 15% | 2 3 5 | |
| | | 100% | | |

1. 4-1

1

1

"

"

" " "

" "

400 7300

15% 17%

3 5
2300

4000 300

5

" " 2009 6 2009 8

2009 8 " "

2

" "

2

| | | |
|--|---|----|
| | | |
| | 2 | 30 |

| | | | | |
|--|----|----|----|--------|
| | 1 | 30 | 40 | |
| | 5 | | | Office |
| | | 30 | | |
| | 30 | 2 | | |

3

60

4

| | | | | | |
|----|---|---|---|-----|-----|
| | | | | | |
| 20 | | | 5 | 10% | |
| | | | 5 | | |
| | | | 5 | 10% | |
| 80 | | | 5 | 5% | |
| | | | | 5% | |
| | | | | 5% | |
| | | 2 | | 6% | |
| | | | 4 | | |
| | | 2 | | 5% | |
| | | | 3 | | |
| | | 2 | | 5% | |
| | | | 3 | 5% | |
| | | 3 | | 10% | |
| | | | 3 | 5 | 12% |
| | | 2 | | | 7% |
| | | | 3 | | |
| | 2 | | 1 | 5% | |
| | | 2 | | | |
| | | 2 | | 5% | |
| | 2 | | 1 | | |
| | | | | 5% | |

| | |
|--|------|
| | 100% |
|--|------|

2. **4-2**

1

1

2

| | | |
|--|----|-------------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office 5 |
| | 30 | |
| | 30 | 2 |

3

60

4

| | | | | |
|----|--|---|-----|-----|
| | | | | |
| 20 | | 5 | 10% | |
| | | 5 | | |
| | | 5 | 10% | |
| 80 | | | 5% | |
| | | | 5% | |
| | | | 5% | |
| | | 2 | 4 | 6% |
| | | 2 | 3 | 5% |
| | | 2 | 3 | 5% |
| | | | | 5% |
| | | | 3 | 10% |
| | | 3 | 5 | 12% |
| | | | 2 | |

2

| | | |
|--|----|-----------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office |
| | 5 | |
| | 30 | |
| | 30 | 2 |

3

60

4

| | | | | |
|----|--|---|-----|----|
| | | | | |
| 20 | | 5 | 10% | |
| | | 5 | | |
| | | 5 | 10% | |
| 80 | | 5 | 5% | |
| | | | 5% | |
| | | | 5% | |
| | | 2 | 6% | |
| | | 4 | | |
| | | 2 | 5% | |
| | | 3 | | |
| | | 2 | 3 | 5% |
| | | | 5% | |
| | | 3 | 10% | |

| | | | | | | |
|--|--|--|---|---|---|------|
| | | | 3 | 2 | 5 | 12% |
| | | | 2 | 3 | | 7% |
| | | | 2 | 2 | 1 | 5% |
| | | | 2 | 2 | 1 | 5% |
| | | | | | | 5% |
| | | | | | | 100% |

4. 4-4

1

1

"

"

1945

"

"

2

2

| | | |
|--|----|-----------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office |
| | 5 | 30 |
| | 30 | 2 |

3

60

4

| | | | |
|----|---|---|-----|
| | | | |
| 20 | | 5 | 10% |
| | | 5 | 10% |
| | | 5 | 10% |
| 80 | | | 5% |
| | | | 5% |
| | | | 5% |
| | | 2 | 6% |
| | | 4 | 6% |
| | | 2 | 5% |
| | | 3 | 5% |
| | 2 | 3 | 5% |
| | | | 5% |

| | | | | |
|--|--|---|------|-----|
| | | | 3 | 10% |
| | | 3 | 5 | 12% |
| | | 2 | 3 | 7% |
| | | 2 | 1 | 5% |
| | | 2 | 2 | 5% |
| | | 2 | 1 | 5% |
| | | | | 5% |
| | | | 100% | |

5. 4-5

1

1

.....

4

50

3

5000

" "

" " ---

6 5
4 6 9
" 24 " " "
" " "
3.5 " "
" " "
30 50% "
" " " "
' " ' " "
" ' "
24 24 300 24
27
" " "
10 " "
70% 80%
" "

200 24
1800
150 1 12 100 ---
"
"
"
"
"
2
2
2 30
1 30

| | | | | | |
|----|--|---|------|-----|-----|
| 80 | | | 5% | | |
| | | | 5% | | |
| | | | 5% | | |
| | | 2 | 4 | 6% | |
| | | 2 | 3 | 5% | |
| | | 2 | 3 | 5% | |
| | | | | 5% | |
| | | | 3 | 10% | |
| | | 3 | 2 | 5 | 12% |
| | | 2 | 3 | 7% | |
| | | 2 | | 1 | 5% |
| | | | 2 | 2 | 5% |
| | | 2 | 1 | | 5% |
| | | | | 5% | |
| | | | 100% | | |

6. 4-6

1

1

10

2012

ERP

2013

2014

2014
VIP
2015

10

CRM

11

38

2

" "

2

| | | |
|--|----|-----------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office |
| | 5 | |
| | 30 | |
| | 30 | 2 |

3

60

4

| | | | |
|----|--|---|-----|
| | | | |
| 20 | | 5 | 10% |
| | | 5 | 10% |
| 80 | | 5 | 5% |
| | | | 5% |
| | | | 5% |

| | | | | |
|--|--|---|---|------|
| | | | | |
| | | 2 | | 6% |
| | | | 4 | |
| | | 2 | | 5% |
| | | | 3 | |
| | | 2 | | 5% |
| | | | 3 | |
| | | | | 5% |
| | | | 3 | 10% |
| | | 3 | | 12% |
| | | | 2 | |
| | | 2 | | 7% |
| | | | 3 | |
| | | 2 | | 5% |
| | | | 2 | |
| | | | 2 | 5% |
| | | 2 | | 5% |
| | | | 2 | |
| | | | 1 | |
| | | | 2 | 5% |
| | | 2 | | 5% |
| | | | 1 | |
| | | | | 5% |
| | | | | 5% |
| | | | | 100% |

7. 4-7

1

1

"

"

" "

+

2

2

2

30

| | | | | | |
|--|--|---|---|-----|------|
| | | | | 5% | |
| | | | 3 | 10% | |
| | | 3 | 2 | 5 | 12% |
| | | 2 | 3 | | 7% |
| | | 2 | 2 | 1 | 5% |
| | | | 2 | 1 | 5% |
| | | | | | 5% |
| | | | | | 100% |

8. 4-8

1

1

" " 2017 " "

18-30 " "

2017 3 8

2019 4 10 " "

2019 5 8

2019 6

" "

2019 8 7

2019 9

2019 9 28

/

| | |
|--|--|
| | |
|--|--|

| | |
|---|----|
| | |
| / | CC |
| | |
| | |
| | |

2

2

| | | |
|--|----|-----------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office |
| | 5 | |
| | 30 | |
| | 30 | 2 |

3

4

| | | | | |
|----|---|------|-----|-----|
| | | | | |
| 20 | | 5 | 10% | |
| | | 5 | 10% | |
| | | 5 | 10% | |
| 80 | | | 5% | |
| | | | 5% | |
| | | | 5% | |
| | | 2 | 6% | |
| | | 4 | 5% | |
| | | 2 | 5% | |
| | | 3 | 5% | |
| | | 2 | 3 | 5% |
| | | | 5% | |
| | | | 3 | 10% |
| | | 3 | 5 | 12% |
| | | 2 | | 7% |
| | | 3 | | 5% |
| | | 2 | 1 | 5% |
| | | 2 | 5% | |
| | 2 | 1 | 5% | |
| | | | 5% | |
| | | 100% | | |

9. 4-9

1

1

1999

" " " "

" "

2001 " " "

2

2

| | | |
|--|---------------------|--|
| | | |
| | 2 30 | |
| | 1 30 40 5 Office | |
| | 30 | |
| | 30 2 | |

3

60

4

| | | |
|--|--|-----|
| | | |
| | | 5 |
| | | 5 |
| | | 10% |

| | | | | |
|----|--|---|---|------|
| 20 | | | 5 | 10% |
| | | | 5 | 5% |
| | | | | 5% |
| | | | | 5% |
| | | 2 | | 6% |
| | | | 4 | |
| | | 2 | | 5% |
| | | | 3 | |
| | | 2 | | 5% |
| | | | 3 | |
| | | | | 5% |
| | | | 3 | 10% |
| | | 3 | | 12% |
| | | | 2 | |
| | | 2 | | 7% |
| | | | 3 | |
| | | 2 | | 5% |
| | | | 2 | |
| | | | 2 | 5% |
| | | 2 | | 5% |
| | | | 2 | |
| | | | 1 | |
| | | | 2 | 5% |
| | | | 2 | |
| | | 2 | | 5% |
| | | | 1 | |
| | | | | 5% |
| | | | | 100% |

10. 4-10

1

1

" " APP

" " " "

" "

" " " 5G+4K/8K+AI "

5G

| | | | | | |
|------|--|---|---|-----|-----|
| 80 | | | | 5% | |
| | | | | 5% | |
| | | 2 | 4 | 6% | |
| | | 2 | 3 | 5% | |
| | | 2 | 3 | 5% | |
| | | | | 5% | |
| | | | 3 | 10% | |
| | | 3 | 2 | 5 | 12% |
| | | 2 | 3 | | 7% |
| | | 2 | | 1 | 5% |
| | | | 2 | 2 | 5% |
| | | | 2 | 1 | 5% |
| | | | | 5% | |
| 100% | | | | | |

11. 4-11

1

1

" "

856

" "

1524

16

2010 04

06

" "

2019 11

15

" " " " " "

" " " "

" " " "

3.8—6.4 /

1 2009 " "
" 5

2 " "

3 2010

4 2013

5 " " " "

2

2

| | | |
|--|--------------------|--|
| | | |
| | 2 30 | |
| | 1 30 40 Offi ce | |
| | 5 | |
| | 30 | |

| | | | |
|--|----|---|--|
| | 30 | 2 | |
|--|----|---|--|

3

60

4

| | | | | |
|----|---|------|-----|-----|
| | | | | |
| 20 | | 5 | 10% | |
| | | 5 | 10% | |
| | | 5 | 5% | |
| 80 | | | 5% | |
| | | | 5% | |
| | | | 5% | |
| | | 2 | 6% | |
| | | 4 | 5% | |
| | | 2 | 5% | |
| | | 3 | 5% | |
| | | 2 | 3 | 5% |
| | | | 5% | |
| | | | 3 | 10% |
| | | 3 | 5 | 12% |
| | | 2 | 2 | 7% |
| | | 3 | | 5% |
| | | 2 | 1 | 5% |
| | | 2 | 5% | |
| | 2 | 1 | 5% | |
| | | | 5% | |
| | | 100% | | |

12.

4-12

1

1

| | | | | | | | | | |
|-----|----|------|----|---|---|------|------|----|---|
| | | 2010 | | | | 2000 | 2000 | | |
| | 70 | " | " | | | | | " | " |
| | | 2005 | 3 | | | | | " | " |
| | | | | " | " | | | | |
| | | | | | | 120 | | 2 | |
| 3 | 1 | | 43 | | | 39 | | 32 | |
| 246 | | 2012 | 12 | " | " | " | | " | |

1

239

80g*2

80g*2

80g*2

150g*1

80g*1

2

129

80g*2

80g*2

80g*1

80g*1

3

209

4

10 /

5

9 /

6 16 /

7 16 /

8 10

2

20XX

2

2

| | | |
|--|----|-----------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office |
| | 5 | |
| | 30 | |
| | 30 | 2 |

3

60

4

| | | | |
|----|--|---|-----|
| | | | |
| 20 | | 5 | 10% |
| | | 5 | 5 |
| 80 | | 5 | 10% |
| | | | 5% |
| | | | 5% |
| | | | 5% |

| | | | | |
|--|--|---|---|------|
| | | | | |
| | | 2 | | 6% |
| | | | 4 | |
| | | 2 | | 5% |
| | | | 3 | |
| | | 2 | | 5% |
| | | | 3 | |
| | | | | 5% |
| | | | 3 | 10% |
| | | 3 | | 12% |
| | | | 2 | |
| | | 2 | | 7% |
| | | | 3 | |
| | | 2 | | 5% |
| | | | 1 | |
| | | | 2 | |
| | | | 2 | 5% |
| | | 2 | | |
| | | | 1 | |
| | | | | 5% |
| | | | | 100% |

13. 4-13

1

1

2006 6

"

"

5

0 12

2 " "

" "

20XX " "

2

| | | |
|--|----|--------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 |
| | 5 | Office |
| | 30 | |
| | 30 | 2 |

3

60

4

| | | | |
|----|--|---|-----|
| | | | |
| 20 | | 5 | 10% |
| | | 5 | |
| | | 5 | 10% |
| 80 | | | 5% |
| | | | 5% |
| | | | 5% |
| | | 2 | 6% |
| | | 4 | |
| | | 2 | 5% |
| | | 3 | |
| | | 2 | 5% |
| | | 3 | |

| | | | | | |
|--|--|------|---|-----|-----|
| | | | | 5% | |
| | | | 3 | 10% | |
| | | 3 | 2 | 5 | 12% |
| | | 2 | 3 | | 7% |
| | | 2 | | 1 | 5% |
| | | | 2 | | 5% |
| | | 2 | 1 | | 5% |
| | | | | | 5% |
| | | 100% | | | |

14.

4-14

90%

48%

59%

63%

90%

;

;

;

;

90%

1.

2.

3.

4.

5.

6.

| | | |
|---|------------------|------------------|
| | | |
| E | () () | () () |

| | | |
|--|------------|------------|
| | | |
| | () () | () () |
| | () () | () () |

2

20XX

30

2

| | | | |
|----|--|---|-----|
| | | | |
| | | 5 | 10% |
| 20 | | 5 | 10% |
| | | 5 | |

| | | | | |
|----|---|---|------|-----|
| 80 | | | | 5% |
| | | | | 5% |
| | | | | 5% |
| | | 2 | | 6% |
| | | | 4 | |
| | | 2 | | 5% |
| | | | 3 | |
| | | 2 | | 5% |
| | | | 3 | |
| | | | | 5% |
| | | | 3 | 10% |
| | | 3 | | 12% |
| | | | 2 | |
| | | 2 | | 7% |
| | | 3 | | |
| | 2 | | 5% | |
| | | 2 | | |
| | | 2 | 5% | |
| | 2 | | | |
| | | 1 | | |
| | | 2 | | |
| | | 2 | 5% | |
| | | 1 | | |
| | | | 5% | |
| | | | 100% | |

3

60

4

| | | | | |
|----|--|----|------|---|
| | | | | |
| 20 | | 10 | | |
| | | 10 | 4 | 4 |
| 80 | | | 2 | |
| | | 10 | | 1 |
| | | | 1 | 1 |
| | | | 1 | 1 |
| | | | 1 | |
| | | | 5 | |
| | | | SWOT | |

| | | | | | |
|--|-----|----|---|----|------|
| | 10 | | 2 | 2 | |
| | | 2 | | | |
| | 10 | 1 | 1 | 2 | |
| | | 3 | | | |
| | 30 | 1 | | 10 | |
| | | 2 | | | |
| | | * | | | |
| | | 15 | | | |
| | | 3 | | | |
| | | 5 | | | |
| | 5 | 1 | 1 | 1 | |
| | | 2 | 1 | | |
| | 10 | | 4 | 3 | 2000 |
| | | | | 3 | 50 |
| | | | | | 1 |
| | 5 | | | 3 | |
| | | 2 | | | |
| | 100 | | | | |

15. 4-15

1

1

(BeLLE)

20

70

90

BELLE

"

"

"

20

40

"

BELLE

"

"

Staccato

Joy&Peace

Teenmix

Bel l e

TATA

Dockers

80

860

BELLE

"

"

"

"

"

"

"

"

20

40

"

"

"

2

A

20

A

A

"

"

2

| | | |
|--|----|--------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 |
| | 5 | Office |
| | 30 | |
| | 30 | 2 |

3

60

4

| | | | | |
|----|---|------|-----|-----|
| | | | | |
| 20 | | 5 | 10% | |
| | | 5 | 10% | |
| 80 | | | 5% | |
| | | | 5% | |
| | | | 5% | |
| | | 2 | 6% | |
| | | 4 | 5% | |
| | | 2 | 5% | |
| | | 3 | 5% | |
| | | 2 | 3 | 5% |
| | | | 5% | |
| | | | 3 | 10% |
| | | 3 | 5 | 12% |
| | | 2 | 2 | 7% |
| | | 3 | 5% | |
| | 2 | 1 | 5% | |
| | | 2 | 5% | |
| | 2 | 1 | 5% | |
| | | | 5% | |
| | | 100% | | |

16. 4-16

1

1
Perfect Diary

2016 2016

T

2017 3 Perfect Di ary

2017 7 ~9 3 7-9

2017 8 Perfect Di ary

2019 1 19

[40]

2019 4 11

2019 9

2019 10 19 Perfect Di ary

2019 10 25 PERFECT DI ARY B1

[44]

2019 10 30 A

2019 12 23 ×

2019 12 25

“ ”
“ ”

| | |
|--|--|
| | |
| | |
| | |

2

20XX

2

| | | |
|--|----|-----------------|
| | | |
| | 2 | 30 |
| | 1 | 30 40 Office |
| | 5 | |
| | 30 | |
| | 30 | 2 |

3

60

4

| | | | | |
|----|--|---|-----|----|
| | | | | |
| 20 | | 5 | 10% | |
| | | 5 | | |
| | | 5 | 10% | |
| 80 | | | 5% | |
| | | | 5% | |
| | | | 5% | |
| | | 2 | 4 | 6% |
| | | 2 | | 5% |

| | | | | |
|--|--|---|------|-----|
| | | | 3 | |
| | | 2 | 3 | 5% |
| | | | | 5% |
| | | | 3 | 10% |
| | | 3 | 5 | 12% |
| | | 2 | 2 | 7% |
| | | 2 | 3 | 5% |
| | | 2 | 1 | 5% |
| | | | 2 | 5% |
| | | 2 | 1 | 5% |
| | | | | 5% |
| | | | 100% | |

1. 5-1,

1

1

1992

1996

2012

3

Pepsi Co

Pepsi Co

AC Nielsen

2016 1 - 12

42.9% 53.2% 15.1%

Canadian 2016 12

2016

30.6%

ISO20000

"

"

2

"

"

"

"

2

20XX

10

20XX

1500

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |
| | 2 | |

3

180

4

| | | | | | |
|----|--|---|-----|----|----|
| | | | | | |
| 20 | | 5 | 10% | | |
| | | 5 | 10% | | |
| 80 | | 5 | 3% | | |
| | | | 3% | | |
| | | | 3% | | |
| | | 2 | 1 | 3% | |
| | | | | 5% | |
| | | | 4 | 4% | |
| | | 2 | | 5% | |
| | | | 3 | | 5% |
| | | 3 | 2 | | 5% |
| | | | 3 | 2 | 5% |

| | | | |
|--|------|---|-----|
| | 2 | 3 | 5% |
| | 2 | 4 | 8 |
| | 2 | 6 | 14% |
| | 2 | 3 | 5% |
| | | 5 | 5 |
| | | 5 | 10% |
| | 1 | 2 | 3% |
| | 1 | 1 | 2% |
| | 1 | | 5% |
| | 100% | | |

2

5-2

1

1

,

2017

645

60000

2017

" Hyper-nært" " Super-nært"

300

" "

2

20x x x x

50

1500

| | | | |
|----|------|---------|-----|
| 20 | | 5 | 10% |
| | | 5 | |
| 80 | | | 3% |
| | | | 3% |
| | | | 3% |
| | | 2 1 | 3% |
| | | | 5% |
| | | | 4% |
| | | 2 3 | 5% |
| | | 3 2 | 5% |
| | | 3 2 | 5% |
| | | 2 3 | 5% |
| | | 2 4 6 8 | 14% |
| | | 2 3 | 5% |
| | | 5 5 | 10% |
| | | 1 2 | 3% |
| | | 1 1 | 2% |
| | | | 5% |
| | 100% | | |

3 5-3

1

1

2000 5

1.4

3.8

"

"

88.8

2009

2014 8

2014 12

--

"

"

2015 4 40

2015 9

"

"

2016

2016 9 9 -12

2016

2

20XX

30

1500

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |
| | 2 | |

3

180

4

| | | | | |
|----|--|---|-----|----|
| | | | | |
| 20 | | 5 | 10% | |
| | | 5 | 10% | |
| 80 | | 5 | 3% | |
| | | | 3% | |
| | | | 3% | |
| | | 2 | 1 | 3% |
| | | | | 5% |
| | | | 4 | 4% |
| | | 2 | | 5% |
| | | | 3 | |
| | | 3 | 2 | 5% |
| | | 3 | 2 | 5% |

| | | | |
|--|------|---|-----|
| | 2 | 3 | 5% |
| | 2 | 4 | 8 |
| | 2 | 6 | 14% |
| | 2 | 3 | 5% |
| | | 5 | 5 |
| | | | 10% |
| | 1 | 2 | 3% |
| | 1 | 1 | 2% |
| | 1 | | 5% |
| | 100% | | |

4.

5-4

1

1

1986

20

5

2

5

1

5

5

10%

10%

3%

3%

3%

3%

5%

80

| | | | |
|--|--|------|----|
| | | | 5% |
| | | 100% | |

5. 5-5 " . "

1

1

—

—

1200

" . "

" . "

" . "

" . "

" . "

2

" " " 20XX
" " 20
" . "

1500

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |
| | 2 | |

3

180

4

| | | | |
|----|---|---|-----|
| | | | |
| | | 5 | 10% |
| 20 | | 5 | 10% |
| | 5 | | 3% |
| 80 | | | 3% |

| | | |
|--|--------------|-----|
| | | 3% |
| | 2 1 | 3% |
| | | 5% |
| | 4 | 4% |
| | 2 3 | 5% |
| | 3 2 | 5% |
| | 3 2 | 5% |
| | 2 3 | 5% |
| | 2 4 8 2 6 | 14% |
| | 2 3 | 5% |
| | 5 5 | 10% |
| | 1 2 | 3% |
| | 1 1 | 2% |
| | | 5% |
| | 100% | |

6.

5-6

1

1

| | | | |
|--|----|----|--|
| | 70 | 30 | |
| | | | |
| | 2 | | |

3

180

4

| | | | | | |
|----|--|---|-----|----|-----|
| | | | | | |
| 20 | | 5 | 10% | | |
| | | 5 | 10% | | |
| 80 | | 5 | 3% | | |
| | | | 3% | | |
| | | | 3% | | |
| | | 2 | 1 | 3% | |
| | | | | 5% | |
| | | | 4 | 4% | |
| | | 2 | 3 | 5% | |
| | | 3 | 2 | 5% | |
| | | 3 | 2 | 5% | |
| | | 2 | 3 | 5% | |
| | | 2 | 4 | 8 | 14% |
| | | 2 | 4 | 6 | |

| | | | |
|--|--|------|---------|
| | | 2 | |
| | | 2 | 3 5% |
| | | | 5 5 10% |
| | | 1 | 2 3% |
| | | 1 1 | 2% |
| | | 1 | 5% |
| | | 100% | |

7.

5-7

1

1

Mrs

1989

1995

"

"

"

"

Dove

" Do You Love

M?"

2

"

"

50

20XX "

"

1500

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |
| | 2 | |

3

180

4

5

10%

5

5

20

5

10%

3%

3%

3%

80

2

1

3%

5%

4

4%

| | | |
|--|------------------|-----|
| | | |
| | 2 3 | 5% |
| | 3 2 | 5% |
| | 3 2 | 5% |
| | 2 3 | 5% |
| | 2 4 6 8 | 14% |
| | 2 3 | 5% |
| | 5 5 | 10% |
| | 1 2 | 3% |
| | 1 1 | 2% |
| | | 5% |
| | 100% | |

8

5-8

1

1

2016 2 16

90

;
"

2

100

1500

2

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | | |
|--|----|----|--|
| | 70 | 30 | |
| | | | |
| | 2 | | |

3

180

4

| | | | | | |
|----|--|---|-----|----|-----|
| | | | | | |
| 20 | | 5 | 10% | | |
| | | 5 | 10% | | |
| 80 | | 5 | 3% | | |
| | | | 3% | | |
| | | | 3% | | |
| | | 2 | 1 | 3% | |
| | | | | 5% | |
| | | | 4 | 4% | |
| | | 2 | 3 | 5% | |
| | | 3 | 2 | 5% | |
| | | 3 | 2 | 5% | |
| | | 2 | 3 | 5% | |
| | | 2 | 4 | 8 | 14% |
| | | 2 | 4 | 6 | |

| | | |
|--|------|-------|
| | 2 | |
| | 2 | 3 5% |
| | 5 | 5 10% |
| | 1 | 2 3% |
| | 1 | 1 2% |
| | | 5% |
| | 100% | |

9. 5-9

1

1

1999 8

10

C

2017

2017 " 20 "

2018 3 27 2017
 601. 556 2016 537. 793 11. 9% 20. 478

2

20XX

30

1500

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |
| | 2 | |

3

180

4

| | | | |
|----|---|---|-----|
| | | | |
| | | 5 | 10% |
| 20 | | 5 | 10% |
| | 5 | | 3% |

| | | | |
|----|--|---------|------|
| 80 | | | 3% |
| | | | 3% |
| | | 2 1 | 3% |
| | | | 5% |
| | | | 4% |
| | | 2 3 | 5% |
| | | 3 2 | 5% |
| | | 3 2 | 5% |
| | | 2 3 | 5% |
| | | 2 4 6 8 | 14% |
| | | 2 3 | 5% |
| | | 5 5 | 10% |
| | | 1 2 | 3% |
| | | 1 1 | 2% |
| | | | 5% |
| | | | 100% |

10.

5-10

1

1

" " 1939 1

" "

" " " " "

" "

" " "

" " "

2)

XX

30

XX

1500

2

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | | |
|--|----|----|--|
| | 70 | 30 | |
| | | | |
| | 2 | | |

3

180

4

| | | | | | |
|----|--|---|-----|----|-----|
| | | | | | |
| 20 | | 5 | 10% | | |
| | | 5 | 10% | | |
| 80 | | 5 | 3% | | |
| | | | 3% | | |
| | | | 3% | | |
| | | 2 | 1 | 3% | |
| | | | | 5% | |
| | | | 4 | 4% | |
| | | 2 | 3 | 5% | |
| | | 3 | 2 | 5% | |
| | | 3 | 2 | 5% | |
| | | 2 | 3 | 5% | |
| | | 2 | 4 | 8 | 14% |
| | | 2 | 4 | 6 | |

| | | | |
|--|--|------|---------|
| | | 2 | |
| | | 2 | 3 5% |
| | | | 5 5 10% |
| | | 1 | 2 3% |
| | | 1 1 | 2% |
| | | 1 | 5% |
| | | 100% | |

11. 5-11 SKG

1

1

SKG

SKG

, " "

SKG

SKG

100

500

I F

114

SKG

SKG

SKG

2018

07

SKG

1

SKG

2 PCK

3 3D

360°

4 304

NTC +- 0.1

5 " " 3D

" "

6 150

7 15

599 /

2

20

80

20

1500

5

4

| | | | | | |
|----|--|---|-----|----|-----|
| | | | | | |
| 20 | | 5 | 10% | | |
| | | 5 | 10% | | |
| 80 | | 5 | 3% | | |
| | | | 3% | | |
| | | | 3% | | |
| | | 2 | 1 | 3% | |
| | | | | 5% | |
| | | | 4 | 4% | |
| | | 2 | 3 | 5% | |
| | | 3 | 2 | 5% | |
| | | 3 | 2 | 5% | |
| | | 2 | 3 | 5% | |
| | | 2 | 4 | 8 | 14% |
| | | 2 | 6 | | |
| | | 2 | 3 | 5% | |
| | | | 5 | 5 | 10% |
| | | 1 | 2 | 3% | |

| | | | | |
|--|--|------|---|----|
| | | 1 | 1 | 2% |
| | | | | 5% |
| | | 100% | | |

12

5-12

1

1

2014

90%

48%

59%

63%

90%

;

;

;

90%

;

1.

2.

3.

4.

5.

6.

| | | |
|---|------------------|------------------|
| | | |
| E | () () | () () |
| | () () | () () |
| | () () | () |

2

20

30

20

1500

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | | |
| | 2 | |

3

150

4

| | | | | |
|----|--|---|-----|----|
| | | | | |
| 20 | | 5 | 10% | |
| | | 5 | 10% | |
| 80 | | 5 | 3% | |
| | | | 3% | |
| | | | 3% | |
| | | 2 | 1 | 3% |
| | | | | 5% |
| | | | 4 | 4% |
| | | 2 | 3 | 5% |
| | | 3 | 2 | 5% |
| | | 3 | 2 | 5% |
| | | | | |

| | | | |
|--|------|---|-----|
| | 2 | 3 | 5% |
| | 2 | 4 | 8 |
| | 2 | 6 | 14% |
| | 2 | 3 | 5% |
| | | 5 | 5 |
| | | | 10% |
| | 1 | 2 | 3% |
| | 1 | 1 | 2% |
| | 1 | | 5% |
| | 100% | | |

13

5-13

1

1

2001

500

2001

10

"

"

"

"

"

"

2002

4

7

2002 12

2003

2004

18 2

2008 8200

2009 1

2000

32

2009 4

" "

2001

15

600 10 10 5

37 1.8

2019 10

700

" +"

2

20

20

10

| | | | | |
|--|------|---|-----|-----|
| | 3 | 2 | 5% | |
| | 3 | 2 | 5% | |
| | 2 | 3 | 5% | |
| | 2 | 4 | 8 | 14% |
| | 2 | 3 | 5% | |
| | 5 | 5 | 10% | |
| | 1 | 2 | 3% | |
| | 1 | 1 | 2% | |
| | | | 5% | |
| | 100% | | | |

14.

5-14,

"

"

1

1

"

"

"

"

2011

60.38

2012

80.26

2019

120

2

20

"

"

1500

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | , | |
| | 2 | |

3

150

4

| | | |
|--|--|--|
| | | |
|--|--|--|

20

5

2

5

1

5

5

10%

10%

3%

3%

3%

3%

5%

80

| | | | |
|--|--|------|----|
| | | | 5% |
| | | 100% | |

15. 5-15,

1

1

1991

"

"

"

"

TOSOT

TOSOT

2012

1001. 10

2015 4 27

2014

2014

1400. 05

16. 63%

141. 55

30. 22%

2014

"

"

160

6000

()

550 () 2005

10

3 2015 5

500

"

2000 " 385

9

7

20

400

12700

15600

5000

R290

1

" "

2

20

1500

2

| | | |
|--|----|----|
| | | |
| | 70 | 30 |
| | , | |
| | 2 | |

3

150

4

| | | |
|--|--|-----|
| | | |
| | | 5 |
| | | 5 |
| | | 10% |

| | | | |
|----|------|---------|-----|
| 20 | | 5 | 10% |
| | | | 3% |
| 80 | | | 3% |
| | | 2 1 | 3% |
| | | | 5% |
| | | | 4% |
| | | 2 3 | 5% |
| | | 3 2 | 5% |
| | | 3 2 | 5% |
| | | 2 3 | 5% |
| | | 2 4 6 8 | 14% |
| | | 2 3 | 5% |
| | | 5 5 | 10% |
| | | 1 2 | 3% |
| | | 1 1 | 2% |
| | | | 5% |
| | 100% | | |

"

"

2

A

20

A

A

"

"

1500

2 1 3%

5%

4 4%

2 3 5%

3 2