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77,965

1		51,000	51,000
2		3,070	3,070
3		23,895	23,895
		77,965	77,965

1

119

576,987

51,000

51,000



2

1

2

3

-



4

1%

5

3





1.5

12.5% 8000

75%

50% 60%75%



10

25

40

2010

1046.6





4

51,000

51,000

1

35,000

	9,000	10,000	25,667	60%	
	8,000	7,000	15,000	100%	
	4,000	10,000	14,000	100%	
	3,000	8,000	11,000	100%	
	24,000	35,000	65,667		
60%					
40%	1				
6,667			16,667		



2

1

3

3

16,000

	8,000	
	4,000	
	4,000	
	16,000	

2

20

3

1

1

4



5

576,987

5,619

1

1

2



可行性研究报告



IT

2

3

CRM

4

3

3,070

4

24

5

[2011]1142



1

23,895

2

1

2008 2009

2010 75.36% 79.86% 65.96%
76.40% 80.26% 64.72%

2

2008 2009 2010

56,383.41 51,784.74 58,486.61

6.56% 1,567.51

3

23,895

