

# 上海锦江国际酒店股份有限公司产 值利润率分析

Analysis on profit margin of output  
value of Shanghai jinjiang international  
hotel Co., Ltd

## 摘要

本文研究的是上海锦江国际酒店股份有限公司产值利润率的问题，产值利润率对于公司来说是一个重要的衡量标准，需要我们探索和求知。本文研究目的是把我们所学的知识与实际结合起来，当我们走向社会的时候，能把我们所学的知识和企业实际情况结合起来，从而更好的适应当今社会，更好的提高我们的业务能力和业务素质，在实际生活中提高我们对理论的应用能力。本文研究的意义是通过观察整个酒店行业的发展状况，对这些信息进行收集和整理，得出对上海锦江国际酒店股份有限公司甚至整个酒店行业有参考意义的结论，来帮助整个酒店行业更好更快地发展，从而提高人们生活质量，促进社会发展。本文大体从三个方面介绍，总产值，总利润，产值利润率，全方面衡量该公司。第一部分我选取了1999-2018年该公司总产值，分析该公司总产值的发展状况。第二部分我选取近20年该公司利润数据为研究对象，看清该公司利润发展水平。第三部分是探求该公司20年的产值利润率发展趋势。随着经济全球化的发展，企业面对相对较好的发展前景，但是危机也随之而来，一个企业要想长久的发展下去。该公司的产值利润率就必须达到一定水平。

**关键词：** 总产值 总利润 产值利润率

## Abstract

This paper studies the profit margin of output value of Shanghai jinjiang international hotel co., LTD., which is an important measurement standard for the company and needs us to explore and seek knowledge. In this paper, we study the purpose is to combine what we learn knowledge and practical, when we are to the society, can we had learned knowledge and enterprise actual situation, so as to better adapt to today's society, better improve our business ability and service quality, in real life to improve our ability to apply the theory. The significance of this study is by looking at the whole hotel industry development status, to collect and organize the information, it is concluded that the Shanghai jinjiang international hotel co., LTD., and even the hotel industry as a whole has reference significance conclusion, to help the whole hotel industry better and faster development, so as to improve the quality of people's lives, promoting social development. This article roughly introduces from three aspects, gross output value, gross profit, output value profit margin, all aspects to measure the company. In the first part, I selected the total output value of the company from 1999 to 2018, and analyzed the development status of the total output value of the company.

In the second part, I selected the company's profit data in the past 20 years as the research object to see the company's profit development level. The third part is to explore the development trend of the company's output rate of profit in 20 years. With the development of economic globalization, enterprises are facing a relatively good development prospect, but the crisis also comes, an enterprise wants to develop for a long time. The company's margin on output must reach a certain level.

**Keywords** : total value of out-put   Gross profit   Profit margin of production

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