创业计划书目录（参考）

[执行概要 1](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533134#_Toc265533134)

[第一章 项目简介 2](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533135#_Toc265533135)

[1.1 项目背景及社会资源 3](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533136#_Toc265533136)

[1.2 产品（服务）概述 4](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533137#_Toc265533137)

[1.2.1 产品（服务）介绍 5](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533138#_Toc265533138)

[1.2.2 产品（服务）功能 6](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533139#_Toc265533139)

[1.2.3 产品（服务）优势 7](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533141#_Toc265533141)

[1.3 项目简介 8](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533143#_Toc265533143)

[1.3.1 项目获奖情况 9](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533144#_Toc265533144)

[1.3.2 核心技术 10](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533145#_Toc265533145)

[1.3.3 技术成果 11](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533146#_Toc265533146)

[1.3.4 技术支持 12](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533147#_Toc265533147)

[第二章 市场分析 13](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533148#_Toc265533148)

[2.1 环境分析 14](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533149#_Toc265533149)

[2.2 竞争分析 15](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533153#_Toc265533153)

[2.3 效益分析 16](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533159#_Toc265533159)

[2.4 市场调查 17](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533163#_Toc265533163)

[2.5 市场容量分析 18](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533164#_Toc265533164)

[2.6 市场销量预测 19](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533166#_Toc265533166)

[第三章 商业模式及战略 20](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533170#_Toc265533170)

[3.1 商业模式 21](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533171#_Toc265533171)

[3.2 经营目标 22](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533172#_Toc265533172)

[3.3 总体战略 23](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533173#_Toc265533173)

[第四章 营销管理 24](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533175#_Toc265533175)

[4.1 市场细分 25](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533176#_Toc265533176)

[4.2 目标市场定位 26](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533177#_Toc265533177)

[4.3 产品策略 27](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533178#_Toc265533178)

[4.4 价格策略 28](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533183#_Toc265533183)

[4.5 渠道建设 29](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533188#_Toc265533188)

[4.6 促销策略 30](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533191#_Toc265533191)

[第六章 生产与研发 31](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533197#_Toc265533197)

[5.１ 生产管理 32](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533199#_Toc265533199)

[5.２ 库存控制 33](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533206#_Toc265533206)

[5.３ 物流方式选择 34](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533207#_Toc265533207)

[5.４ 质量控制与管理 35](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533208#_Toc265533208)

[5５ 研究开发 36](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533210#_Toc265533210)

[第六章 公司管理 37](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533211#_Toc265533211)

[6.1 公司简介 38](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533212#_Toc265533212)

[6.2 公司理念 39](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533213#_Toc265533213)

[6.3 组织结构 40](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533214#_Toc265533214)

[6.4 管理团队 41](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533215#_Toc265533215)

[6.5 创新管理机制 42](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533217#_Toc265533217)

[第七章 投资与财务分析 43](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533218#_Toc265533218)

[7.1 公司股本结构 44](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533219#_Toc265533219)

[7.2 资金来源与运用 45](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533220#_Toc265533220)

[7.3 经营状况 46](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533222#_Toc265533222)

[7.4 投资收益 47](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533223#_Toc265533223)

[7.5 投资回报 48](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533222#_Toc265533222)

[7.6　成本费用表 49](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533223#_Toc265533223)

[7.7 损益表及利润分配表 50](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533226#_Toc265533226)

[第八章 风险管理与对策 51](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533238#_Toc265533238)

[8.1 技术风险 52](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533239#_Toc265533239)

[8.2 市场风险 53](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533242#_Toc265533242)

[8.3 财务风险 54](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533245#_Toc265533245)

[附 录 55](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533254#_Toc265533254)

[附录一 专利证书 56](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533255#_Toc265533255)

[附录二 科技查新报告 57](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533258#_Toc265533258)

[附录三 科技项目咨询报告 58](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533259#_Toc265533259)

[附录四 公司注册证明 59](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533262#_Toc265533262)

[附录七 其它附件材料 60](file:///C%3A%5CDocuments%20and%20Settings%5CAdministrator%5C%E6%A1%8C%E9%9D%A2%5C%E7%9C%81%E5%88%9B%E4%B8%9A%E6%95%99%E8%82%B2%E7%A4%BA%E8%8C%83%E5%9F%BA%E5%9C%B0%E7%94%B3%E6%8A%A5%E5%B7%A5%E4%BD%9C2014%5C%E5%88%9B%E4%B8%9A%E5%9F%BA%E5%9C%B0%5C%E6%B1%9F%E8%8B%8F%E5%A4%A7%E5%AD%A6%E5%88%9B%E4%B8%9A%E5%AD%B5%E5%8C%96%E5%9B%AD%E7%9B%B8%E5%85%B3%E6%9D%90%E6%96%99%5C%E5%85%B3%E4%BA%8E%E7%94%B3%E8%AF%B7%E5%88%9B%E4%B8%9A%E9%A1%B9%E7%9B%AE%E5%85%A5%E9%A9%BB#_Toc265533264#_Toc265533264)