

Corporate Profile

New World Department Store: quality merchandise for quality living

New World Department Store China Limited is a Hong Kong-listed company 72%-owned by New World Development Company Limited. We were one of the first investors in the retail sector of the PRC. Today, we are widely esteemed as a supplier of quality merchandise and a symbol of quality living.

Secured strategic foothold: our network

To become a dominant department store operator in the PRC, we have been growing our store network across the country, having secured strategic footholds in 16 major cities, including Beijing, Shanghai, Shenyang and Wuhan, etc. Occupying an aggregate gross floor area of approximately 817,000 square metres, our retail chain comprises 16 self-owned stores and 12 managed stores in Hong Kong and the PRC. We operate under two brands — “New World” in 22 stores around China and “巴黎春天” (Ba Li Chun Tian) in six stores in Shanghai.

Taping into China’s growing affluence: our target market

We target the mid-to-high end of the PRC retail market and offer premium merchandise across the full spectrum of consumer products including fashion, accessories, jewellery and cosmetics. In line with the consumer trend for “one-stop shopping”, we have also integrated a supermarket into four of our stores in Beijing, Wuhan, Lanzhou and Hong Kong. We derive revenue mainly from three sources: commission income from concessionaire sales and direct sales in our self-owned stores, and management fees from our managed stores.



Organised for top efficiency: our set-up

Organisationally, we adopt an efficient three-tier structure which consists of central management, regional management and local management. Operation-wise, we group into six geographic regions that draw on a central pool of administrative support in human resources, finance and corporate communications.

Professionalism from top to bottom: our people

We currently employ approximately 3,200 people, with the majority being local recruits. Well trained and motivated, the whole staff is united under the leadership of a management team with experience of over one decade in pursuit of our vision and mission.

