**“山东老字号”申报书**

（填报单位盖章）

填表单位：

联 系 人：

联系电话：

填报日期：二○一三年     月     日

**“山东老字号”申报表**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 申报单位名称 | | |  | | | | | | | | | | | | | | | | | | | | | | | | | 品牌名称 | | | | | | |  | | | | | |
| 品牌创立时间 | | |  | | | | | | | | | | | | | | | | | | | | | | | | | 注册资本 | | | | | | | 万元 | | | | | |
| 单位地址 | | |  | | | | | | | | | | | | | | | | | | | | | | | | | 网址 | | | | | | |  | | | | | |
| 法定代表人 | | |  | | | | | | | | 电话 | | | | | |  | | | | | | | | | | | 手机 | | | | | | |  | | | | | |
| 联系人姓名 | | |  | | | | | | | | 职务 | | | | | |  | | | | | | | | | | | 所在部门 | | | | | | |  | | | | | |
| 联系电话 | | |  | | | | | | | | 手机 | | | | | |  | | | | | | | | | | | E-mail | | | | | | |  | | | | | |
| 通讯地址 | | |  | | | | | | | | | | | | | | | | | | | | | | | | | 邮编 | | | | | | |  | | | | | |
| 企业性质 | | |  | | | | 所属行业 | | | | | | | | | |  | | | | | | | | | | | 员工人数 | | | | | | |  | | | | | |
| 商标名称 | | |  | | | | 注册时间 | | | | | | | | | | 年  月 | | | | | | | | | | | 注册类别 | | | | | | |  | | | | | |
| 已获老字号称号 | | |  | | | | 原认定机构 | | | | | | | | | |  | | | | | | | | | | | 认定时间 | | | | | | | 年  月 | | | | | |
| 资本情况 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 总股本 | | 万元 | | | | | | | | | | 国内资本所占比例   ％ | | | | | | | | | | | | | | | | | 无形资产价值        万元 | | | | | | | | | | | |
| 主要股东情况 （含股东名称和所占比例） | | 1 | | |  | | | | | | | | | | | | | | | | | | | 4 | | | | |  | | | | | | | | | | | |
| 2 | | |  | | | | | | | | | | | | | | | | | | | 5 | | | | |  | | | | | | | | | | | |
| 3 | | |  | | | | | | | | | | | | | | | | | | | 6 | | | | |  | | | | | | | | | | | |
| 是否上市 | |  | | | 上市地点 | | | | | | | |  | | | | | | | 总股本   万元 | | | | | | | | | | | 融资金额        万元 | | | | | | | | | |
| 经营情况 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 是否连锁经营 | |  | | | 店铺数目     家，其中直营店   家，加盟店   家(截至2012年) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 经营状况 | | 2010年 | | | | | | | | 2011年 | | | | | | | | | | | | | 2012年 | | | | | | | | | | | | | | | | | |
| 合计 | | 直营 | | 加盟 | | | | 合计 | | | | | | 直营 | | | 加盟 | | | | 合计 | | | | 增长% | | | | | 直营 | | 增长% | | | 加盟 | | 增长% | |
| 营业额（万元） | |  | |  | |  | | | |  | | | | | |  | | |  | | | |  | | | |  | | | | |  | |  | | |  | |  | |
| 利润额（万元） | |  | |  | |  | | | |  | | | | | |  | | |  | | | |  | | | |  | | | | |  | |  | | |  | |  | |
| 税金（万元） | |  | |  | |  | | | |  | | | | | |  | | |  | | | |  | | | |  | | | | |  | |  | | |  | |  | |
| 管理情况 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 人力资源 | | 总人数    人 | | | | | | | | | | 管理层    人，占    %，普通员工    人，占    % | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 学历：本科以上学历    人，占    %，高中以上学历    人，占    % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 职称：高级职称        人，占    %，中级职称        人，占    % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 信息化系统 | | 1. | | | | | | | | | | | | | | | 年  月 | | | | | | | 3. | | | | | | | | | | | | | | 年  月 | | |
| 2. | | | | | | | | | | | | | | | 年  月 | | | | | | | 4. | | | | | | | | | | | | | | 年  月 | | |
| 体系认证 | | 质量管理体系-要求 | | | | | | | | | | | | | | | 年  月 | | | | | | | 环境管理体系-要求 | | | | | | | | | | | | | | 年  月 | | |
| 食品安全管理体系 CNAB S-152-HACCP | | | | | | | | | | | | | | | 年  月 | | | | | | | 其他 | | | | | | | | | | | | | | 年  月 | | |
| 历史传承情况 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 创始人姓名 |  | | | | | 籍贯 | | | | | |  | | | | | | | | | 民族 | | | |  | | | | | 考证依据 | | | | | |  | | 附页说明 | | |
| 传人姓名 |  | | | | | 籍贯 | | | | | |  | | | | | | | | | 民族 | | | |  | | | | | 考证依据 | | | | | |  | | 附页说明 | | |
| 演变情况 | 第一次变化 | | | | | 年  月 | | | | | | | | | | 原因 | | | | |  | | | | | | | | | 结果 | | | | | |  | | | | |
| 第二次变化 | | | | | 年  月 | | | | | | | | | | 原因 | | | | |  | | | | | | | | | 结果 | | | | | |  | | | | |
| 第三次变化 | | | | | 年  月 | | | | | | | | | | 原因 | | | | |  | | | | | | | | | 结果 | | | | | |  | | | | |
| 创始店址 |  | | | | | | | | | | | | | | | | | | | | 建筑面积 ㎡ | | | | | | | | | 营业面积          ㎡ | | | | | | | | | | |
| 目前店址 |  | | | | | | | | | | | | | | | | | | | | 建筑面积 ㎡ | | | | | | | | | 营业面积          ㎡ | | | | | | | | | | |
| 是否列入文物保护单位 | | | | | |  | | | 级别 | | | | | | □国家 □省 □市 □县 | | | | | | | | | | | | | | | 使用方式 | | | | | | | | □自有 | □租赁 | |
| 店址变迁情况 | | 第一次迁址 | | | | 年 月 | | | | | | | | 原因 | | | |  | | | | | | | | 新址 | | | | | | |  | | | | | | |  |
| 第二次迁址 | | | | 年  月 | | | | | | | | 原因 | | | |  | | | | | | | | 新址 | | | | | | |  | | | | | | |  |
| 第三次迁址 | | | | 年  月 | | | | | | | | 原因 | | | |  | | | | | | | | 新址 | | | | | | |  | | | | | | |  |
| 知识产权保护情况 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 商标注册时间 | | 年  月 | | | | | | | | | | | | | | | 注册类别 | | | | | | |  | | | | | | | | | | | | | | | | |
| 商标保护情况 | | 中国驰名商标 | | | | | | | | | | | | | | | 年  月 | | | | | | | 省著名商标 | | | | | | | | | | | | | | 年  月 | | |
| 中国名牌 | | | | | | | | | | | | | | | 年  月 | | | | | | | 其他 | | | | | | | | | | | | | | 年  月 | | |
| 专利情况 | | 名称 | | |  | | | | | | | | | | | | 类别 | | | | |  | | | | | | | | | 编号 | | | |  | | | | | |
| 使用时间 | | | | | | 年     月至       年     月 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 名称 | | |  | | | | | | | | | | | | 类别 | | | | |  | | | | | | | | | 编号 | | | |  | | | | | |
| 使用时间 | | | | | | 年     月至       年     月 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 域名情况 | | 已注册： | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 类似域名： | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 境外知识产 权保护办法 | | 商标 | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 专利 | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 其他 | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 法律纠纷情况 | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 备注：申报“山东老字号”的单位除提交上表外，还应提供下列材料：     1、市商务主管部门的申报文件（对企业申报材料真实性的确认）；     2、工商营业执照、法人代码证复印件；     3、获得商标注册的有关文件复印件；     4、近三年资产负债表和损益表（加盖财务章）；     5、历代传承的产品、技艺或服务的介绍和发展情况，并附创始人、传人情况及证明材料；     6、历代传承的企业文化介绍和相关证明材料；     7、企业获得的社会荣誉和相关证明材料。     所有材料均需盖单位公章。 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

单位负责人签字：

(法定代表人)

年     月     日

(单位盖章)