

The Amazing Son In Law Chapter 6071 -

At this very moment, Zhicheng Building in downtown Poole.

Sixty-two-year-old Fadil has just finished the distributor meeting.

Since there was going to be a dinner party for distributors at the hotel in the evening, although he was exhausted, he could only rest in the office for a while, and when the time came, he would forcefully go to the banquet site.

Fadil felt a little depressed today.

In recent years, dealers have become more and more powerful in front of the group. In the past, the group put pressure on the dealers to assess their performance, forcing them to continue to purchase goods and increase inventory, and even often deducted their sales for various reasons. Rebate at the end of the year to force them to work harder and be more obedient.

However, with the rise of e-commerce in recent years, most traditional brands have lost this absolute advantage in front of dealers.

Especially in the opaque fast-moving consumer goods industry such as alcohol and tea, new brands will come out every day to boast and package themselves as Maotai No. 2 or tea Zhibai.

They are better at packaging and storytelling than traditional companies, and they are also very shrewd and good at marketing. They can find an OEM manufacturer to produce a liquor with better packaging, and hang a link of 500 yuan on the website. Then I used various promotional packages offline, and finally 51 bottles were free of postage. The result was this kind of liquor, the real cost of which didn't even cost five yuan.

The cost of the wine is five yuan, the cost of advertising and buying traffic is ten yuan, and the logistics cost of two or three yuan is basically the entire cost of this wine.

Fifty-one bottles are sold to consumers, and there is at least thirty profit margins.

The same is true for tea.

Fadil sells ordinary mass-grade Pu'er tea for only 100 yuan per cake, which is more than 300 grams per cake, but marketing experts divide the tea of the same quality into small portions of five grams, and then customize a story for it. A copy can be sold for 50 yuan;

Some colleagues are not good at packaging and telling stories, but they are good at price wars. They package those who know tea as firewood and think it's too choking. If the cake is not enough, add another cake, and if it is not enough, add another cake, a total of five big cakes, plus three small cakes for travel, and then a teapot for making tea will be packed on the car, and the total price is 100.

This seemingly kind sales method with small profits but high sales is actually even more deceitful. There are eight cakes of tea leaves from five big and three small ones, and the cost adds up to less than 20 yuan. One yuan and five, and the remaining 70 yuan in profit margins, if you allocate more than 20 yuan to the online celebrities who bring the goods, you can still earn half of it.

Fadil knew the tactics of his peers, and knew that they made more money by using this way of playing, and at the same time took away their target customers, but Fadil himself could not learn from the other party's such low-level marketing methods .

These competitors are not people who really understand tea and love tea. They just regard tea as a temporary way to make money. When they choose tea, they will use this method to harvest tea consumers. When they aim at health products tomorrow, they will start a new stove, pack another health product, and wash it in the same way. Customers of Bo Health Products.

In Fadil's words, those people lack reverence for tea.

And he was different.

He has loved tea all his life, and relying on tea, he has become a relatively well-known and wealthy entrepreneur in the local area, so he has a passionate affection for tea.

He feels that the premise of making money is to make tea well first, and only the money earned in this way can he feel at ease.

It is precisely because of this love and awe that he has never been able to find a real chance to get rich overnight.

And those scammers are different. They may sell tens of thousands of orders a day for an order of 50 tea leaves, and easily make millions of profits in one night.

Sometimes seeing these people make a lot of money, Fadil will lose confidence in the tea industry. He feels that most industries will form an embarrassing situation where bad money drives out good money.

If you don't want to become bad money, you can only be expelled by bad money.

Instead of this, it is better to cash out and leave the market as soon as possible.

But cashing out is not as simple as imagined.

Just like a steamed stuffed bun shop, the boss has worked hard for a year, and although he can earn hundreds of thousands, the boss wants to sell the bun shop at ten times the profit, that is, sell it at the profit of the next ten years, and directly sell it to others. It's more than one million, that's just a dream, and you can't even eat a fart.

Today's dealer meeting, Fadil suffered another big blow.

Those agents have asked to reduce the purchase discount, from the original 50% discount to 40% discount, and said that if the group does not agree, they will reduce or even stop the purchase.

Don't underestimate the difference in this discount. If something worth 50 yuan is discounted to 40 yuan, it is equivalent to being discounted by 20 yuan.

Normally, Fadil would have gotten angry in front of the agent, but he still suppressed his anger, and promised the dealer that he would seriously consider their proposal.

Sitting in the office, Fadil dared to scold his mother behind his back, scolding these dealers for crossing rivers and tearing down bridges. At this time, Fadil's son, Ermias, knocked on the door ,

"Dad, can I come in? " After closing the door, he said with righteous indignation, "Dad!

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It's too f*cking useless, and the purchase price is 40% off, so don't we have to drink the northwest wind? "

Fadil said helplessly, "There is no way. These people who came today are at least agents above the prefecture-level city. They are our ancestors now, and they dare not offend any one of them, let alone they are now in a group. If so, then I won't be able to offend you even more. "

"Why? "Ermias said with a look of displeasure, "They are simply raising prices and extorting money. If I were you, I would have scolded them a long time ago!" "

Fadil sighed, "It was okay to scold and scold in the past. After two slaps and then taking a step back to give some dates to eat, everyone can actually be satisfied in the end, but this year's situation is different..."

Speaking of this, Fadil cursed depressedly, "Using the words of your young people, this year's Pu'er tea market is too f*cking hot! After a pause ,

Fadil said again, "Damn it, not only several major traditional tea companies are desperately cutting prices to lower the market price, but those emerging brands are also using marketing and price means to constantly impact the market space of our traditional tea companies. You say your tea Well, he said that the price of the same tea next door is less than half of ours. You said let him try the taste of these two teas, which are completely different. He said that there is no difference in his taste. What can you do with them? manage? "

Ermias said depressedly, "more and more people drink tea now, but there are not many people who really understand tea. He can't drink tea leaves worth a catty in front of him, which one is good and which one is bad.

Fadil nodded in agreement, and sighed, "What's worse, now even the bottled beverage industry has concentrated its firepower on entering the tea market. In the past, everyone mainly made oolong tea and green tea, which didn't have a big impact on us, but now Pu'er tea has also been targeted by them;"

"Pu'er tea is troublesome to brew, so people simply brew it and fill it into bottles. Consumers can drink it after unscrewing it, and they can drink it iced. Our consumers can only make tea with boiling water at 100 degrees." , the tea

has been kept for a long time, the temperature has dropped, and the taste has changed; “”

But the canned ones come from the production line, and the quality control is very standard. How you drink it and where you drink it, it tastes the same. You say this How to compete with them?”

Ermias sighed, and said depressedly, “Dad, let me tell you the truth, I have long felt that our business is not so easy to do, and the competition is too fierce;” “And

you said that we have been developing in southern Yunnan , the resources and contacts are only here, but the industry here is not developed, and the transportation is not convenient. Even if we switch to dry tea drinks here, we still can't do it. The old godmother next door is the best example. The e-commerce has not risen At that time, they were the first in the sauce category, but after the e-commerce started, they were quickly left behind...”

At this point, Ermias encouraged Gathering up the courage, he said to Fadil, “Dad, in my opinion, we should find a suitable next home and sell the company. You have worked hard for most of your life, and it's time to retire and enjoy yourself.” Fadil

snorted , asked him, “Looking for another home? Are you so easy to find a home now? You are not optimistic about this industry, why should others be optimistic? Our group is the most embarrassing right now. Groups larger than ours are now reducing expenses. It is impossible. Spending money to acquire us, those emerging brands that are smaller than us, they are playing the model of making quick money. They wish that the money invested today will make a profit tomorrow, and it is even more impossible to spend money on such a burden as us. Others look down on them as OEM workers, why? Because our tea production costs are high! If the law is ignored, they would like to sell rotten leaves as tea, how can they use our things?” Ermias sighed dejectedly, and

asked He “isn't there a chance to cash out?”

Fadil nodded and said, “Yes, of course, the current profit situation of the group, according to the calculation of the capital market, plus the net assets, the serious market value should be 11 It's about 200 million, so we don't pursue a high premium. A discount of 800 million is always reasonable, right? But no one will offer this price now, because no one will give us room for a

premium. If we set the price to If it is less than 500 million, it is estimated that there is a possibility of selling it. If it is set below 400 million, there is a high probability that it can be sold.” After speaking,

Fadil said, “But 400 million is too low, at least 700 million Is that reasonable?”

“Seven hundred million?” Fadil curled his lips, and said disdainfully, “You have the time to daydream, why don’t you think about how to drink up those dealers tonight, they want a 40% discount, I will definitely give it to you.” No, let’s see if I can drink too much and make a compromise, raise it to 4:50, and sign the contract quickly.”

Ermias couldn’t help but said, “Dad, dreams are always necessary, what if they come true?”

Fadil He said impatiently, “If someone buys 700 million yuan, I will run around Heping Road three times with bare buttocks!”

Ermias immediately looked resentful when he heard this. I didn’t expect the old man to be so pessimistic.

Just when the father and son were both depressed, they heard the door being knocked open with a bang, and then they saw the secretary rushing in like crazy. Before the secretary could stand still, he said excitedly, “Chairman!” There is... a great thing!”

Fadil was already bored, but when he saw the secretary rushing in without knocking, he immediately became angry and shouted angrily, “When did you learn not to even knock on the door?” The

secretary Ignoring the accusations, while swallowing hard, he couldn’t hide his excitement and said, “Chairman, the banks Group... is the banks Group that ranks first in the country! Their secretary just called and said they want to talk to you Let’s talk about the acquisition!”