

Chapter 6948

The assistant quickly replied,

"Chairman, the supply chain isn't a major issue."

"The main issue is that our production capacity is severely limited."

"Many of our popular products are handmade by artisans,"

"And we can't ramp up quickly."

"Furthermore, the number of inbound orders from stores is skyrocketing."

"And we won't be able to meet our production capacity for a long time."

Bertnard said, "That's easy."

"Immediately ship the raw materials for these popular products to China."

"And have our contract manufacturers there complete at least 90% of the production."

"Finally, bring the labeling and printing back to Paris."

"And we can legally add the Made in China designation."

"It's legally permitted to use the French logo."

He couldn't help but mutter,

"But the bags made by Chinese craftsmen are much better than those made by Parisian craftsmen,"

"And their service life is at least doubled."

"We should remind the Chinese production side to lower their quality standards as much as possible."

"Otherwise, if we buy bags that don't break for ten or eight years,"

"How can we sell them?"

The assistant asked him nervously,

"Chairman, isn't this inappropriate?"

Bernard demanded angrily, "A55hole, do you need to judge whether it's appropriate?"

"I'm the chairman! Do as I say!"

"We've done this before!"

The assistant said awkwardly,

"Chairman, you're a completely different person now."

"Your reputation is at its peak worldwide."

"If we create news that our group is profit-driven,"

"It will have a huge impact on your reputation."

"You should be careful!"

Bernard suddenly woke up.

"Yes!"

"I'm a hero now!"

"If I start selling OEM products now, and someone finds out, wouldn't all my super high reputation built up be ruined?"

Thinking of this, he truly realized that he was no longer the same person he used to be.

Now that he had a reputation,

He couldn't do anything to make money like before.

So, he thought for a moment and immediately said,

"You're a good reminder."

"I really didn't think this through."

"How about this? Since we're short on stock right now, let's collaborate with other companies and do some joint ventures."

"Like with other clothing brands."

"That way, they'll come up with the joint designs and be responsible for production."

"We just need to authorize the use of the trademark and logo."

"And then be responsible for sales."

"This way, we don't have to produce anything."

"And we can quickly get a lot of joint products."

"We're sure to make money, and we won't be criticized."

"As long as we cooperate with enough joint companies,"

"We'll soon be able to fill our stores with joint products!"

The assistant said in surprise,

"Chairman, you... You're a real business genius!"

"Then I'll immediately contact all the luxury brands,"

"As well as those lifestyle brands, and we'll push this forward as soon as possible!"