

## JAGGED GERMANY

### Chapter 8: Sales are booming

"Carl, this problem is actually not difficult to solve." After thinking about it, Qin Tian said.

Carl looked at Qin Tian, wondering how to solve this problem.

"Carl, the company we will establish in the future will be called the Welfare Lottery Company. What is a Welfare Lottery? That is, part of the profits from the sale of lottery tickets will be allocated to the construction of social welfare undertakings. For example, providing food and medical subsidies for the poor, The orphanage provides financial support and so on. In this way, we will have a very high reputation in the society. If others want to attack us, they have to take into account the reaction of the society." Qin Tian said with a smile.

Many times, social fame is also a talisman. After gaining a very high social reputation, many unapproachable means can no longer be used. Otherwise, it will cause strong repercussions from the whole society.

"Your Highness, this is a good idea." Karl nodded.

"In addition, the lottery market is a huge cake. Even if I am a prince, I can't eat it. Therefore, I decided to give part of the profits to the royal family. In this way, the royal family will support it. Others, no matter how big they are, He has the guts to dare not touch us!" Qin Tian continued.

If he can, he certainly wants to swallow all the profits. However, his current body is still too small and too fragile to bear the pressure at all. The only way is to allocate part of the benefits to preserve most of the benefits. In this case, it is better than being swallowed without even bones left.

"With the support of the royal family, there is also a very high social prestige, plus His Highness's own status. In the whole of Germany, there should be no

one who would dare to think about us." Karl nodded again and again, thinking that Qin Tian was very considerate. comprehensive.

Regarding the distribution of profits, Qin Tian planned like this. Twenty percent of the profits are used for social welfare undertakings, 20 percent of the profits are contributed to the royal family, and the remaining 60 percent of the profits are for his own disposal. After all, if Qin Tian fulfilled his promise to donate battleships to the German Navy, the funds needed would not be a small amount.

"Well, let's do it like this. Tomorrow, we will go to register the company, find an office location, and start preparations. Within three months, our lottery tickets will officially go on sale." Qin Tian said.

Although it took three months to prepare, the time is too short. However, time is urgent now, and he doesn't have that much time to prepare well.

"Your Highness, we can first promote it in North Germany. After we achieve success, it will be much easier to promote it to South Germany. Of course, we need to apply for a patent for this kind of gameplay. Otherwise, those guys Counterfeiting will start soon." Carl gritted his teeth.

Qin Shou nodded: "Then we will apply for a patent after registering the company."

"This is all my savings, a total of five million marks, as the company's start-up capital. If you save it, it should be enough. You will be the legal person of the company. I will give you 20% shares in the company." Qin Tian said. In his capacity, it is not suitable for him to become the legal person of the company. It was only fitting that Karl should come forward.

"Your Highness, it is my honor to be able to partner with you. What's more, this is a project that is guaranteed to make money without losing money. If I

don't pay a penny and own so many shares, I won't feel at ease. .This money, just treat it as my shareholding." Carl took out a check from his pocket.

Qin Tian took it and saw that it was a check from Deutsche Commerzbank, with a face value of one million marks.

"Carl, where did you get so much money?"

"Your Highness, this is the start-up capital my father gave me." Carl said with a smile.

"Haha, it seems His Excellency Jonalight is still very supportive of us." Qin Tian laughed.

"However, Carl, although you have 20% of the shares, you can only share 10% of the profits. After all, the other 40% of the shares are used for social welfare and contribution To the royal family."

"Of course, Your Highness, I can understand. I am very satisfied to get a 10% profit." Carl said sincerely. He knew that even a ten percent profit would be an astronomical figure. After all, according to Qin Tian's plan, the lottery will be drawn three times a week. After one year, this is an astronomical figure.

The next day, Qin Tian and Karl went to register the company and started to apply for patents at the same time. The patents Qin Tian applied for are not limited to the two-color ball, but also include lottery tickets of later generations such as Big Lotto.

As a prince, Qin Tian enjoyed a lot of preferential treatment when handling these affairs. Originally, it took a long time to handle it, but they all got it done within a week.

Next, the company starts recruiting employees. At the same time, the preparatory work for the listing of the lottery began immediately.

The lottery tickets were printed by Qin Tian and the others, who specially found a professional printing factory, and specially designed anti-counterfeiting marks. Moreover, because lottery tickets are sold now, they are not networked nationwide like in later generations. Therefore, each lottery ticket is divided into two parts, the first part is held by the lottery player, and the second part is archived by the company after the lottery ticket is sold. Sales will stop six hours before the draw. All lottery tickets on file will be shipped to Berlin. Avoid collusion between inside and outside to defraud bonuses.

To promote the lottery, Qin Tian placed a large number of advertisements in the major newspapers in Germany. The advertising words are also very tempting: Do you want to get rich overnight? Play Shuangseiqiu, five million prizes are waiting for you.

Although, a large number of advertisements made Qin Tian spend their funds like running water. A few million marks will soon bottom out. But at the same time, the intensive advertising bombardment made the lottery of Shuangseiqiu very popular even before it started selling. All the lottery players in Germany are crazy because of the double color ball. Even those who don't usually buy lottery tickets were all attracted.

In this era, not many people can resist the temptation of a bonus of five million marks. Once you really win the first prize, you will really become rich overnight.

Time passed little by little. On November 18, 1904, the double-color ball lottery of the German Welfare Lottery Company began to go on sale throughout Germany. Originally they were only going to be temporarily sold in North Germany. But the power of advertising was too great, and the southern German region was easily spread.

Lottery sales outlets across the country have long queues since they opened for business. The sales of color \*\*\*\* are booming in an all-round way.