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Chapter 29: foreign expansion

"Carl, how is the company doing now?" As soon as he returned to Deutsche Welfare Lottery, Qin Tian went to the general manager Karl's office.

Now, Qin Tian is a person who has huge debts, and the Deutsche Welfare Lottery Company has become his only source of funds to repay these debts. Of course he is very concerned about the development of the company. The greater the profit of the welfare lottery company, the more funds Qin Tian will have to invest in other fields. That way, he doesn't have to worry about huge debts.

Qin Tian now feels that it is undoubtedly very difficult to promote the development of Germany's military power by himself. It might be much easier if he was the emperor or crown prince of the German Empire. But it is a pity that these two positions are probably not destined for him. Crown Prince William's succession to the throne now appears to be very secure. In addition, Qin Tian knew that William II still had a long lifespan, and he lived until 1941 in another time and space.

"Your Highness, our company has been developing steadily. At present, the sales of Shuangsekiu lottery tickets account for at least half of the entire German lottery market. Qin Tian's lottery company is almost squeezed out by us." Carl von Jonareit had a smile on his face.

The more profits the welfare lottery company makes, the more profits they can share, naturally.

Qin Tian nodded. The rapid development of the Welfare Lottery Company was not beyond his expectation. Especially when the winner of one of the five million generals made the whole of Germany known through newspapers, it made others feel itchy. Even those who did not buy lottery tickets will be moved by seeing ordinary people become lucky and become rich overnight. This also makes the lottery market in Germany continue to expand, and the benefits of welfare lottery companies will naturally increase.

In addition, the two-color ball launched by the welfare lottery company has a lot of small prizes besides the big prize. Especially as long as a blue ball is selected, there will be five marks. This made many lottery players have an idea about this. After all, if you can win a small prize this time, maybe you can win a big prize next time? This naturally makes Shuangsekiu the favorite lottery for German lottery players.

"However, Your Highness. After all, the German market is still too small. Although, compared to other countries, this is a big market. But I already feel that our development will enter a bottleneck before long." Carl I am not dazzled by the huge profits the company is now making. Now is not the time to sleep on the laurels.

"Carl, the German market is only so big. After the domestic market has gradually entered the bottleneck, we have only two ways to expand our income. The first is to implement a new lottery game to further earn more from the pockets of lottery players. However, the effect of this method is very limited. In addition, if lottery players invest too much money in lottery purchases, it will have some adverse effects

on the German economy. We cannot kill the chicken and take the eggs. Even if To implement a new lottery game, you also need to have a plan." Qin Tian said.

"If this is the case, then, Your Highness, we cannot choose the first option for the time being." Carl sighed.

"Then, now there is only the second solution. That is to expand to foreign markets. Increase our profits by expanding sales." Qin Tian said. With the German lottery market already at its peak, outward expansion is inevitable.

"Well, Your Highness, we should indeed expand outward. Although Germany has a population of 70 million, it's not that much. Russia's population is much larger than ours. The population of Austria-Hungary is not much smaller than ours. In addition, Britain, France, Italy and Spain all have large populations. If we can enter the lottery market in these places, it will definitely bring us huge profits, even much greater than the profits in the domestic market." Carl nodded.

He became the general manager of the Deutsche Welfare Lottery Company, so he couldn't just divide the profits and do nothing. Otherwise, he would be too incompetent as the general manager.

Carl has also thought about expanding abroad for a long time. However, he has not yet decided which countries to expand to first.

"Your Highness, there are so many countries in Europe, which countries should we expand to first? If we expand at the same time, our human and financial resources may not be enough." Carl was a little worried.

Qin Tian pondered for a while, and then said: "The first round of expansion targets should be the Austro-Hungarian Empire and Italy! No matter what, these two countries are our allies. As the prince of the German Empire, my name is If more companies enter their countries to develop, they should also give some face. These two countries have a lot of population, if they are manipulated well, they should be able to make a lot of profits."

Carl nodded. Germany, the Austro-Hungarian Empire and the Kingdom of Italy have long formed the Triple Alliance. Although there are many contradictions within the alliance, everyone is always an ally in name. Although the Italians are half-hearted, they don't have much credit to speak of. But Austria-Hungary was a staunch ally of Germany. If the German Welfare Lottery Company wants to enter the Austro-Hungarian Empire, there should be no problem. As for Italy, although there will be some resistance, the problem should not be too great.

"The goal of the second round of expansion is Britain and France. These two countries are highly developed economies. The people are relatively wealthy, and the lottery players and potential customer groups are relatively large. If we can successfully enter these two countries If it is a country, this will bring us huge profits." Qin Tian said.

In less than ten years, the war is about to break out. If it is possible to make a lot of profits from Britain and France through the German Welfare Lottery Company. This will be of great help to enhance the strength of Germany and weaken the strength of Britain and France. Use the money of the British and French to build warships, cannons, planes and tanks for Germany, and then go to Britain and France in the future. Perhaps there is nothing more tragic for Britain and France than this.

"The third round of expansion targets are the remaining countries. If the first and second rounds of expansion are successful, we will have enough financial resources to carry out the rest of the expansion." Qin Tian smiled Said.

Once the expansion to the whole of Europe is completed, the Deutsche Welfare Lottery Company will become a giant in the lottery industry in the whole of Europe and even the world, and the profits it will obtain will also be astronomical.