

Life at the Top Chapter 986

Jasper had just arrived at his office and sat down on his chair when Malcolm rushed in.

“Why’re you so nervous, Malcolm?” Jasper looked up at Malcolm curiously.

Malcolm sat down in front of Jasper and frowned. The man seemed rather tense.

“I received a call from Softwin ten minutes before you arrived,” Malcolm spoke.

“Softwin? Sunrise Land called?” Jasper chuckled.

Softwin’s reaction was far beyond what he had expected. He thought he would have to wait at least a few more days before they found out.

He had not expected Softwin to call this afternoon, right after his conversation with Wayne and Jose late the previous night.

Without having to even think about it, Jasper knew that Wayne had taken the initiative to inform Softwin.

This was a reasonable move.

If a businessman did not understand the concept of selling to the highest bidder, then they might as well give up on doing business.

Jasper wanted Softwin out of the equation, but there was no way Softwin would give up on Abbylon after their 20 million US Dollar investment. Their conflict was fate, and it was only a matter of time before he had to fight Softwin.

“No, it was a call from their Somerland branch’s presidential office. Their president’s name is Echo Welch, a capable young man that assumed the position in his thirties. He’s not going to be an easy opponent,” Malcolm spoke.

“What did he say?” Jasper asked.

“He wants you to make your way to Waterhoof City as fast as you can as he says he wants to meet you.”

Jasper looked up at Malcolm and pointed at his own nose as he spoke, “Who do I look like? Can any Tom, Dick, or Harry just order me around?”

Malcolm asked, “So you’re not going?”

Jasper chuckled and leaned back against his chair. “We can meet, but he’s going to have to come to Nauritus City. He can keep dreaming he if thinks I’ll run all over to meet him in Waterhoof City just because he called.”

Malcolm replied rather awkwardly, “I think we should avoid clashing with Softwin right now. Or at least, try to leave both of us room to retreat. It won’t be advantageous to us if our relationship with them becomes too strained.”

“Malcolm, you think that because we’re no match for Softwin now, we should opt to give in to their demands on many things, yes?” Jasper asked.

Malcolm nodded. “I stand by my decision.”

“You’re right. Technically speaking, your idea is completely sound. But you have to understand that when it comes to business, only the weak give in.

“The rules of business are like the laws of the jungle. When two leopards have their eyes on the same slab of meat, one of them will surrender because they’re weaker. In the end, that weak leopard ends up starving while the other gets to eat its fill and grow stronger.

“With that, the starving leopard will have no other choice but to surrender again the next time.

“The small difference in both parties’ strength will only continue to grow with each surrender until that strong leopard bites and kills the other once it runs out of compromises.”

Malcolm shrugged. “I suppose this is the difference between professional managers and entrepreneurs.

“I took into consideration JW Capita’s current palette of problems. The most obvious one is our tight cash flow. Sena’s contribution to this is only enough to relieve the company from a break in cash flow, and we’re very far from operating comfortably.

“But as Sunrise Land’s largest investment back, the last thing Softwin lacks is cash.”

“If we were to head into full-out war now, we’ll most likely be bitten to death just like you said.”

Jasper stood up and patted Malcolm’s shoulder as he smiled. “I know that you’re worried, Malcolm. I know it’s not easy being extremely frugal as an operations officer.

“A few more months. Hold on for a few more months and I’ll bring you a large influx of cash. Then we’ll completely solve the company’s tight cash flow.”

Malcolm’s eyes shone. “Really?”

“When have I ever lied to you?” Jasper laughed out loud.

“Alright, then. I’ll await your good news.”

As he watched Malcolm return to his own office happily, Jasper piped up again, “Oh, and if Softwin calls again, tell them what I said. If they don’t call, then just leave it.

“I’m not opposed to meeting them, but they’ll have to come to Nauritus City. This is a question of principle so it’s non-negotiable. I am not offering myself to them on a silver platter.”

“You’re the boss, whatever you say goes.”

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When Jasper’s response reached Echo, this arrogant President of Softwin’s Somerland Branch was enraged as expected.

“Absolutely insolent! That’s what he said?! He wants me to meet him in Nauritus City?” Echo snarled out icily.

“Yes, Mr. Welch,” Yona replied courteously.

“Hmph. Fine, then. If he doesn’t want to come over, then we’ll go to him. Prepare for a trip, I’m going over to Nauritus City,” Echo stated coldly.

“Mr. Welch, won’t us complying only stroke his ego?” Yona asked curiously.

“Ego? He knows that we’re more impatient to meet him than the other way around. He has nothing to worry about because Wayne is right there in Nauritus City. Further contact between the two is hardly beneficial to us, so we need to join in their negotiations as quickly as possible.

“This Jasper is a crafty man. He knows that we can’t sit here and watch as he continues to negotiate terms with Wayne in Nauritus City, so we’ll have no other choice but to go to him.

“However, we’re going to bring a present with us as well.”

Echo spoke coldly, “That MP4 his electronics company manufactures, is it popular back in Sunrise Land?”

“It is. JW Electronic’s MP4 has already become the best-selling imported goods of its kind in Sunrise Land in just two months. It’s even causing Rony and Tochiba, the best Sunrise electronic production companies worldwide, a headache.

“Easy. Sunrise Land’s largest electronics import company is Kobe Trading Co., Ltd, right? And we just so happen to be their parent company.

“Inform the people back home that from today onward, no MP4s from JW Electronics are allowed to enter Sunrise Land’s market.

With that, Echo chuckled coldly. “Now, not only will we teach Jasper a lesson, but we’ve gotten the favors of our electronics companies back home. Two birds with one stone.

“I’m sure Jasper will love the present we bring him.”

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A modernized company did business and relayed information faster than outsiders could ever imagine.

One hour was all it took for any information or decision sent out from Softwin's Somerland branch to be implemented and executed in Softwin's headquarters back in Sunrise Land.

After all, this was good news to a majority of Sunrise electronics companies.

JW Electronics currently held full licensing to the patented MP4 technology. They had also implemented a technical blockade, so there was no way they would share this patent.

Even Rony, which had the most skilled technicians in the country, needed a long time and capital if they wanted to bypass JW's technical blockade and succeed.

As a result, Sunrise companies could only watch as JW Electronics slowly dominated Sunrise's music-player market.

As a country known for producing advanced technological goods, they had to watch as a company from an underdeveloped country slowly consumed their market share.

This was greatly humiliating for arrogant Sunrisers.

Thus, Softwin's decision garnered the majority of their countrymen's support.

That night, a cargo ship filled with JW Electronics' MP4s from Somerland was about to enter Sunrise Land's Customs as per normal sales distribution procedure when it was rejected.

The excuse was that Kobe Tradings Co., Ltd, who had been in an amicable partnership with JW Electronics all this while, had unilaterally ended the partnership and did not want the goods anymore.

Lance, who had already clocked off and was on the way home, immediately received the news.

Lance did not dare to wait until the next morning. Upon realizing that a huge problem had arisen, he followed protocol and immediately reported it to his superior, the President of JW Capital's electronic group, as well as JW Capital's Director of Human Resources, Chad Wright.

Chad was currently in a meeting with Jasper when he was notified of this. He immediately requested to interrupt the meeting so he could report the issue to Jasper.

The conference room was filled with JW Capital's senior executives in Nauritus City, and they were infuriated when they heard the news.

"Those Sunrisers. They're blatantly mocking the spirit of the contract!"

"The partnership was going great, but they didn't even inform us before they decided to end the contract! Who do they take us for?!"

"What is he doing? Does he not fear deterring others from further partnerships?"

Malcolm's furious tone echoed through the conference room.

Wendy frowned as well. She was displeased with the Sunrisers' inability to uphold their word, but she had never participated in the company's major external decisions, instead leaving the decision-making to Jasper. She also knew that considering her special status, there were many things she could not give her opinion on.

Her opinion would represent Jasper's opinion, and as the owner of the entire enterprise, Jasper could not make decisions lightly.

Jasper had a solemn expression on his face as he tapped his finger on the conference desk slowly. Then, he turned to Chad and asked, "How're the international sales of the MP4 doing?"

"Sales are going great. We sell up to 2 million devices each month to European countries and the United States, around 1 million devices to the Southeast Terra region, as well as another 300 thousand to Coreana.

"Among them, our biggest market in the entire Terra region, excluding the country, is Sunrise Land. Their citizens really adore the latest advanced gadgets, and they amount to more than 1.8 million sales a month.

"In other words, excluding our own country, Sunrise Land is our largest source of revenue in the entire Terra region."

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“This is to say, the Sunrise market make up to one-third of our global sales,” Jasper concluded with a slight frown.

Chad nodded and replied solemnly, “This will badly hurt us if it gets out of hand, Mr. Laine. We have to solve the issue seriously and quickly.”

“There’s nothing to solve.” Jasper shook his head and spoke decisively, “We’ll give up on the Sunrise market temporarily.”

Jasper’s words stunned everyone in the room.

“Mr. Laine, the Sunrise market’s sales and profits are very important to us. We’ll make a huge loss if we give it up now,” Chad spoke frantically.

Jasper replied, “This is a calculated business attack. Sunrise Land is the opponent’s territory, and their power can be seen everywhere. Without getting rid of this mastermind, JW alone isn’t strong enough to fight against them in Sunrise Land. It’s simply not realistic.

“Not to mention, Kobe Trading Co., Ltd was the one that breached the contract. They’ll have to pay compensation, and we’ll wring them of every cent we can according to the contract. That’s quite a sum of money in and of itself.”

A smart businessman should be able to discern what was worth fighting for and what was not.

Softwin was the only possible reason why JW Electronics would suddenly be rejected from the Sunrise market.

Jasper had been prepared to receive Softwin's retaliation when he rejected their arrogant 'order' this morning.

Jasper had merely given them a reason to act sooner.

Sooner or later, he would have to reject Softwin's request to give Abbylon up.

Victory would still depend on JW and Softwin's battle over Abbylon Inc. JW Electronics was merely a temporary sacrifice.

"So we're just going to accept it and move on?" Chad asked indignantly.

Jasper smiled and replied, "Of course, not. Since Sunrise Land's market has decided to reject us, then we'll find our own weapon and attack.

"Sunrise Land's Rony and Tochiba have their own enemies. The Lang family of Sentel Corporation still remembers how Sunrise Land had used their CD players to devour Conerana's CD records market."

Then Jasper turned to Chad and instructed, "Both you and Lance should start packing. You'll be going to Coreana in two days to sign a partnership with Sentel Corporation."

"We'll give Sentel Corporation exclusive the license to our patented MP4 technology, allowing them to use our technology to produce and sell the MP4 in Coreana and Sunrise Land. We'll share our research of the MP5 with them as well.

"I'll talk to Sentel and agree on the specifics of the partnership and the profit distribution. So just wait for my green light."

Chad's eyes shone and he replied, "Sentel Corporation's extremely strong, and they'll definitely be able to force their way into Sunrise Land's market. Mr. Laine, what a great plan to shoot them in the foot!"

“We’re still too weak.”

Jasper shook his head and sighed before he replied, “If JW was already strong enough on its own, we wouldn’t even need to benefit Sentel with our technology.”

“We can make money at any moment, but technology is how we monopolize the market. Without technology, any money we make will have to come as the result of physical labor.”

Chad nodded in agreement at Jasper’s words. He already had a taste of technical monopolization and no competitors on the market to worry about, so he understood this concept well.

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After the meeting, the senior executives began to file out.

Meanwhile, Jasper remained in the conference room, deep in thought.

“Are you leaving soon?” Wendy pushed open the conference room door and asked Jasper worriedly.

Jasper smiled. “You can go back first, I still need to contact Sentel Corporation’s higher ranks in Coreana.”

“Is this a difficult opponent?” Wendy sat beside Jasper and asked gently.

Jasper chuckled. “I’ve managed to deal with both easy and difficult opponents before, haven’t I? Don’t worry, they can’t stop me.”

Wendy shook her head and spoke attentively, “Still, don’t push yourself too hard and take care of your health. Even if we close the company down, we’ve still got more than enough money to splurge for ten lifetimes.”

Jasper pinched the tip of Wendy’s nose and said gently, “I know. Don’t worry about me.”

Only then did Wendy get up. She asked, “So should I wait for you for dinner tonight?”

“Just save me something for me. I don’t know when I’ll get home.”

After Wendy left, Jasper got up to wash his face. Then he returned to his office and dialed a number he had saved a long time ago.

“Hi, have you thought about how you can use me again?”

Sylphie’s new greeting had Jasper feeling slightly embarrassed.

“Is that all you see me as? Someone who only knows how to use you?” Jasper asked.

Sylphie chuckled and replied, “As far as my brief understanding of you goes, yes.”

“Alright, I might as well come clean, then. Your understanding isn’t as brief as you think.”

Jasper’s words had Sylphie laughing out loud.

“Talking to you is always more interesting.”

“Alright then, go ahead. What is it? Though I do hope it isn’t anything big, I’m a little busy as of late.”

Jasper could tell that Sylphie was trying to distance herself from him based on the way she spoke, and he replied, “Don’t worry. It’s mutually beneficial this time.

“Sentel’s Lang family used to control 80% of Coreana’s market share for CD record devices a few years ago. However, Rony and Toshiba stole your technical research and manufactured a completely new version of CD record players.

“This resulted in Sentel’s Lang family losing 60% of the market share overnight, and the Sentel Corporation still has yet to fully recover in Coreana’s music-player market.

“I think I’ve found the perfect chance for you to carry out your revenge for such humiliation.”

Sylphie answered carefreely after hearing Jasper, “Those are the facts of the matter, but it’s pretty useless to me. Perhaps my father would like to discuss this topic with you.”

“I don’t have that kind of time, so I’d like you to pass the word to your family.”

Jasper continued sternly, “I can share all technical research for the already manufactured MP4, as well as the MP5 that’s still under research with Sentel Corporation.

“I’ll also give you exclusive licensing that allows you to produce and sell them in Coreana and Sunrise Land. My only request is that JW Electronics takes seventy percent of the net profit.”

As he spoke, Jasper did not know that Sylphie had been in Sentel Corporation’s President Kit’s —Sylphie’s grandpa, the current head of the Lang family—study since the call connected.

Sylphie also had the call on speakerphone, so Kit heard everything Jasper had said, word for word.

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Sylphie glanced at her grandpa. She watched him nod and shake his head before she spoke, "You sure are a smart man."

"You have no opponents here in Coreana's market, nor has anyone here done anything to you. However, you added Sunrise Land into your negotiations, so I take it that you've encountered trouble over there?"

"That's my issue to deal with. All Sentel needs to consider is if this contract is beneficial enough to you," Jasper spoke indifferently.

Sylphie smiled and replied, "Thirty percent isn't enough, I want at least fifty."

"I thought that you were disinterested in the family business, Princess Sylphie. This does not look like disinterest to me," Jasper commented.

Chuckling, Sylphie explained, "I'm still a member of the family. It's only right I fight for the biggest benefits for my family."

"You and I are well aware of the situation here, so let's both take a step back," Jasper spoke.

Sylphie looked at Kit again.

Kit, with his head full of white neatly combed, slowly picked up *The Black Theory* and nodded seamlessly.

"Deal."

"Wonderful. My people will fly to Sela tomorrow."

Hanging up the phone, Sylphie rested her chin on her palm and turned to her grandpa. "I thought you'd say no, Grandpa."

"Why would I decline something that benefits the family?"

"Be it the MP4 or the MP5, both of these products exist in small markets. It does not matter if we win or not."

"But those Sunrisers are too insolent. It would be unwise to let go of the chance to take revenge for what they've done back then. What that Somer descent, Jasper, has in mind does not concern us."

Kit's gaze fell on the book as the old man suddenly smiled, "We can invite him over for a meal should the opportunity arise in the future. If anything, he has a ruthless insight regarding things. He started with a reason we cannot reject, and that alone is worth commending."

"Opportunity? What opportunity could possibly get a Somer descent to eat with us?" Sylphie asked casually.

"When he becomes the richest man in Somerland. Then he'll have both the opportunity and the qualifications."

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The following day, Jasper sent Chad and Lance to sign the contract in Coreana, as well as welcomed Echo and Yona from Waterhoof City.

A black Benz arrived at the entrance of Southface River Tower and Echo alighted it with Yona in tow.

Echo's expression darkened when he realized that the person welcoming him was not Jasper, but a man from the United States that was past his fifties.

Realizing the shift in his superior's attitude, Yona stepped up to talk to Malcolm.
"Where's Jasper?"

Malcolm's smile immediately faded when he heard Yona refer to Jasper by name without attaching any respectful titles, and he replied indifferently, "He's a busy man. He's waiting for you two upstairs now."

"Is this how you treat your guests?" Yona scoffed and asked, "Is this how you welcome us noble Sunrisers?"

Malcolm glanced at Yona as if the latter was an idiot and replied, "Since when were Sunrisers interchangeable with nobility? And are you discriminating against Somer descents in Somerland?"

When he said this, Yona's off-handed comment suddenly became one of great importance.

This would be a big issue if word got out.

As expected, Yona's expression instantly changed.