

Beautiful 158

Chapter 158: Strategies and openings

"Mom, Aunt Tang's planning to take Police Chief Yang Qingyue to our manor soon." Athena said.

Ling Qingyu came out of the immersion, talking with Zhao Xiurong. Hearing Athena's words, it showed their plan was successful and all that remained was her turn to seek cooperation with Yang Qingyue.

Zhao Xiurong waited for her to speak, noticing her sudden stop in the conversation.

"Excuse me. Something comes to my mind." Ling Qingyu apologized.

"It's alright, President Ling. Hmm... Let me add something too. We shouldn't leave our fashion business without any upgrade in our venture. It's our foundation." Zhao Xiurong gave a piece of good advice.

Ling Qingyu nodded. "True. A firm foundation for future but I still don't have any idea how to revive our business."

Scratching her head, the beauty products and clothing sold by her company seemed to do well according to the data. But the market was highly competitive.

Without any edge on her products, she would soon be outmatched. Simply investing in newer designs wouldn't work in the long run.

The development of her company became stagnated apart from some fresh design which might increase the customers' likes. It would never grow into a behemoth anymore.

Well, the fashion and clothing business was hard to become a behemoth in the first place, compared to others.

But as a product, solely aimed toward women and had larger sales volume, revenue from clothing industries shouldn't be underestimated.

Women were the easiest creatures to drain money out from. A wise man once said, that as long as one aimed for children and women, seeking wealth was never a problem.

In fact, the old Ling Qingyu had achieved a wonderful leap in business, utilizing everything in her hands. It could be said she brought the industry's potential to its limit.

Market research and product innovation were the methods she had used to steer her 'Spirit Beauty & Clothing' to greatness.

Every step found in the business books, Ling Qingyu had applied to her company. Quality assurance to increase the trust and loyalty of her customers.

Customer engagement where she delivered strategies such as a loyalty program for old customers.

Thinking deeper, Ling Qingyu found ways to improve the revenue from clothing sales. Because her company was founded not long ago, her current aim was to entrench more of its roots among the people.

The clothing had served multiple people of various types. The name had been spread, notable in the ranking of the top 10 in Country C.

What remained was the branding effect to differentiate and attract elite customers. Collaboration with other parties was required to achieve this aim.

Influencers, fashion designers, models, and artists were the focus of Ling Qingyu. Despite her company's success, the current collaborated target didn't reach her expected level.

Those famous people still scorned Ling Qingyu's company's products in their minds. Only those brands from overseas could enter their visions.

They weren't wrong but it seemed increasing fashion talents in her company must be included in her plan.

Only after widely accepted more by high-tier customers, would the follow-up plan start to work. For now, a medium to low range of customers were satisfied with the products of Ling Qingyu's company.

To be frank, Ling Qingyu's high income came from the advantage of opening a company in Province N in Country C. The lowest tax rate plus the lower cost of hiring workers helped Ling Qingyu with more wealth to exploit this opportunity income for better improvements.

In terms of beauty products, due to importation from overseas, the quality and marketing seemed to have no problem, serving more as a beauty sale center.

Except for a better connection with foreign companies and drawing in more, Ling Qingyu couldn't enhance this sector.

In Country C, health-related products, especially beauty medicines, manufactured locally weren't famous for obvious reasons.

The qualities weren't up to a standard, losing trust in domestic products; they were more like a scam to most people.

Ling Qingyu's eyes sparkled. Perhaps, if she obtained talents, she could venture into a laboratory and research to create a new domestic product, meeting every standard. That might be the breakthrough required for this aspect.

Consumers embraced eco-friendly, socially responsible, and highly prestigious brands. Provided that domestic products fit into categories, Ling Qingyu already foresaw dollar signs in her eyes and the smell of cash wafting into her nostrils.

Who wouldn't support a domestic product compared to a foreign one if the quality matched? Ling Qingyu laughed out loud inside.

But her expression leaked outside, troubling Zhao Xiurong. She knew President Ling was drawing roads but she couldn't bear to continue watching Ling Qingyu's face turning creepy.

"Sister Ling. Sister Ling." After calling several times to no avail, Zhao Xiurong pushed her body and ended Ling Qingyu's stupor.

"Alright, wait a second." Ling Qingyu replied and immediately typed out her plan on her desktop. It was in a rough format, which she would organize later in the future.

The clatter of keyboards drew Zhao Xiurong's concentration, as she waited patiently. After having written everything in her mind and recorded important points, Ling Qingyu stretched herself and moaned.

"I almost forgot. Since you've watched the chaos on the TV, what do you think will happen next?" Ling Qingyu asked.

"It's definitely not safe to be in Province N. I suspect these gangs would stay low for now or more crisis." Zhao Xiurong talked about her opinion.

Ling Qingyu nodded and spoke after a while. "Since it's not safe, why don't I give my employees 3 days paid leave?"

Zhao Xiurong was surprised by Ling Qingyu's decision. 3 days of paid leave might not seem like a lot, but the workload increased and the schedules falling behind were immeasurable.

Although she understood Ling Qingyu's kindness, Zhao Xiurong disagreed a little and advised. "Why not let them work at home on some tasks through their computers connected to the Internet?"

Even though her secretary didn't state directly, who was Ling Qingyu. She agreed with the idea: "Your idea is not bad. We could use technology to our advantage."

Ling Qingyu was shouting OMG at Zhao Xiurong's idea. Although office work practice hadn't been completely digitalized to work completely away from a distance, it was possible.

Why not? Back in Ling Qingyu's previous world, when the most contagious disease spread and people were powerless against infections, the economy was on the brink of destruction.

Finally, it turned out humans must continue working to avoid civilization collapse and venture into new styles of living.

Online working. Having a distance yet close in work, people adapted to the new ways and saved the world's economy. It had been test-proven.

During the pandemic, how many people worked through the screen, without touching each other? She was one of them who had struggled to survive and knew the plausibility.