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Chapter 271 Eat the Cake Bite by Bite

Joy Soon Loy Industrial Co., Ltd. caught the attention of various heavyweights on the day of its opening ceremony. The reporters invited to take pictures for publicity did snap a few photos of political bigwigs, but the newspapers had been tipped off and didn't print those pictures.

Even so, insiders quietly became aware that Joy Soon Loy Industrial Co., Ltd. seemed to have significant backing. Word of mouth spread, and it soon became rumored to be an enterprise heavily supported by the government.

In other words, the patron behind Joy Soon Loy was a bona fide powerhouse.

Cheng Su specifically bought the newspaper the next day to check out the coverage of their grand opening, which held a spot in the paper. It mentioned the reform and opening-up policy, described businesses springing up like bamboo shoots, and speculated that under Grandpa Xiao Ping's leadership, Joy Soon Loy might someday become a leading enterprise.

Cheng Su laughingly dismissed the report, thinking that whatever the spin, the important thing was that the public now knew Joy Soon Loy existed.

On the day of the opening, Cheng Su and his team received several orders, and the factory began mass production. The salespeople hired for the occasion also officially started their efforts to drum up more business in the market.

The Joy Soon Loy office had just been set up and hadn't yet hired suitable personnel, so Cheng Su and Ning Ge had to personally man the fort, multitask, handle clerical work, answer customer calls, manage the quality of the jam production—everything had to be done by themselves, which was quite exhausting.

"Did your elder brother and the others leave already?" Cheng Su asked Ning Ge during a brief lull.

"They left the morning after our opening. We can't leave the Capital unattended!" Ning Ge replied as he drank a large glass of water.

Cheng Su raised an eyebrow, "So, does that mean they came over especially to inspect our company?"

"Who knows? You know how my brother operates—always full of surprises!" Ning Ge shrugged and said, "Anyway, I packed two big boxes of strawberry jam for my brother to take back to Beijing as gifts!"

"Hmm!"

"Aren't you going to ask me why?" Ning Ge asked, raising an eyebrow at her.

Cheng Su looked at him, puzzled, "You're a partner in this company, in essence, one of the bosses. If you want to give away some products, that's your right. Why should I question that? Am I supposed to micromanage such trivial matters? I'm not that idle... Ah!"

Ning Ge noticed her swiftly changing the subject and raised his eyebrows but didn't think further on it, saying, "I thought you might ask. But I had a reason for doing this."

Cheng Su gestured for him to explain further.

Proudly, Ning Ge said, "Haven't I told you that the real big market is in the Capital? That's where our country's capital is, in Beijing. If Joy Soon Loy Jam wants to break into the market quickly, we must target the Capital. I had my elder brother take it back to distribute to the neighbors for free, it's like making a free live advertisement for our jam! You just wait; someone will surely come to me to place an order!"

Cheng Su gave a thumbs up with a smile.

Seeing her approval, Ning Ge became even more delighted and said, "Next, I plan to take a business trip to Beijing, have my brother-in-law help to sell our products and act as our agent. We'll have no trouble landing big orders!"

Chuckling, Cheng Su replied, "I know you're capable, but you still need to measure our capacity. It's great to be offered a large cake, but we need to be sure we can digest it. It wouldn't look good if we bit off more than we could chew!"

You should only plate as much food as the dish can hold. If you lack the capacity, don't posture. Accepting orders we can't fulfill would lead to commercial disputes!

Therefore, she preferred to take it step by step, because only then could you avoid biting off more than you can chew. A cake should be eaten one bite at a time; that way, you won't choke.

