

The 80s 289

Chapter 289: Waiting for an Opportunity

After the meeting, Cheng Su sat at her desk, massaging her furrowed brows.

She had long anticipated that Friendly would become a major competitor, but she hadn't expected them to catch up so quickly in terms of product development.

Friendly had established their company even before the economic reforms and had flourished since, dominating the market with their multitude of food products. Their brand was already well-known.

Meanwhile, Joy Soon Loy was just starting out, with a limited product range and high prices. Given the prevailing consumer mindset, their jam was only accessible to the middle and upper classes of society. After all, in that era, not many ordinary people could afford jam at two yuan per bottle.

Already being niche, if they wanted to further increase their brand recognition and be at the forefront, they couldn't confine themselves to just Qing City.

Qing City was only so big, and the wealthy demographics there were limited; even if they did buy, they wouldn't buy every day, would they?

Cheng Su grabbed a pen and rapidly jotted down several plans on paper. Bright white sheets bore the marks of her elegant handwriting.

1: Seek new market opportunities. 2: Segment the market effectively. 3: Improve current marketing. 4: Promote retail. 5: Consider social factors and reference groups.

These 'reference groups' were all the groups that have a direct or indirect influence on an individual's attitude and behavior, affecting their beliefs as well as their behavior and judgment in the consumption process.

For instance, if a celebrity uses something of high quality that symbolizes their noble status, others of the same class will naturally take note. This requires an opportunity.

Everyone regards strawberry jam not as something the common folk can afford but as the 'luxury item,' the 'aristocrat' among jams.

And such an opportunity...

Cheng Su wrote down one large character.

Wait!

That's right, she could only wait for such an opportunity to arise.

For now, Joy Soon Loy had to advance cautiously, focusing on capturing the primary market. It was a race to see who could move faster.

Thinking this, Cheng Su also wrote down a notice for recruitment; she needed more salespeople to expand the market.

And such candidates could not be recruited from the villages anymore, they had to be sought through the employment columns in newspapers, with certain educational requirements as well.

Having written down the recruitment criteria, Cheng Su put down her pen and left the office.

Outside the office, Zhao Da was sweeping with a broom and respectfully greeted her as President Cheng when he saw her emerge.

Cheng Su smiled and asked, "Are you adjusting well?"

Zhao Da, being young and a boy, wasn't tasked with working in the production area but instead started with miscellaneous and transport duties. Essentially a handyman, he went wherever he was needed and did whatever task was at hand.

"Adjusting," Zhao Da straightened his back, speaking loudly.

Cheng Su smiled, "Then keep up the good work."

After she spoke, she headed towards the production area, with Zhao Da following beside her, hesitating to speak.

"What is it?" Cheng Su stopped in her tracks upon noticing.

Zhao Da shook his head, "No, it's nothing."

"Speak up if you have something to say. Don't hem and haw, act like an adult," Cheng Su said.

Zhao Da mustered his courage, "President Cheng, could I also become a salesperson?"

Cheng Su was somewhat surprised, "You? What made you think of this all of a sudden!"

"I... I also want to earn more money like Brother Wang Gang," Zhao Da stammered, having heard that salespeople received commissions.

"Do you understand our products? Do you know how to sell them to people?" Cheng Su asked.

Zhao Da was taken aback and slowly shook his head.

"Without knowing, how can you be a salesperson? If you're not clear about the benefits of our product, how are you going to convince people to buy what you're selling?" Cheng Su said with a slight smile, patting his shoulder before walking away, leaving Zhao Da deep in thought.