

The 80s 355

Chapter 355 Competition

You can tell how someone is feeling just by looking at their face, and Ning Ge circled around Cheng Su a few times, clicking his tongue in wonder.

"What are you doing?" Cheng Su glared at him.

"I'm just curious how Big Brother Qi managed to sweet-talk you," Ning Ge pointed at her face and said, "Just one night and your face has bloomed like peach blossoms, all smiles and radiance, like a completely different person from yesterday!"

Cheng Su's face turned red, "Go away, what kind of man gossips like you do?"

"Come on, tell me, so I can learn a few tricks for future use," Ning Ge said with a sly grin.

"When you get a wife, I will tell you then. Anyway, you're 25, aren't you? It's about time you got married, right?" Cheng Su looked back at him.

"Stop right there, I've said I won't get married until after I'm thirty!"

Cheng Su opened her mouth to speak, then thought better of it; she doubted this man would be interested in Qijulan anyway.

"Since you're back, you'll be in charge of the company for the next couple of days, as I'm going with Qi Taiguo to Jing City for two days," Cheng Su said.

"What? What are you guys up to? You're off to have fun and leaving me with all the work!" Ning Ge protested.

"Shut up, I'm going along to scout out the market, market research, you know?" Cheng Su glared at him and continued, "Stop your whining, didn't I take care of everything when you were away? Sit down, the employees should be arriving; it's time for the meeting."

As soon as she finished speaking, Wang Gang and the others came in, and Ning Ge had to resign himself to sit down.

Now that Joy Soon Loy had government support, the local market was finally opening up, but since the business was still new, the competition with rivals was fierce, and the biggest competitor was Friendly.

Therefore, Cheng Su's opinion was to focus on expanding externally, but of course, the local market couldn't be neglected either, which is why they had split into two business teams to manage it.

Next, Wang Gang and Zhu Lifen discussed the market share of their company's products.

"Our company's product range is fairly limited, I think we should develop new products," Wang Gang added at the end.

Cheng Su pondered; a limited product range was a problem, but their company was just starting out and hadn't even built up brand recognition yet. Developing new products was risky, and it might be better to perfect a single product first.

"What do you all think?" Cheng Su looked around at the others.

"I think..."

While Joy Soon Loy was actively discussing the market, the leadership team at Friendly was also talking about market share.

Wan Fuyu, the boss, had his brows furrowed in a frown because Friendly's market share for jam had dropped by ten percent compared to the previous month, and their main competitor was Joy Soon Loy, a company that had been established for less than two months.

The sales managers below didn't dare to breathe too loudly, seeing the boss's mood.

"Have none of you analyzed the reasons why we've lost market share?" Wan Fuyu said coldly as he scanned the room.

Luo Qingyuan wiped the cold sweat from his brow and stammered, "The main reason is the taste..."

Bang!

Wan Fuyu hammered his fist down on the table and turned towards the R&D team led by Li Changfa, saying, "What are you all eating? The product hasn't improved at all; how can we compete?"

Li Changfa was also drenched in sweat, but was unable to utter a word.

"Compare Joy Soon Loy's ingredients, and no matter what you have to do, I want you to figure it out," Wan Fuyu glared coldly at Li Changfa, then turned to marketing, and said, "Starting tomorrow, Friendly's jam will have a full price cut."

If Joy Soon Loy's products sold as premium, he would take the mass market route. There are always more ordinary people than rich ones, right? With a price cut, he didn't believe he couldn't take back the market share. But Joy Soon Loy, do you have the capability and funds to keep up?