

The 80s 390

Chapter 390 To Do or Not to Do

Cheng Su felt somewhat disheartened, thinking that as someone who had been wronged in death and arrived in this era, Heaven would grant her some sort of cheat or advantage. Though there had been some initial difficulties, they were negligible and everything had proceeded quite smoothly up to now.

However, the consequence of this smooth sailing was that she had allowed herself to dream too lavishly, to become too full of beautiful aspirations, forgetting the harsh reality. It was still the mid-1980s, the era of economic reform and opening up. Though the economy was improving, this was mainly in the more developed cities, even the big ones. For more remote areas, progress was very slow.

Not to mention, even more remote places like mountainous regions.

Walking near the train station today, she observed everyone hurrying by, disheveled and lugging their baggage, all wearing weather-beaten faces. Who amongst them wasn't nervously and reluctantly counting out banknotes to pay for their food?

Throughout history, the rich have been few and the poor many. Not everyone can casually afford to spend a few coins on a meal; often, a bun and a few sips of water would suffice.

With such a scenario in mind, did she really expect to run a prosperous fast-food shop bustling with customers at the train station and make a lot of money?

Forget about making a lot of money, she now had to give serious thought as to whether she should even proceed with this endeavor!

After hearing her thoughts, Old Song also became pensive and asked, "Have you seen any of those shops failing to stay in business? Are there many people going there to eat?"

"Actually, there aren't any that are failing." Mentioning this, Cheng Su felt even more depressed because she did not find any shop that was looking to transfer ownership.

Old Song laughed, "Well, there you go, that place has a high foot traffic. Even if you can't price your food high, you can't beat the volume of people, can you? If you can't go for high prices, then you must aim for a high volume of low profit. Plus, it's not like there are no people willing to spend money, right? You can't always focus on those who come from outside, even though they are the main consumer group. There must also be many from our Qing City who go out."

Cheng Su was taken aback and then said somewhat sheepishly, "Look at me, I was too narrow-minded."

Indeed, since it's a hub, one should not only focus on the outsiders but also those who are leaving. If outsiders are reluctant to spend, wouldn't those who are leaving also be reluctant?

Besides, if others can maintain their business, why couldn't she? She had already planned to run a fast-food shop, keep the prices down, win customers over with taste, and make a viable business out of making lots of small profits.

"Indeed, people need to communicate more. Once I discussed it with you, I can't be stubborn about it anymore!" Cheng Su said with a laugh.

"You are smart; otherwise, you wouldn't have been able to develop Joy Soon Loy to what it is today all by yourself," Old Song said, glancing at the staff chatting outside. "It's just a momentary lapse in judgment; had I not said anything, you'd have figured it out soon enough."

Cheng Su responded, "You think so highly of me, I'm blushing." After a laugh, she continued, "While a low-profit, high-volume approach can work, whether to pursue it still requires caution. If we go ahead, we'll inevitably need to hire a couple more chefs to come and learn from you."

Since it would carry the name of Joy Soon Loy, it would certainly have to triumph in taste, but these were all premature considerations. Whether she would move forward with it or not, she needed to calculate it first. She would have to discuss it with Qi Taiguo. No, she would need to draft a detailed business plan before talking to him.

With her mind set on this plan, Cheng Su ordered two dishes to take home and start working on her business plan.