

Chapter 5692

Especially in the opaque fast-moving consumer goods industry such as alcohol and tea, new brands will emerge every day to boast about it, packaging themselves as the second Moutai or the king of tea.

They are better at packaging and storytelling than traditional companies,

And they are also very shrewd and good at marketing.

They can find an OEM manufacturer to produce liquor with better packaging, and hang a link of 500 yuan on the website.

Then they use various promotional packages offline, and finally, 51 bottles are free of postage.

The result is great they sell the bottle at many times the production cost.

The cost of the wine is five yuan, the cost of advertising and buying traffic is ten yuan, and the logistics cost of two or three yuan is basically the entire cost of this wine.

Fifty-one bottles are sold to consumers, and there is at least thirty profit margins.

The same is true for tea.

Zayden Lu sells ordinary mass-grade Pu-erh tea for only 100 yuan per cake,

Which is more than 300 grams per cake, but marketing experts divide the tea of the same quality into five grams and then customize a story for it. A copy can be sold for 50 yuan;

Some colleagues are not good at packaging and telling stories, but they are good at price wars.

They package those who know tea as firewood and think it's too choking. If the cake is not enough, add another cake,

And if it is not enough, add another cake, a total of five big cakes, plus three small cakes for travel,

And then a teapot for making tea will be packed onto it, and the total price is 100.

This seemingly kind of sales method with small profits but high sales is actually even more deceitful.

There are eight cakes of tea leaves five big and three small ones, and the cost adds up to less than 20 yuan.

One yuan and five, and the remaining 70 yuan in profit margins,

If you allocate more than 20 yuan to the online celebrities who sell the goods, you can still earn half of it.

Zayden knew the tactics of his peers, and also knew that they made more money by using this method,

At the same time took away their target customers, but Zayden himself could not learn from the other party's such low-level marketing methods.

These competitors are not people who really understand tea and love tea. They just regard tea as a temporary profit-making track. When they choose tea, they will use this method to harvest tea from consumers.

When they aim at healthcare products, they will start anew, package another healthcare product, and use the same method to wash a wave of healthcare product customers.

In Zayden Lu's words, those people lack reverence for tea.

And he is different.

He has loved tea all his life, and relying on tea, he has become a relatively well-known and wealthy entrepreneur in the local area, so he has a passionate affection for tea.

He feels that the premise of making money is to make tea well first, and only the money earned in this way can he feel at ease.

It is precisely because of this love and awe that he has never been able to find a real chance to get rich overnight.

And those scammers are different. They may sell tens of thousands of orders a day for an order of 50 tea leaves, and easily make millions of profits in one night.

Sometimes seeing these people make a lot of money, Zayden will lose confidence in the tea industry. He feels that most industries will form an embarrassing situation where bad money drives out good money.

If you don't want to become bad money, you can only be expelled by bad money.

Instead of this, it is better to cash out and leave the market as soon as possible.

But cashing out is not as simple as imagined.

Just like a steamed stuffed bun shop, the boss has worked hard for a year, and although he can earn hundreds of thousands, the boss wants to sell the steamed stuffed bun shop at ten times the PE,

That is, sell it at the profit price of the next ten years, and sell it directly. It's more than one million, that's just a dream.

In today's dealer meeting, Zayden suffered another big blow.

Those agents have asked to reduce the purchase discount, from the original 50% discount to a 40% discount, and said that if the group does not agree, they will reduce or even stop the purchase.

Don't underestimate the difference in this discount. If something worth 50 yuan is discounted to 40 yuan, it means that it has been discounted by 20%.

Normally, Zayden would have gotten angry in front of the agent, but he still suppressed his anger and promised the dealer that he would seriously consider their proposal.

Sitting in the office, he dared to scold his mother behind his back, scolding these dealers for crossing rivers and tearing down bridges.

At this time, Zayden's son, Yiannis knocked on the door: "Dad, can I come in?"

Close the door carefully, and then said with righteous indignation: "Dad! These dealers are too fucking useless, and asking for a purchase price that is 40% off,"

"So why don't we go bankrupt at once?"

Zayden said helplessly: "There is no way, these people who came today are at least agents above the prefecture-level city."

"They are our ancestors now, and no one dares to offend anyone. What's more, they are now in a group. Then I can't be more guilty."

"Why?" Yiannis said with a look of displeasure: "They are simply raising prices and extorting money. If I were you, I would have scolded them long ago!"

Zayden sighed: "It was okay to scold once before, but twice Slap and take a step back and give some dates to eat, everyone will be satisfied in the end, but this year's situation is different..."

Speaking of this, Zayden cursed depressedly: "Using the words of your young people, this year's Pu'er tea market is too fcked!"

After a pause, he said again: "Dmn it, not only a few major traditional tea companies are desperately cutting prices to lower the market price, but those emerging brands are also using marketing and price means to constantly impact the market of our traditional tea companies Space,"

"You said your tea is good, he said that the price of the same tea next door is less than half of ours, you said let him try the taste of these two kinds of tea is completely different, he said there is no difference in his taste, What do you think you can do with them?"

Yiannis said depressedly: "There are more and more people drinking tea now, but there are not many people who really understand tea. Tea leaves that cost RMB 10,0000 per catty and tea leaves that cost 10,000 RMB per catty, he can't differentiate."

Zayden nodded in agreement and sighed: "What's worse, even bottled drinks now The industry has focused its firepower on entering the tea market."

"In the past, everyone mainly made oolong tea and green tea, which did not have a big impact on us, but now Puer tea is also targeted by them;"

"Puer tea is troublesome to brew, so people simply brew it and fill it into bottles. Consumers can not only drink it after unscrewing it but also drink it iced. Our consumers can only make tea with boiling water at 100 degrees, the tea leaves have been kept for a long time, the temperature has dropped, and the taste has changed; How to compete with them?"

Yiannis sighed, and said depressedly: "Dad, let me tell you the truth, I have long felt that our business is not so easy to do, and the competition is too fierce;"

"And you said that we have been in southern Yunnan development, resources and contacts are only here, but the industry is not developed here, and the transportation is not convenient. Even if we switch to dry tea drinks here, we still can't do it."

"The old godmother next door is the best example. E-commerce has not risen. At that time, they were No. 1 in the sauce category, but after the e-commerce started, they were quickly left behind..."

At this point, Yiannis mustered up his courage and said to Zayden: "Dad, in my opinion, let's find a suitable next home and sell the company. You have worked hard all your life, and it's time to retire and enjoy the blessings."

Zayden snorted and asked him: "Find a next home? Is it easy to find? If you are not optimistic about this industry, why should others be optimistic?"

"Our group is the most embarrassing right now, larger than us are also reducing their expenses. It is impossible to spend money to acquire us and those emerging brands that are smaller than ours. , People are playing the mode of making quick money, wishing that the money invested today will make a profit tomorrow,"

"And it is even more impossible to spend money to buy such a burden like us, people like us even look down on them as OEM workers, why? Because our

tea production costs are high! If the law is ignored, they would like to sell rotten leaves as tea, how can they use our things?"

Yiannis sighed dejectedly, and asked him: "Is there no chance to cash out? Yet?"

Zayden nodded and said: "Yes, of course, the current profit situation of the group, according to the calculation of the capital market, plus the net assets, the serious market value should be around 1.12 billion."

"Let's not pursue high premiums. A discount of 800 million is always reasonable, right? But no one will offer this price now,"

"Because no one will give us room for a premium. If we set the price below 500 million, it is estimated that there is a possibility of selling. Below 400 million, there is a high probability that it can be sold."

After speaking, Zayden said again: "But 400 million is too low, at least 700 million is reasonable?"

"700 million?" Zayden brushed aside Curling his lips, he said disdainfully: "You have the time to daydream, Why don't you think about how to drink up those dealers tonight, They want a 40% discount, I definitely can't give this, see if they can make a compromise after drinking too much Let's move it to around 45 and sign the contract quickly."

Yiannis couldn't help but say, "Dad, you always have to have a dream, what if it comes true?"

Zayden said impatiently: "If someone has 700 million to buy it, I'll run around Heping Road three times with my bare bu.tt!"

Yiannis immediately looked sad when he heard this, he thought that he might be able to sell it for less than 100 million yuan, but he didn't expect the old man to be so pessimistic.

Just when the father and son were both depressed, they heard the door being knocked open with a bang, and then they saw the secretary rushing in like crazy.

Before the secretary could stand still, he said excitedly: "Director... there is a great thing!"

Zayden was already bored, but when he saw the secretary rushing in without knocking, he immediately got angry and shouted angrily: "When did you learn not to knock on the door?"

The secretary ignored the accusations, swallowed hard, and said excitedly:

"Chairman, the Su Group... the Su Group that ranks first in the country!"

"Their secretary just called and said they want to talk about the acquisition!"