

CPN Workshop on Innovation and Entrepreneurship

Small Business Survival

in

Norway

Jie Xiang

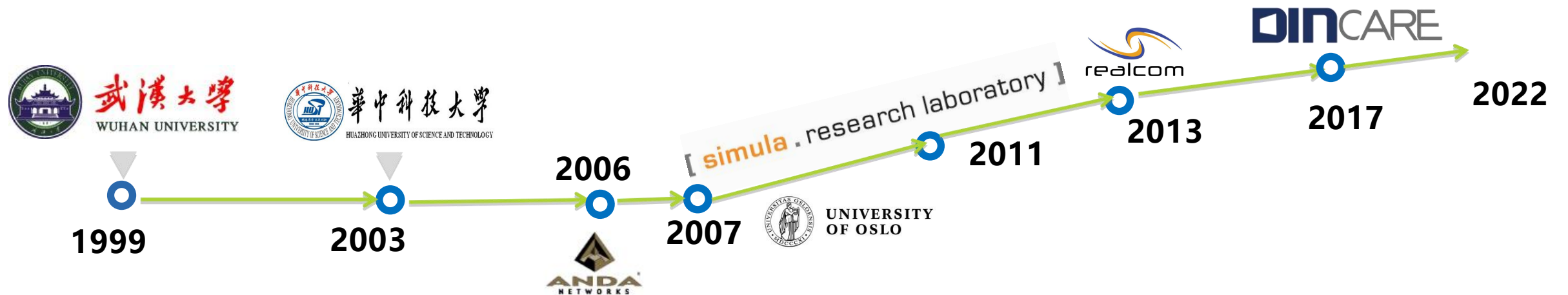
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2022.11.03

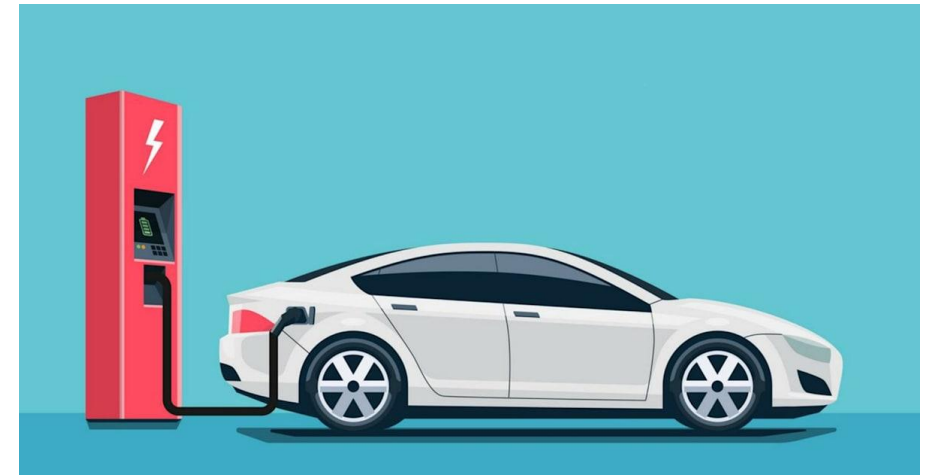


Self Introduction

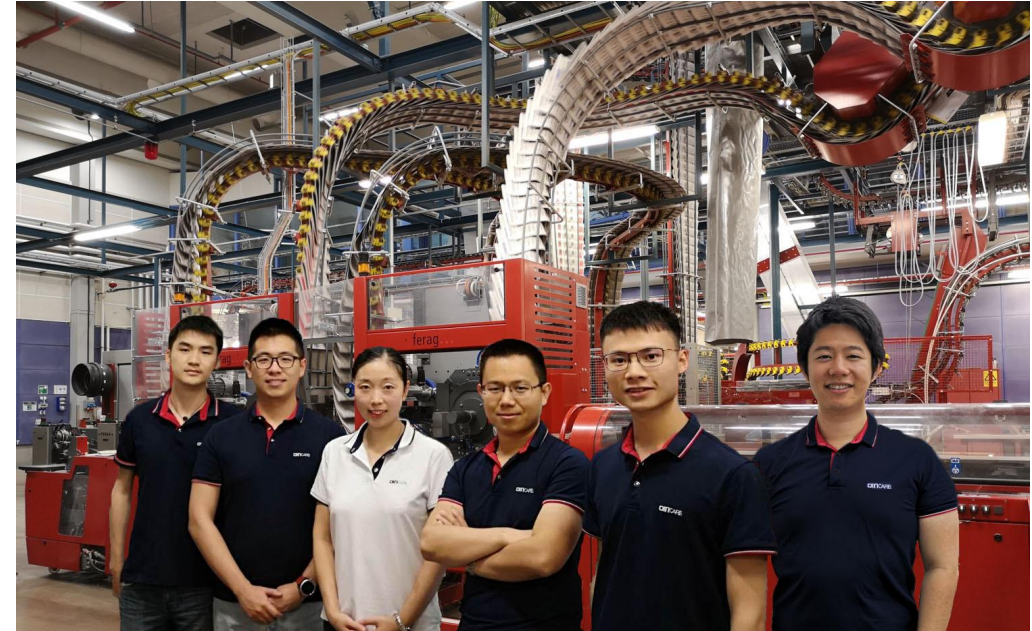
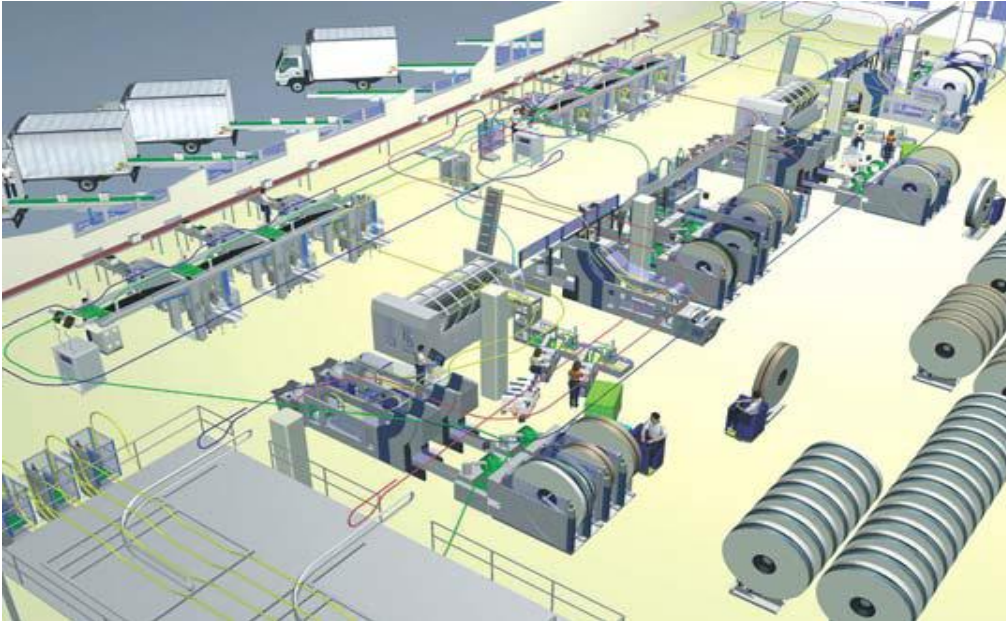


What we are doing

- ▶ Newspaper
- ▶ Electric cars



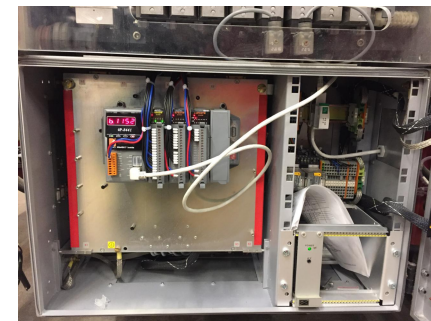
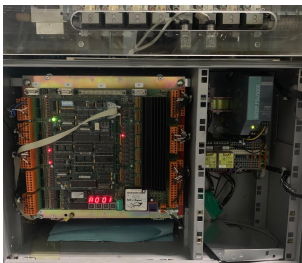
We are doing innovation of automation control systems for newspaper mailroom



Mailroom examples



An example of innovation in mailroom



We have customers over few countries



sydostpressarna



ידיעות אחרונות

amedia



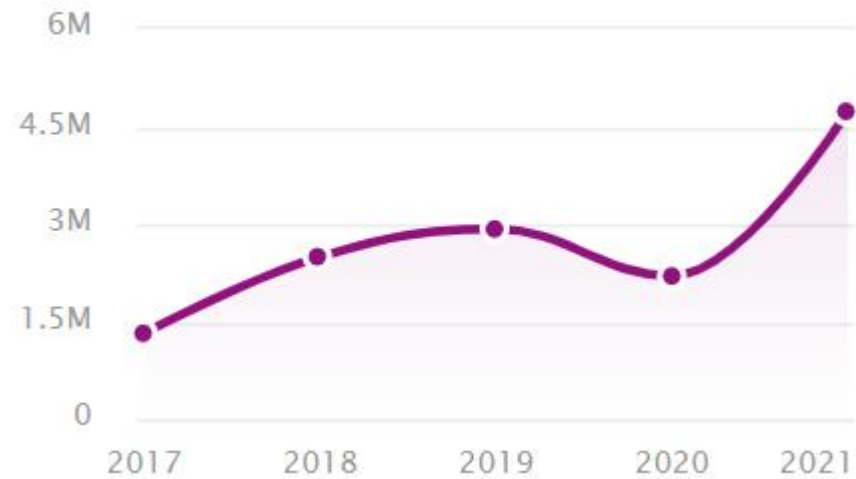
We are also doing business with electric vehicles

- ▶ Electric car charging test
- ▶ In-vehicle infotainment system testing
- ▶ Tbox testing
- ▶ ADAS testing
- ▶ Automated Parking testing
- ▶ Navigation system testing
- ▶ Mobile apps testing
- ▶ User experience



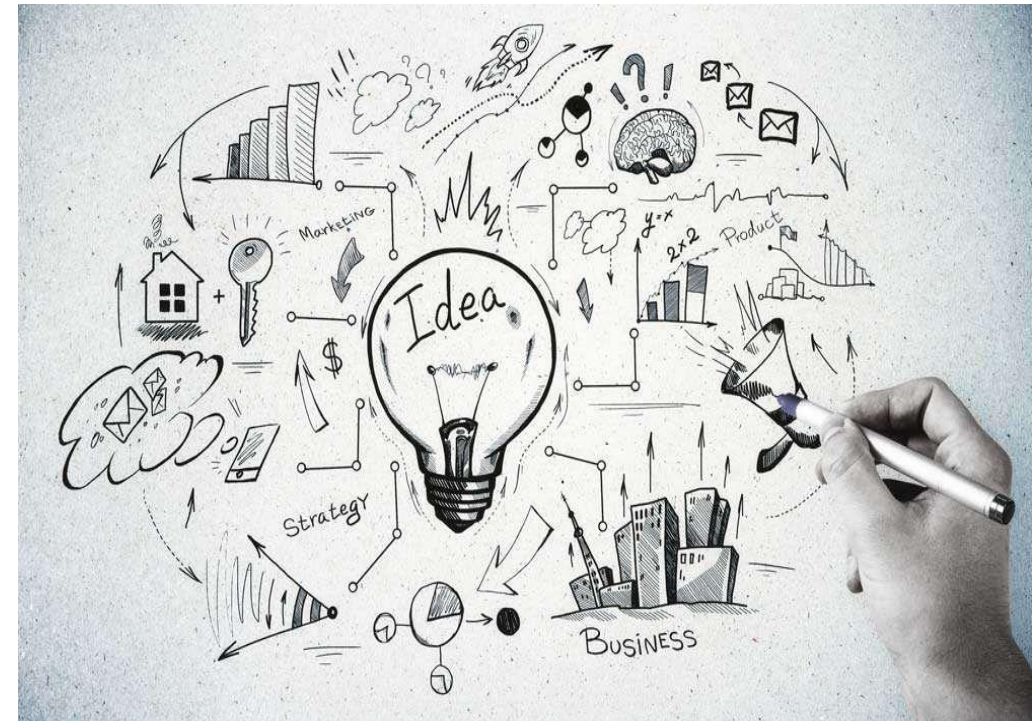
Financial situation

Sum driftsinntekter



Challenges

- ▶ Marketing
 - ▶ New projects
 - ▶ New customers
- ▶ Management
 - ▶ Human resource
 - ▶ Leadership
 - ▶ Team work
- ▶ Strategies
 - ▶ Risk
 - ▶ Cash flow



What to do

- ▶ Work hard
- ▶ Keep increasing product quality
- ▶ Understand what customer needs
- ▶ Provide good after-sales service
- ▶ Keep good customer relationship
- ▶ Give good profit margin for your partners
- ▶ Good bonus system to your employees
- ▶ Keep an open mind for new opportunities



Opportunities

- ▶ Freedom
- ▶ Innovation
- ▶ Make your own brand
- ▶ Develop yourself
- ▶ Realize your dream



Don't forget to apply for public grants and Tax reduction scheme



Discussion: Get a job or build your own startup?





Good Luck

Thank you..

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