

- Expand Slowly
 Maintain Ethics
 Maintain Ethics
 Maintain quality of Service
 Advancement opportunities
 New management will have
 the same vision as Mr. Chou

- run in a way that portrays the Confucianism beliefs of Mr. Chou

mplementation of Slow Expansion

- Maintain ethical, customer centered philosophy
 Customer and profit growth will be slow in early stages
 By gaining customer trust higher profits and business growth will follow

Sinyi hired only graduates with no work experience in the real estate industry. They only promoted staff from within the compeny.

Alternatives



Introduction

- · Founded in 1981 Chun-chi
- · Based on Confucian Philosophy
- Redefined the real estate industry

Thecasesolution.com



- Sinyi paid its staff only 8% their base pay above the average to make up for the low

Salary Payment Policy





- Expand Slowly
 Maintain Ethics
 Maintain Ethics
 Maintain quality of Service
 Advancement opportunities
 New management will have
 the same vision as Mr. Chou

- run in a way that portrays the Confucianism beliefs of Mr. Chou

mplementation of Slow Expansion

- Maintain ethical, customer centered philosophy
 Customer and profit growth will be slow in early stages
 By gaining customer trust higher profits and business growth will follow

Sinyi hired only graduates with no work experience in the real estate industry. They only promoted staff from within the compeny.

Alternatives



Introduction

- · Founded in 1981 Chun-chi
- · Based on Confucian Philosophy
- Redefined the real estate industry

Thecasesolution.com



- Sinyi paid its staff only 8% their base pay above the average to make up for the low

Salary Payment Policy





Employment And Expansion Policy

Sinyi hired only graduates with no work experience in the real estate industry. They only promoted staff from within the company.

Benefit:

Easily impact its policies into the new staff.

Disadvantage:

Globalization will be difficult.

Salary Payment Policy

Sinyi paid its staff only 8%
 commission and increased
 their base pay above the
 average to make up for the low
 commission rate.



Alternatives

Alternatives

Alternatives	<u>Benefits</u>	<u>Disadvantages</u>
Stop expansion	 Maintain ethics & quality of work Attract and retain talents 	Limits businessLimits employees
Slow expansion	 Maintains ethics & quality of work Advancement for employees 	Prolonged revenueInefficient
Rapid expansion	Increased profitAdvancement for employees	Loss of ethicsHigh turnover rate

(Gorey,2015)