


# Introduction

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



## **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.



Benefits:

Reduced staff competitiveness and increased team work.  
Employees focused on customer satisfaction.

Disadvantage:

Employees are less motivated. (commission vs salary).

# Alternatives

## Alternatives

<u>Alternatives</u>	<u>Benefits</u>	<u>Disadvantages</u>
Stop expansion	<ul style="list-style-type: none"><li>• Maintain ethics &amp; quality of work</li><li>• Attract and retain talents</li></ul>	<ul style="list-style-type: none"><li>• Limits business</li><li>• Limits employees</li></ul>
Slow expansion	<ul style="list-style-type: none"><li>• Maintains ethics &amp; quality of work</li><li>• Advancement for employees</li></ul>	<ul style="list-style-type: none"><li>• Prolonged revenue</li><li>• Inefficient</li></ul>
Rapid expansion	<ul style="list-style-type: none"><li>• Increased profit</li><li>• Advancement for employees</li></ul>	<ul style="list-style-type: none"><li>• Loss of ethics</li><li>• High turnover rate</li></ul>

(Gorey,2015)