

ISSUE Number 11
November 2008

**RETHINK
YOUR
PROMOTION
STRATEGY**

REFLECTIONS BY TONY

**new
TRENDS**

Recession is touching everybody everywhere. To survive, business will have to be conducted differently. Taiwan's small and medium size manufacturing and export businesses generate more sales through exhibitions than any other sales medium. Attending fairs around the globe has been an indispensable way for these businesses to reach international markets.

But with a world troubled by recession, one would imagine that businesses will reduce the number of exhibitions to be attended. This forces Taiwanese companies to rethink their strategy, making sure that each investment into expensive tradeshows pays off by selecting the most appropriate tradeshow venue where they can achieve the maximum potential in finding new clients and not attending those that generate few leads. Taiwanese businesses will also have to look for alternative methods to find new customers and to create new interest in their services and or products.

In the past, large international organisations and companies would send an entire team of purchasing professionals, import managers and decision makers to trade fairs. This may not be the case in 2009. Purchasing departments will spend an increasing amount of time finding suppliers on the world wide web. And if this is true, then Taiwanese businesses will have to spend more time developing, updating and maintaining a strong web presence. In the past, Taiwanese businesses used the web as a mere posting device, a static fixture that was updated once in a blue moon. The information was outdated and the site was left unmaintained for years at a time. Designed properly, a web site can generate more business, collect valuable market and client information, provide user friendly services that will keep the visitors coming back and provide statistics. It can be a two-way communication tool to bring you and your visitor closer together. The investment in a good web site is only a fraction of the cost of attending several exhibitions each year. So start making the world wide web work for you.

Suggested Reading

Kellogg on Branding:

The Marketing Faculty of The Kellogg School of Management by Alice Tybout

Emotional Branding:

The New Paradigm for Connecting Brands to People by Marc Gobe & Sergio Zyman

**Recommended
Marketing & Branding
websites**

www.bestwebgallery.com

www.tips-tricks.com

Metallic Luxury

Colour. / by Janice Hsiao /

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11月色彩組合 Metallic Luxury

C10 / M0 / Y5 / K50

C10 / M100 / Y100 / K0

C40 / M35 / Y0 / K0

C50 / M0 / Y0 / K85

C25 / M35 / Y100 / K0

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