

Initial attempt solve
problem failed essay
sample



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The situation occurred when I worked in the planning department of the real estate company. At that time, the sales situation of a market project was not ideal, so we managed to adapt the business direction in the phase-two project. Upon analyzing our project site and customer behavior, I realized that there was a niche market in home appliance business: The home appliance stores like Suning distributed mostly newest products in cities but outdated inventory in rural areas. Yet for many city dwellers, the cheaper outdated products would be a better choice. I made a plan to change our project into an electrical-appliance Outlet, I even planned to build a online platform which was advanced back then. I suggested to collaborate with Fivestar-the leading retailer in rural home-appliance market. I felt self-sufficient since my company showed great interest in the plan and sent it to Fivestar to seek for collaboration.

But the feedback was negative, Fivestar considered my idea unrealistic in the light of current market conditions-for protecting their cash flow, the home appliance giants will not allow their supplier to sell outdated inventory in overlapped city-market. Means, my overall plan conflicted the“ecosystem” of home appliance market. I did not end-up get around to modify or reset a plan for my company since I left it months later. But the learning experience made a change in my way of thinking. Prior to this, I focused primarily on my own sphere of business. After I had experienced the intricacy of business and market competition, I learned that one needs to consider many factors, micro and macro, when making business decision. I began to approach problems from a refinery wide perspective, and became

more pragmatic to prevent myself from making plausible but unpractical plan again.