

Idea from Charles Liu: It's a challenge but also an opportunity

疫情既是困难， 更是机遇

End of 2019, Early of 2020, Corona virus spreads, Thousands of people infected, rest shocked, Stay home with worry.

This is a snippet of a short poem that currently popular at online social network. As the poem points out, businesses have temporarily shut down and residents have stayed indoors in an effort to halt the spread of the outbreak. We all are experiencing a once-in-a-century long Spring Festival holiday.

Many of us' life like a circle: stay at home, eating call food, weight increase, exercise for weight losing, eating, weight increase, exercise...At the same time, like other enterprises, Colart also faces some difficulties, such as uncertain resumption of work time, 14 days of home quarantine for non-local employees returning to Tianjin, inconsistent supplier resumption of work, resulting in delayed supply of raw materials, etc.

However, as part of Chinese culture, we Chinese never give up the spirit of introspection from the difficulties and never lack the wisdom to find opportunities from disasters. Predecessors once taught us that Misfortune is where happiness depends; happiness is where misfortune underlies. This phrase has two meanings: the first is to think of the risk in times of peace, and the other is to find opportunity in times of disaster. The fight against the epidemic must be won as final, and it also inevitably leads to a lot of in-depth thinking on disaster governance and enterprise management. It is estimated that there will be many changes in the whole society after the epidemic has passed, such as:

- The whole society's awareness of health and environmental protection will be greatly enhanced
- Very quick development at E-Business field. Just like Alibaba was founded and grew up post the SASS epidemic in 2003.
- Risk awareness enhanced of whole society
- Online social media, Tik Tok etc., develops very fast

So, any opportunities does the epidemic present for Colart? As my point, the following should at least count:

1. Epidemic resistance is the touchstone of employee's moral quality. The more severe difficulties that one faces, the more effective to reflect one's quality, accountability and Cultivation. The public recognition and reward of the pioneer and accountable employees emerging in the fight against the epidemic is conducive to boosting the morale of the staff, maintaining the integrity and eliminating the unhealthy tendencies
2. Take this opportunity to sort out the physical and data flow of E-business good delivery such as JD, to fulfill explosive growth of online sales after the epidemic.
3. Tap the potential of online social networking, such as setting up an official account of Tik Tok for product presentation and online drawing show. By cultivating APP fans, attracting network traffic, increasing brand awareness and reputation, increasing customer loyalty and attracting new customers.
4. Adjust the strategy to enhance the enterprise's ability to withstand risks, such as multi-channel supply of key materials

- Sort out the formula of existing products and check whether there are any parts that can be improved for environmental protection and animal protection. This is not only reflects corporate social responsibility, but also prepares for the possibility of stricter environmental requirements

Predecessors said, Sorrow inspires the holy, Adversity revives the nation. 2020 is bound to be an extraordinary year. After the baptism of anti-epidemic, China will usher in another wave of rapid development, Colart will also get out of the predicament, and achieve another brilliant!

己亥末，庚子初，荆楚大疫，染者数万，余者皆骇然，楚楚焉做闭户状。这是当前网上流行的一篇文章的片段。正如文中所言，为了阻断来势汹汹的疫情的传播，企业暂时停工，居民闭门不出。大家一起经历了一个百年不遇的超长春节假期。很多人在家重复着外卖续命 □ 体重增加 □ 运动减重 □ 体重增加的循环往复生活。这种局面下，和其他企业类似，柯雅也面临着一些困难，比如复工时间不确定、外地员工回津需要居家隔离14天、供应商复工情况不一致造成原材料供应不及时等等。

然而，中国人从不放弃自困境中的自省精神，从不缺乏从灾难中发现机遇的智慧。先辈曾经教导我们，福兮祸所依，祸兮福所伏。这句话说的是两层含义：第一层是说的居安思危，第二层说的是灾难中可以找到机遇。相信这次抗击疫情的全民战争一定可以获得胜利。同时，也必然引起针对危机管控企业经营的许多深度的思考。估计疫情过去后，整个社会会有许多方面的变化，比如：

- 全社会的健康意识、环保意识会大幅度提高
- 电子商务获得更快的发展
- 全社会风险意识增强
- 在线社交产业快速发展

那么，疫情给柯雅带来了哪些机遇呢？我认为，至少下面几条应该算的：

1. 抗疫是员工成色的试金石。越是困境中越能体现员工的素质、责任和修养。对于在抗疫中涌现的有负责任、有担当的员工进行公开表彰和奖励有利于鼓舞员工士气，树正气，去歪风
2. 借机梳理JD等线上发货的实物和数据流程，迎接疫后在线销售的爆发式增长。
3. 挖掘线上社交的潜力，比如建立抖音的官方账号开展产品展示和在线绘画教育等活动。通过培养社交粉丝，吸引社交流量，增加品牌知名度和美誉度，增加客户黏性，吸引新客户加入。
4. 调整战略，增强企业抗风险的能力储备，比如关键材料的多渠道供货
5. 梳理现有产品的配方，自查是否有针对环境保护和动物保护可以改进的部分。这样即体现了企业的社会责任，也为可能到来的更严格的环保要求提前做好准备

殷忧启圣，多难兴邦。2020注定是一个不平凡的年度。经过了抗疫的洗礼，中国必将迎来又一波快速的发展，柯雅也会走出困境，再创辉煌！