

Life at the Top Chapter 987

A modernized company did business and relayed information faster than outsiders could ever imagine.

One hour was all it took for any information or decision sent out from Softwin's Somerland branch to be implemented and executed in Softwin's headquarters back in Sunrise Land.

After all, this was good news to a majority of Sunrise electronics companies.

JW Electronics currently held full licensing to the patented MP4 technology. They had also implemented a technical blockade, so there was no way they would share this patent.

Even Rony, which had the most skilled technicians in the country, needed a long time and capital if they wanted to bypass JW's technical blockade and succeed.

As a result, Sunrise companies could only watch as JW Electronics slowly dominated Sunrise's music-player market.

As a country known for producing advanced technological goods, they had to watch as a company from an underdeveloped country slowly consumed their market share.

This was greatly humiliating for arrogant Sunrisers.

Thus, Softwin's decision garnered the majority of their countrymen's support.

That night, a cargo ship filled with JW Electronics' MP4s from Somerland was about to enter Sunrise Land's Customs as per normal sales distribution procedure when it was rejected.

The excuse was that Kobe Tradings Co., Ltd, who had been in an amicable partnership with JW Electronics all this while, had unilaterally ended the partnership and did not want the goods anymore.

Lance, who had already clocked off and was on the way home, immediately received the news.

Lance did not dare to wait until the next morning. Upon realizing that a huge problem had arisen, he followed protocol and immediately reported it to his superior, the President of JW Capital's electronic group, as well as JW Capital's Director of Human Resources, Chad Wright.

Chad was currently in a meeting with Jasper when he was notified of this. He immediately requested to interrupt the meeting so he could report the issue to Jasper.

The conference room was filled with JW Capital's senior executives in Nauritus City, and they were infuriated when they heard the news.

"Those Sunrisers. They're blatantly mocking the spirit of the contract!"

"The partnership was going great, but they didn't even inform us before they decided to end the contract! Who do they take us for?!"

"What is he doing? Does he not fear deterring others from further partnerships?"

Malcolm's furious tone echoed through the conference room.

Wendy frowned as well. She was displeased with the Sunrisers' inability to uphold their word, but she had never participated in the company's major external decisions, instead leaving the decision-making to Jasper. She also knew that considering her special status, there were many things she could not give her opinion on.

Her opinion would represent Jasper's opinion, and as the owner of the entire enterprise, Jasper could not make decisions lightly.

Jasper had a solemn expression on his face as he tapped his finger on the conference desk slowly. Then, he turned to Chad and asked, "How're the international sales of the MP4 doing?"

"Sales are going great. We sell up to 2 million devices each month to European countries and the United States, around 1 million devices to the Southeast Terra region, as well as another 300 thousand to Coreana.

"Among them, our biggest market in the entire Terra region, excluding the country, is Sunrise Land. Their citizens really adore the latest advanced gadgets, and they amount to more than 1.8 million sales a month.

"In other words, excluding our own country, Sunrise Land is our largest source of revenue in the entire Terra region."