
Meet The CEO #1

Lawrence WANG

CEO, Carrefour Taiwan



Application

Deadline	Meeting Day	Meeting Place
Wed.March 29th 6p.m	Monday 10 April 2023 from 14:00 pm to 17:00 pm (30mins for each company)	F5, 112 No. 136, Daye Road, Beitou District, Taipei City

Requirements to Apply for this Session
an entrepreneur, or a start-up or SME

“ Documents Required ”

COMPANY PRESENTATION

A short 5-min PowerPoint presentation designed to give a quick summary of your company (7 slides):

- **Slide 1: Cover page**
- **Slide 2: The Business**
 - Examples: Turnover, Number of Employees, Date of Creation, Capital...
 - Product/Service Description
- **Slide 3: The Market**
 - Examples: Statistical Market Research
 - Environmental/Industry analysis: area experiencing population growth? Long-term employers in the area? Economically stable region? Seasonal variations? Size of the market? Recent trends in the market?
- **Slide 4: Your Customers**
 - Examples: Customer Demographics: Define your target customers and how they behave (you can include age, gender, social status, education, attitudes)
 - Key Customers
 - Customer Management: how you will maintain a good relationship with your customers?
- **Slide 5: SWOT Analysis**
 - Examples: Strengths, Weaknesses, Opportunities and Threats
- **Slide 6: The Future**
 - Examples: Vision, mission, goals/objectives
- **Slide 7: Your expectations about the Meet the CEO meeting**
 - Examples: special projects to talk about, need for advice, mentoring, interests in the sector...
- **Slide 8 (optional): Extra information you want to share**
 - Examples: Sales/Marketing process, Finances, etc...

SELECTION PROCESS

For each monthly session, the entrepreneurs and start-ups will be selected directly by the CEO according to slots available, relevance, and connection with business needs or interests.

Selected companies will be informed by the latest on **April 7th**.