
Meet The CEO #1

Kathy CHEN
General Manager of Clarins Taiwan



Application

Deadline

Friday September 10th
at 18:00

Meeting day

Tuesday September 28th
at 10:00

Meeting Place

Online or

At the CCIFT Office

(if the pandemic situation
gets better)

Requirements to Apply for this Session

Be an entrepreneur, 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.

Two Selected companies will be informed by latest on **September 20th**.