Advertising plays a key role in the business.

It is true that advertising is very helpful for the business. Advertising can attract lots of new consumers.

However, advertising is not the only way that can improves the business. The quality of products is also very important. It can make consumers more rely on your products. If your products’ quality is very bad, consumers won’t buy your products again and they let others don’t buy your product. By contrast, A good quality can bring a good name for your company. For example, XiaoMi company launched a new phone named XiaoMi 10T. It had a amazing camera, a strong CPU and it’s price is very low. It gave people a very good impression. When the consumer bought this phone, they would recommend it to their friends. Finally, the company become more and more famous.

Furthermore, improving the welfare of the employees can attract more talents.