



非常时期非常心态 与自身定位

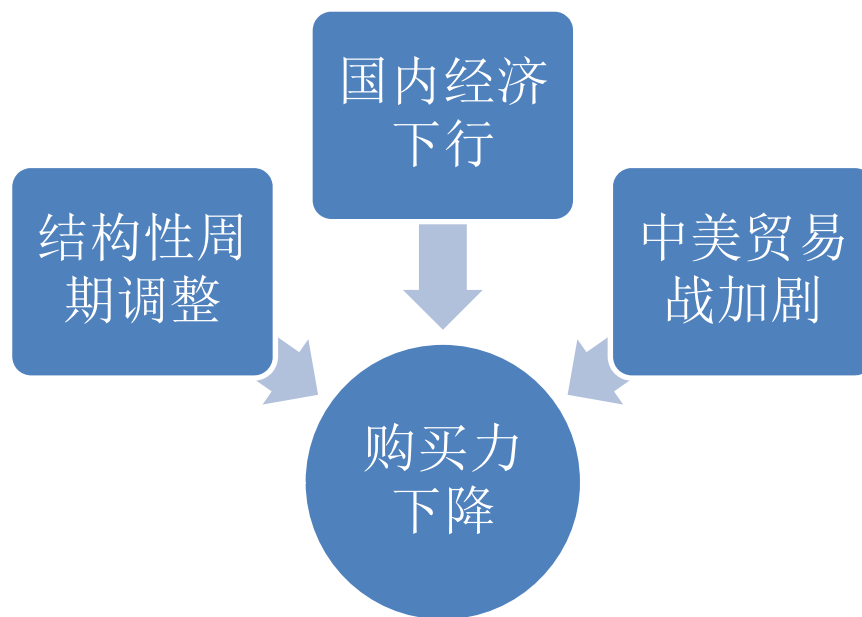
杭州帅车 陶小波



非常时期

三浪叠加的严冬期

严冬期——大环境



严冬期——新车行业

产能
过剩

增速
下滑

价格
波动

严冬期——二手车行业

政策
影响

竞争
加剧

各自
为战

严冬期的车商



行业越来越低迷
方向越来越迷茫
内心越来越焦虑

An abstract graphic on the left side of the slide, composed of numerous overlapping, semi-transparent blue triangles and polygons. These shapes create a complex, layered effect with varying shades of blue, ranging from deep navy to light sky blue. The pattern is dense and angular, extending from the top-left towards the center of the slide.

非常心态

创业即修行

创业即修行——提升认知

不断学习，与时俱进
打开格局，互通互助
融合创新，拥抱变化

创业即修行——提高心性

信心

用心

诚心

匠心

决心

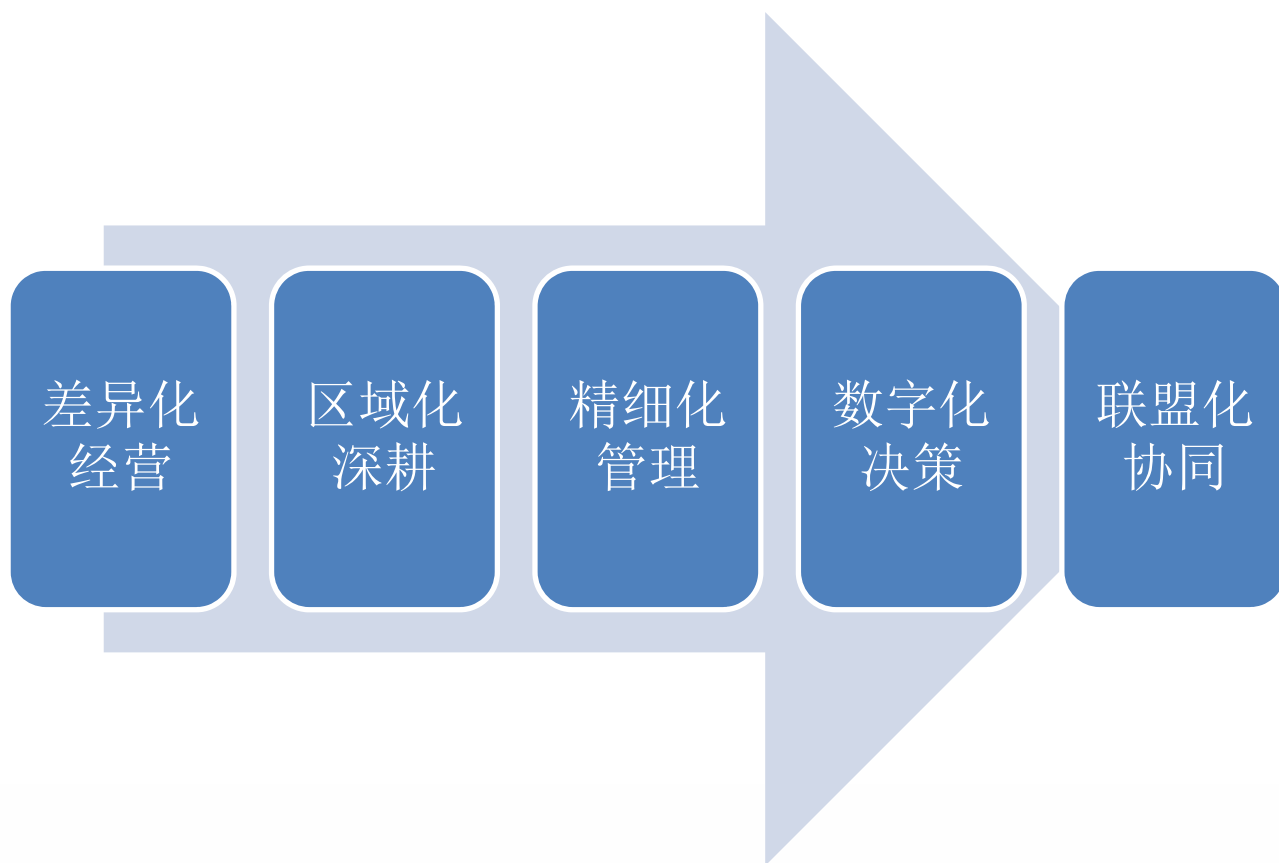
The background features a complex, abstract design on the left side, composed of numerous overlapping, semi-transparent blue triangles and polygons. These shapes create a sense of depth and movement, with some areas appearing darker due to the layering. The right side of the image is a solid, light blue gradient, providing a clean backdrop for the text.

自身定位

做自己、练内功、控风险

明确自身优劣势
练好内功，做好自己

降本增效，控制风险
里子比面子重要
剩者为王！





谢谢!