

## What should we do in the messy LED market?

Nowadays I'm rather confused by LED market. From last year the LED market is in a mess. Different quality, different prices, different materials all make the market messy.

I'm a sales girl in an LED company [www.emit-led.com](http://www.emit-led.com). Our policy is "Stable quality, reasonable price and good service". I quite agree with this policy and we always do like this. But nowadays the market makes me so disappointed. Most potential clients complained "why your price is so high?" "Every company say they have good products." "Another company said they also use CREE, but why your price is 40% higher than them?" "Other suppliers guarantee us 5 years, why your warranty is only 3 years?" What most clients care more is price. They do care the quality, but as long as the price is good and suppliers say they use CREE or sth, they will place the orders. They never consider whether the CREE is real or false; they never consider the driver is good or not; they never consider the lamp beads have full wattages or not; They never consider the luminance decrease. They just placed the orders blindly. Even we use the best driver, the lifespan of it can't last over 3 years. How can they guarantee clients 5 years?

Sometimes I know such price can't get such high materials, but I dare not to tell them. They will hate me and think I'm the kind of girl who always loves to speak ill of others. I do wish to help them, but they won't believe me. Therefore, several months later many problems appeared, such as light broken, high light decrease etc. They go back to find the suppliers, and the suppliers have no good solutions.

Sometimes they really got something funk, felt be cheated. Once quality problem happened even in warranty time, some suppliers are not willing to help solve. Gradually many importers lose confidence in and disappointed at China manufactures. This makes them don't want to make deal with China exporters. But I hope good customers can still believe there have really good suppliers in China, not standing at the point of short-time profit, but in the view of long time cooperation for both parties development.

Some friends suggest us to follow the market, and use low materials to make high advertisement. Yes, we can guarantee clients 3-5 years. When problems come we can disappear. Only in this way we can get much profit in short time. But we still insist on our unique way. Though it's difficult, yet we should insist. We have responsibility to our clients.

The above are the problems I met nowadays. Who can tell me what should I do? Should I tell the clients truth or not?

I do need some suggestions which are good for all the clients.