

# THE DONALD COOPER CORPORATION

Speaking internationally on management, marketing and business innovation



Donald Cooper, MBA, HoF

**Donald** is respected by clients in over 40 industries throughout the world as a “thought leader” and passionate visionary in the key areas of management, marketing, and service excellence.

Drawing from his experience as a world-class manufacturer, award-winning retailer, business speaker and coach, he has helped thousands of businesses to sell more, manage smarter and grow their bottom line.

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## Bits & Pieces ~ June 2009:

**Item #1:** 93% of business owners do **not** have a succession plan or exit strategy. Unless they plan to live and work forever, this is pretty goofy.

**Item #2: How could your business give back?** Beauty giant L’Oreal is foregoing gala dinners and parties during its 100th year celebrations. Instead, the company is organizing 100 different charitable projects around the world that give back to the communities in which they do business.

In Montreal, for example, L’Oreal will renovate an auditorium and sponsor after-school theatre classes for at-risk youth. In addition, their 1200 Canadian employees are being encouraged to become Big Brothers or Big Sisters. Very neat.

**Item #3: And you thought you had cash flow problems!** Payday loan company, MoneyMart has agreed to pay 100 million dollars to settle a class action suit by clients in the Province of Ontario, Canada. Clients claimed that they were being seriously ripped off by astronomical interest rates. Apparently, interest rates at payday loan establishments can run from 390% to 890% per year, on an annualized basis.

MoneyMart CEO Jeff Weiss said in a statement: *“While we admit no wrongdoing ... this settlement will allow us to avoid the continuing substantial litigation expense that would be expected.”*

**Item #4: Who’s winning and who’s losing?** A client of ours just had a top quality 4-color printing job done in Malaysia for 80% less than it would have cost here in North America. Printing is not a labor-intensive business. It’s mostly paper, ink and press time. How can there be an 80% price difference?

**Item #5: The “gold myth”.** With all of the economic uncertainty these days, there’s lots of debate about whether one should be heavily invested in gold. Gold has historically been thought of as the world’s most effective hedge against inflation...but it’s a myth. Just look at the numbers below.

In 1980, the price of gold was \$650 an ounce. If it really was an effective hedge against inflation, gold would be at \$1677 today...but it’s not. It’s at about \$936, or just slightly over half of where it ought to be.

**Item #6:** At \$1.50 a bottle, bottled water is 1900 times the price of tap water.