

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.

To access 100s of Donald’s free articles on leadership, marketing and management, visit our website www.donaldcooper.com and click on the “Free Articles” button.

To book **Donald**, contact Sharen Skene at 1-416-252-3704 or email at sharen@donaldcooper.com in Toronto Canada.

Bits & Pieces ~ May 2009:

Item #1: Apparently the “**country of origin**” labeling on products has now become “multiple choice”. I picked up a small tin of mints the other day with this message printed on the bottom...

“**Tin made in China. Mints may be made in USA or China**”.

Well, that certainly clears up any confusion!

Item #2: Save the planet... buy a goat. Environment Canada estimates that emissions from lawn and garden equipment creates about 20 percent of all smog produced by mobile sources in Canada.

Item #3: The power of coffee. This month McDonald’s North America has kicked off their biggest budget product launch ever...a \$100 million promo campaign for its McCafe coffee. This includes radio, TV, print ads, internet marketing and a massive in-store free coffee giveaway.



The new McDonald’s coffee is expected to add one billion dollars a year to their bottom line...that’s \$75,000 more profit per restaurant. That’s the power of coffee.

Item #4: 20% of all the cotton grown goes into producing denim. A decent pair of jeans costs \$5 to \$8.50 from factories in China. Top designer jeans retail for about \$600. I wonder how the cotton feels about that?

Item #5: An interesting perspective on the recession from Major League Baseball. So far this season, overall attendance in Major League ball parks is down 5.2%. But, of course, that doesn’t mean that all teams are off by this amount. In fact, the Kansas City Royals, with a refurbished ballpark and a winning team, are **up 15%** in ticket sales while the Washington Nationals, with the worst record of any team, are **down by 35% in ticket sales**.

So, recession or not, if you have a good product and deliver an extraordinary customer experience, you can prosper...but, if you’re delivering a mediocre product, these tough times will kill you. Which recession are you in? The “we’re up 15% recession”, or the “we’re down 35% recession”...and what are you doing about it?



Item #6: I do not make this stuff up. Dr. Craig Bittner is one of 100s of Beverly Hills surgeons who perform liposuctions to suck the fat out of rich people. The thing that sets him apart is that he used the extracted fat to power his two biodiesel cars. However, since it's illegal to use medical waste to fuel automobiles in California, he has lost his medical license. So much for "going green".

Item #7: China wins again. The Association for Retail Environments (ARE), based in the USA, has selected as their world-wide "outstanding store of the year" the new Lane Crawford fashion department store. So, where is this "world's best" store? Is it in New York?...NO. Is it in Paris or Milan? NO. Is it in Beverly Hills or Palm Beach? No siree. The world's most spectacular retail store for 2009 is in Beijing, China.

To subscribe to Donald's thought-provoking, free monthly electronic **Management Newsletter**, email us at newsletter@donaldcooper.com or visit www.donaldcooper.com.