



**Donald Cooper, MBA, HoF**  
*Certified Speaking Professional*

**Donald Cooper** is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence.

Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, **free, monthly Management E-Newsletter**, email us at [newsletter@donaldcooper.com](mailto:newsletter@donaldcooper.com).

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## **If your industry is consolidating...and most are...you have 4 clear choices!**

Over the past few years I've spoken or coached in over 40 different industries. Every one of those industries is undergoing some degree of consolidation in which the "big few" are gobbling up the "smaller many".

We see it in retail, manufacturing, hotels, accounting firms, law firms, technology, agriculture, automobile collision repair and even funeral parlours. Often, consolidation doesn't even make sense, but that won't stop it.

If your industry is consolidating, you and your business have a choice of four clear strategies...and only three of them are worth a damn:

- 1) You can be a buyer.
- 2) You can be a seller.
- 3) You can find a viable niche market that will insulate you from the “big guys” by focusing on a part of the market that's too small or too difficult for them to serve effectively.
- 4) You can do nothing and be comfortably mediocre so that in five years you have no money to be a buyer and nothing left to sell.

That's it...four strategies to choose from. What will your choice be?

**For more information** on how Donald Cooper can help you rethink, refocus and reinvent your business to create compelling customer value and long-term profitability, call us in Toronto, Canada at 1-(416) 252-3704 or email us at [info@donaldcooper.com](mailto:info@donaldcooper.com).