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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.

Donald’s website, www.donaldcooper.com also offers free articles and business tools.

What could you learn from this "sensational" new business idea?

While speaking in the beautiful city of Vancouver a few weeks ago I came across a new business idea that’s so different and so sharp that I had to share it with you. It’s called **"Sensational Suppers"** (www.sensationalsuppers.com).

Sensational Suppers is a meal assembly store developed by busy parents for busy families. Using recipes developed by chef-owner Dean Mallel, the SS staff do the planning, shopping, prep and clean up so that customers can come in and, in just two hours, assemble two weeks’ worth of delicious, nutritious dinners for their family, to store in their freezer at home.

Customers select their meals on line and book a time to come in and assemble them. If you’re too busy to do the work, Sensational Suppers will do that for you. They also have a freezer full of chef-prepared meals "to go".

Meals can be created to feed 2 to 3 or 4 to 6 people and, at under \$5.00 per serving, the cost is lower than the cost of groceries. Sensational Suppers is saving time and money for busy families. How clever is that?

What kind of help do your customers need...and how could you deliver that wonderfully? What products, what services, what extra care and attention or simple acts of kindness would have them coming to you...and staying with you? What could you do that would "make their day", make you famous...and make you money?

Are you passionate and committed to create something fresh, new and extraordinary in the coming year? Or will next year just be the same "same old, same old"? Remember, mediocrity is no longer an option.

Through keynote Speeches, Workshops and intensive 2-day Management Boot Camps Donald helps business owners and managers rethink, refocus and re-energize their business to create compelling customer value and long-term profitability.

For more information, call us in Toronto, Canada at (416) 252-3704 or by email at sharen@donaldcooper.com.