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Finding Value in this Market.

How can we find value in this risky market, and why do I call it risky? For the past three years we've been getting any and different and mixed opinions from economists, politicians, financial media and our financial establishment, about the condition of our market, economy, unemployment, etc. But I have a firm conviction that this crisis is far from over. I don't see any improvement in our economy, nor in our financial world, at the moment. What I see is rising foreclosures, companies closing down, people getting laid off and the list goes on and on. This is my forecast, my weather channel, it tells me that the economy is not improving. In reality is sending me an red alert that I need to make a risky move in my business in order to make it through. Making risky decisions in a risky environment is like the antidote for a snake bite; it's made of snake venom. So here is your antidote: make some type of change in a way so that you continue in business, so that you continue been profitable. Doing something unusual can make a difference in this financial crisis, and there are three things that come to my mind that will empower me to be able to sustain and ensure my survival during this economic crisis. First I have to acknowledge that I am not alone. Second, I have to acknowledge that I may be the next casualty. Third, that I have to take preemptive action. Now that we have established that we make a move, we now must decide on the proper course of action in order to ensure our survival, and create the ultimate business concept that will translate into a profitable environment. Many businesses find themselves thriving even in these difficult times. For example, Apple Inc. created a large iphone and called it ipad, a sensational, creative and risky idea seeing huge success. How did they achieve this success? By creating a new market by creating and changing the needs of people, from smaller to bigger.

So here are some tips that can help you the way to your survival!.

1. Do not bet fearful
2. Think of something innovative
3. Create your market (need)
4. Make it real
5. Be forceful
6. Look for allies (your market)
7. Sell, Sell, Sell

Have a profitable day!

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