

December, 2021 Newsletter

How do some companies stay whole and pure, while others, do not?

For example, if you buy a certain brand of chocolate bar (Hershey's/Godiva), you are guaranteed a quality level you, as a consumer, have come to expect. No synthetic wax fillers providing zero nutrition or air-popped nuts that have long since lost their taste. This is due to the Companies' intellectual property protections and financial oversights that remain constant. The brand stays pure. Once the brand is recognized as such, its banking partner/s stay *constant and reliable*, also in themselves serving as overt watchdogs for their customers, for example Hershey or Godiva chocolate quality. Same as Campbell's soups or Dole foods.

When thinking of larger consumer products, for example IBM (International Business Machines) or Tylenol, how would commerce pressures affect their ability to maintain quality?

1.) A plastics supplier to the IBM computer shell or Tylenol medicine plastic bottle & cap increases cost suddenly, or reduces readily available supply. The effect would be: a.) an expansion of the manufacturers' supply request to other plastics wholesalers, b.) medium-term reduced supply of hard-shell, finished product, and c.) entrants to the marketplace of lesser quality, ie., Vaio computers and Rite Aid pain medicine. d.) over time, both IBM and Tylenol would suffer loss of market share, to the detriment of the U.S. population's health.

This exemplifies very well the intersection of banking and commerce.

If the banks don't provide guidance and financial watchdog assurance to their clients, then the result could be: chaos. Each client Company is a box of data, for the Bank. It is more focussed, by its own charter, on serving that economic segment (and not another).

Smaller, independent banks might service one person, with one small "bag" of money. But that is not our focus.

Why is it, that large banks fail? Typically, their own internal savings rate is underperforming.

(And this defect is unreported.) When a U.S. call to market is made, the banks cannot perform, or comply. The corporations issue debt paper, and we are in a savings failure situation, with inflation of our dollar. That is why the U.S. has remained champions of the global economy – our country understands very well the intersection of banking and commerce programs.

More exclusive – and private – channels of banking support and banking systems remain well entrenched in the U.K. and Switzerland, as well as other select regions. And, the American banking system continues to learn from them.

When lawyers and their consultants are brought together to approach a financial problem, always think of the quality of the brand, its underlying financial banking company, and how those two intersect. It will speed up the understanding of the issues, and bring the lawsuit to a faster resolution.

Happy Holidays, The Platinum Lynx Company, LLC

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