

## The greed of the middle-man and quality downslide.

So at long last, all the things you've been talking about for the last few years have started to really come true. The growth in the 'deterioration industry' has finally made its impact. The tsunami of lower standards and unfettered avarice have flooded in to drown everyone in a stinking mess.

Your politicians have allowed the exchange of good local jobs and decent products to be swapped for cheap second rate rubbish imports, with the resulting loss of a massive amount of local opportunities and an almost total reduction in quality standards...all driven in the name of some of the biggest names in high street retailing and short-term avarice.

Probably the biggest question to ask here is "where the hell did these politicians get this right to make such a dumb decision that has damaged so many, and will continue to do so". The actual job of a politician was meant to be for the service, safety and wellbeing of its citizens. How did we allow them to become indolent, inefficient, overpaid 'short-term' dictators? How are they qualified to hold these high-paying posts? Do any hold any form of commercial knowledge or experience? Do they not realise that a country is A BUSINESS MODEL?

My own distress in all this is that there must be millions of top business leaders that could see this mess swelling into life. The World Recession. Did it surprise anyone in business that it was on its way?

Obviously I was thinking about it, simply through doing my shopping and watching the rot set in. Every week less options and each week worse garbage on the shelves. The world of fair quality was dying. The (to me) natural essence of mankind to ever improve; to make a better job, a better service, a fairer deal...were dying.

Okay, so the shopkeepers and factory owners say the public want to get everything for less, and perhaps these demands are the drivers to innovation and greater efficiencies, so maybe not a bad thing to be pressured by market demand. Sadly though, around 1990 the importer businesses really began to take off, initially in the lower priced goods markets, but slowly escalating into the entire range of mainstream products.

This is where politicians needed to wake up and project forward. The logical direction of all this was quite evident to see coming if they didn't put the clamps on...not the FACT of the imports but the fact of the vanishing quality. This had to be legislated. Quality HAD to exceed ours or stay out.

The deterioration of our standards into that of some 3<sup>rd</sup> rate backwater was rapid indeed. "Come on over...we'll buy your rubbish....many times over in fact because we know it won't last 5 minutes".

Hey, but I'm told I wanted it all cheaper.

Personally, no I didn't, because I see that getting a third rate item at even half the local price is a bad deal...the junk imports last around 10% of the life of the decent

stuff, which means I need at least ten of them to give me the functional life required. On top of that I not only end up paying more than five times the cost of the decent product in the end...but I probably do my neighbor out of his job too.

As consumers we all like to get a fairly decent deal and we all know that a retailer has to make a buck to pay his rent and staff and be able to stay in business to be convenient to local customers. This is what local shopping precincts are all about....or were.

Over recent years the ultimate push has moved from genuinely servicing your customers through thousands of local independent retailers with fairly viable products to what can only be viewed now as unadulterated avarice. Greed is king now.

The small shop-keepers are being screwed down by the building owners (very often being the major chains themselves) demanding huge rents to satisfy their own appetite for money, monstrous salaries or demanding shareholders. To manage against this greed even the small shops then have to turn to the importers, and so the cycle is set in action.

However, it's a bit more insidious than that. These same groups also market strategically by massive advertising campaigns not particularly designed to make any profit in the short term, but as a tool to kill off the local store keepers. This again reduces buyer options and straps us all to lower grades of everything.

Once the locals have gone bust of course, the majors jump the prices back up in a captive market but maintain the rubbish and reduce again the options in products available, all being so convenient to their own 'efficiencies' of operation and of course, greater profits.

Major buying groups are of course also screwing down their suppliers to get their own shareholders even more free money and by doing so exacerbate this massive downside in quality of products available.

I don't like to mention but feel I must. Even some of the top designer labels now being made 'offshore', show all the initial signs of less quality.

The importers accordingly jump aboard the greed train and screw the off-shore factories to make second rate photocopies of everything and as these countries are also diving on this new thing called jobs and money, they fight between themselves to get the work via the lowest prices, use yet even lower grade materials and so reduce the quality or safety further

Of course, during all this the middle-men are having a field-day and profiting like mad, even though they're actually doing the least in all this.

But soon enough there will be less buyers for even their cheap rubbish.

Seek out local products and demand better quality because you're entitled to it. Look after your local businesses. Reject junk and everyone wins.

For you to ponder:

### **The Illogical Logic of Failure**

If you go about your life believing deep down that you are not worthy to be where you're aiming, or that you will probably not succeed, the great contradiction in life is that **you will succeed.**

**You will indeed succeed in your deep belief that you will fail!**

Think about it.

It is not what you want that will come to be, but what you truly believe you can achieve, that comes about.

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