(#163) Dear Management:

October 10, 2019



(Theme week) - Day 4 - "An accountant in his CREATIVE habitat".

The industry has become pretty vanilla with its product offerings.  We did that to ourselves... think back to 2007-08, if you're still asking why...

So in a world where we're all selling the same hamburger.

What do you do to differentiate?

I say... throw an egg and some arugula on it and call it a masterpiece.

So now go, find your version of Burgerville's special sauce... that keeps them coming back for YOUR cheeseburger.

Burgerville = my happy place

Hope you enjoy...

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