(#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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