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U.S. markets close in 5 hours 11 minutes

S&P 500
 3,725.86
 -30.21 (-0.80%)

Dow 30
 30,286.55
 -319.93 (-1.05%)

Nasdaq
 12,821.56
 -66.72 (-0.52%)

Russell 2000
 1,968.46
 -6.40 (-0.32%)

Crude Oil
 48.38
 -0.14 (-0.29%)



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Adapt Your Business to the New Covid-19 Reality, "The Western Capital Way" With Robert Paisola

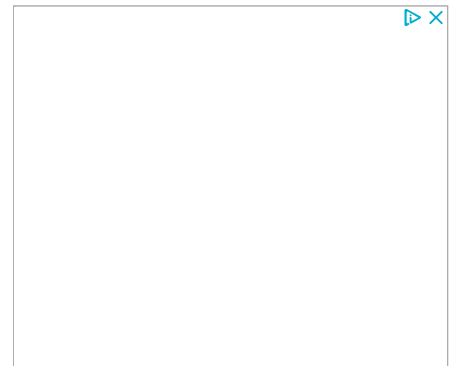


Brand Voice

Mon, January 4, 2021, 4:54 AM PST · 14 min read



LAS VEGAS, USA January 4, 2020, ZEXPRWIRE, It will be quite some time before we understand the full impact of the Covid-19 pandemic. But the history of such shocks tells us two things. First, even in severe economic downturns and recessions, some companies can gain advantage. Among large firms doing business during the past four downturns, 14% increased both sales growth rate and EBIT margin.



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4. 4 things at stake in the Georgia Senate runoff elections
5. FOCUS-McDonald's to tackle chicken chains with crispy sandwich trio



the 9/11 terrorist attacks caused only a temporary decline in air travel, but they brought about a lasting shift in societal attitudes about the trade-off between privacy and security, resulting in permanently higher levels of screening and surveillance. Similarly, the 2003 SARS outbreak in China is often credited with accelerating a structural shift to e-commerce, paving the way for the rise of Alibaba and other digital giants.

In the following pages we'll discuss how companies can reassess their growth opportunities in the new normal, reconfigure their business models to better realize those opportunities, and reallocate their capital more effectively.

Reassess Growth Opportunities

The Covid-19 pandemic has severely disrupted global consumption, forcing (and permitting) people to unlearn old habits and adopt new ones. A study on habit formation suggests that the average time for a new habit to form is 66 days, with a minimum of 21 days. As of this writing, the lockdown has already lasted long enough in many countries to significantly change habits that had been the foundation of demand and supply.

Companies seeking to emerge from the crisis in a stronger position must develop a systematic understanding of changing habits. For many firms, that will require a new process for detecting and assessing shifts before they become obvious to all. The first step is to map the potential ramifications of behavioral trends to identify specific products or business opportunities that will most likely grow or contract as a result. Consider how the pandemic has caused people to stay at home more. Implications include an increase in home office refurbishment, driving greater demand for products ranging from paint to printers. Unless we sensitize ourselves to



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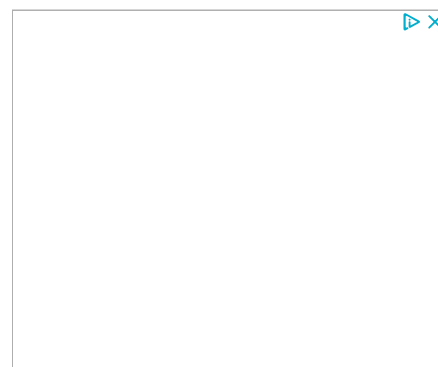
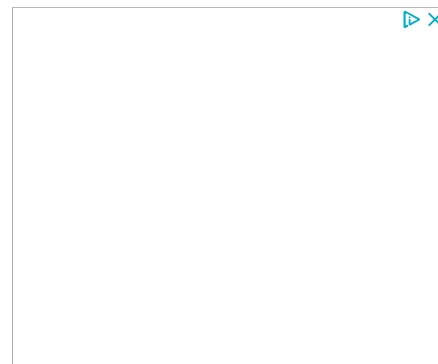
Your instincts are correct: Something strange is happening in the stock market. This millionaire PhD has boiled down what's happening into 2 words.

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At least there was the stock market. Despite the Covid-19 pandemic, which ground the U.S. economy to a halt, the Dow and the rest of the major indexes finished the year at or near record highs. As is so often the case when there is a wide chasm between stock market gains and economic pain, many investors...

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Median household savings for Gen X, according to a recent study, is \$64,000, and 81% of that cohort are worried about being able to fund their golden years. Millennials, who have increasingly dipped into retirement funds to deal with the pandemic, have an average nest egg of just \$23,000. Comments like...

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Kinder Morgan Texas Permian Highway natgas pipeline enters service

U.S. energy company Kinder Morgan Inc said on Monday its \$2 billion Permian Highway natural gas pipeline from the Permian Basin in West Texas to the Gulf Coast entered full service on Jan. 1. Kinder Morgan said gas has been flowing on the pipe for weeks during the commissioning process. Energy...

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Inovio to partner with Chinese biotech on COVID-19 vaccine candidate in Greater China

Shares of Inovio Pharmaceuticals Inc. were up 4.5% in premarket trading on Monday after the company announced a licensing deal with Advaccine Biopharmaceuticals Suzhou Co. Ltd. for its COVID-19 vaccine candidate. As part of the agreement, the privately held Chinese biotech gains exclusive right to develo...

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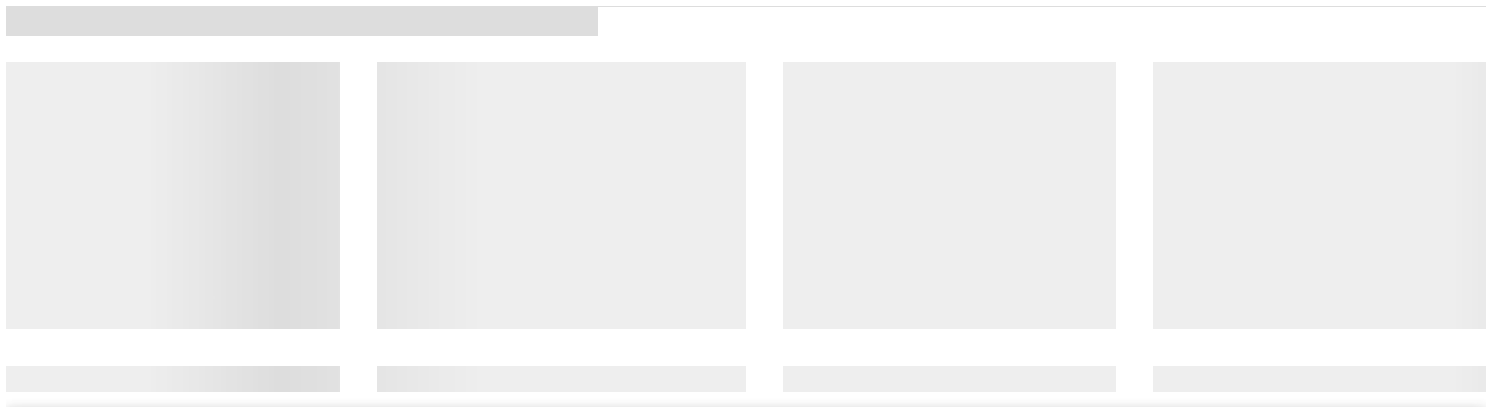
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