**May: A DIVERSIFIED REVENUE STREAM**

Light may be seen at the end of the pandemic tunnel. With this light comes hope for a more normal lifestyle. However, this lifestyle will be different in an evolutionary way. Some of our past practices will have become modified and new ones will appear.

In preparing for this new lifestyle a reasonable and best starting point is to project from some of the emerging trends in both personal habits and product choices.

**Let's look:**

**Personal habits**

Most noteworthy is the concept of working from home. That trait has lead to the emergence of a slew of new products for both the home and business market such as Zoom and, recently, Facebook's Messenger Rooms. Manufacture-consumer distribution will become more direct. Many other changes....

**Product choices**

On the business side it is, perhaps, too early to visualize what products-of-choice will gain preference. The automotive industry will shift more rapidly away from gas power, the electronics market will continue to blossom...

In short, we are entering a new world. But how might you and your firm best advantage these diversified opportunities? Start by checking the five recommended action steps under the Moving Forward tab on my webpage or click here. Good hunting!

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