



### Recipe Corner

#### Apple Trees from seed?

Three years ago I was eating an apple and wondered if I could grow a tree from one of the seeds. The internet, of course, gave me some hints and I started several in a pot. Watered and talked to them and carefully placed them in my heated garage over their first winter.

They all died.

I put the pot back on the deck with one of the assumed dead branches still in it. Over the next winter, it hit 27 degrees below zero several days and it is now May 5th.



MN winter? Pffffft!



5.8.2021 #277

*All the news I see fit to print.*

*Freedom of the press belongs to those who own one.*

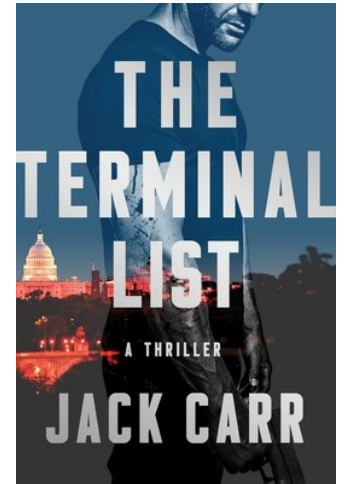
**Well....not exactly Jeff.** I love the business entity he has created...Amazon... but I think he's an asshole for some of the things he's said and done. Amazon has become an entity which, in the eyes of the state and federal legal system, has rights and duties just as any human being. It's like having a child. You must help grow and nurture this new entity so it can realize its maximum profitable potential. Money is the nutrient. In the spirit of comity (not comedy), allow me to point out the things I believe he is doing correctly.



This is a photo of Jeff from 1999. Here's an overview of his genius biz plan recipe: Prime subscription service with over 200 million paying members pushes other businesses to have a presence on the site and, if they're not already, buy ads and pay to tap into Amazon's warehouse footprint. Amazon makes money from selling third-party seller services, and by taking a cut of each sale and collecting fees from sellers who use its warehouses. He has literally bypassed complicated supply chain management and focused on the customer while letting other businesses deal with the logistics. Supply chain management (SCM) consists of a set of approaches to efficiently integrate the flow of materials, finances and information from suppliers, manufacturers, wholesalers, distributors and retailers to the final customer and back again. Prime offers customers instant gratification with quick delivery to their door at prices that match or are less than brick and mortar operations. Jeff is worth \$200 billion now. If you don't like socialists telling you how to spend your money...why would you want to tell Jeff how to spend his? I'll enjoy his capitalist side but ignore the Washington Post. Jeff is also building huge warehouses/traffic centers in my area boosting local employment and tax revenue. **(more next page)**

### Bon Mots

*I keep getting in trouble for saying what everyone is thinking.*



### Book Report

Great news! Amazon has begun filming Jack Carr's books with Chris Pratt as star. Pratt was a fan of Carr long before the books took off to the point you can't find any to buy them.



Unlike the midget who was cast as **Jack Reacher**, Pratt seems to fit the mental image of Carr's hero. Carr has four novels out in the series and I highly recommend all. He has gotten better with each one; less tech and more action.

Finishing the Clive Cussler NUMA series with pause while I search through new movies on Amazon.

**-more-**



(continued from front page)

Traditional stores were burdened with the mask mandate and lockdowns that severely damaged traffic to their stores. Meanwhile, Amazon earnings grew 80% as the company increased capacity of its in-house logistics operations by 50% year over year. Amazon expects to keep spending big in these areas throughout the remainder of 2021 and potentially into 2022. With more than 100,000 drivers, Amazon now delivers roughly two-thirds of its own packages. Amazon also shifted from two-day delivery model to one and even same-day.

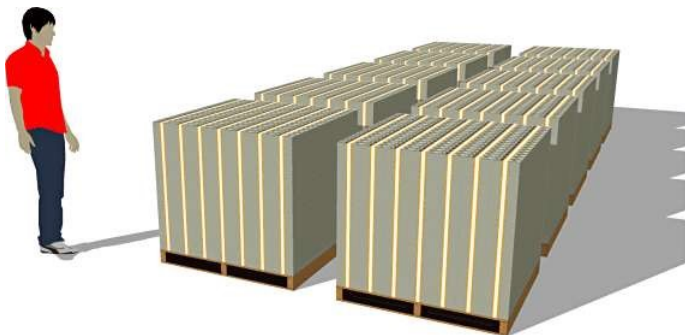
Here's a personal anecdote that underscores Jeff's brilliance: At the end of a remodel of my home office, I needed an HDMI cable for one of my monitors. Best Buy wanted \$20 and I would have to get through the mask guard at their front door to get it after driving a couple of miles. With Amazon Prime, I found the same cable for \$8.83 and it was delivered with free shipping to my front door the next day. How can Jeff do that and make money?

The answer is...maybe he can't. Except...he is using the retail business to establish mass support from that retail operation as a firewall against any government action that would threaten his growing empire. It was a loss leader focused on customer support and he makes some profit from the big ticket items. I'm betting Jeff was surprised that the retail operation started to show a profit. Given the depth of Amazon's customer service, (follow up and tracking and even a picture of the package at my front door in an email to tell me it has been delivered) is it any wonder the government is now buying that expertise and renting portions of the Amazon tech farms around the country?

If you dig deeper, you'll find the majority of Amazon's income comes from the server farms and not from the retail operation. The smartest thing Jeff has done is focus on customer service and demands his management team stay focused. The next smart thing he has done is keep his liberal tendencies divorced from the Amazon Prime operation. He even fought the attempted unionization of his warehouses.

I'm sure Jeff is in a schizophrenic frame of mind right now and having an ex-wife walk off with \$60 billion didn't help matters. It's going to take business schools several years to start figuring out what he has accomplished and how.

In the meantime, there is disturbing evidence of the "woke" idiots infiltrating the Amazon media and book sections.



**BTW:** That's Jeff standing next to pallets totaling **One Billion Dollars** in \$100 dollar bills. **He earned \$200 Billion.** Maybe another reason he is building new warehouses?

## Mal Mots

***It's spring so don't forget to reverse your battery cables so the air conditioning in your car comes on instead of the heat. You're welcome.***

*(Just in case some liberal reads this... yes, I'm kidding.)*



*"Joe Biden says he's gonna run for president."*



With the help of son Chris and Brenda's truck I now have enough lumber to build the bookcase behind my bed. I'll share before and after pictures in a future issue. These kind of projects maintain my sanity while the rest of the world seems to be taking advantage of the free marijuana plants in several states. I'll stick to my wine and Metaxa five star brandy.

Until next week...

**GPA/DAD/UNCLE/ETC**

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