

# FORM BUILDINGS: A RETAIL FURNITURE PROJECT

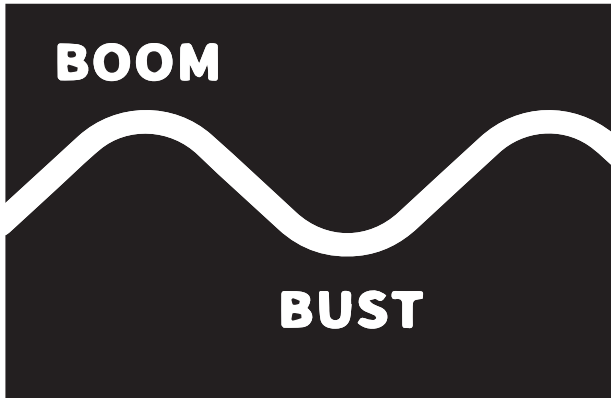
This message is intended for the owners of the following furniture companies, listed alphabetically.

**Local small business  
names are redacted  
(in this version)**

The reason for writing specifically to your brands is simple.  
You are local and so have the power to shape our economy, should you join  
together with other locals.

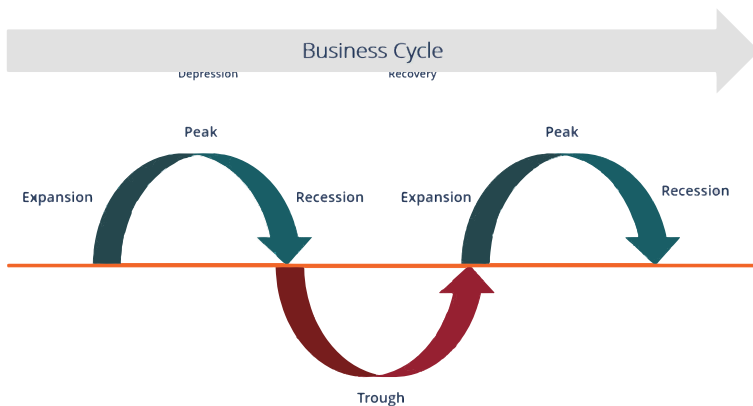
Problem: Competing Interests.....	Page 2-5
Reaction: Local Alignment.....	Page 6-8
Solution: A Local Option.....	Page 9

# The Economic situation in Calgary.

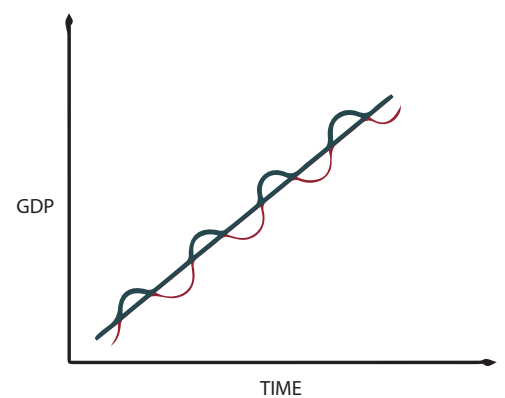


'Boom and Bust' is a familiar descriptor for the economics of Alberta, as even the least educated amongst our populous, hold this as the main reason for their troubles while navigating continuous recession periods.

Schooling teaches us that this is a normal business cycle.



This leads to a hidden hope, in our economic practices.



## But 'hope,' is not a strategy

Hope is a powerful motivator and provides a useful starting point for correlating macro perspectives with the microcosmic reality of economics. Especially when dealing with the prism of locality.

Therefore this document is shared with a hope, that your individual humanity is enough to create a discussion surrounding real-world solutions for the long-term prosperity of Calgary, Alberta & Palliser's Triangle.

We are all aware of the mainstays in our provincial economy.

Just as we are all aware of the regulations, policies and cultural agendas which have

stifled our province's ability to establish reciprocal economic stability.

For our nation at large. Many have already put in their two cents, with little effect on the direction of our economic trajectory:



*Rather than investing in public sector institutional capacity to keep up with changes in the global economy, the Canadian government became dependent on a rotting practice of outsourcing its own work to **costly**, controversial and **unaccountable** consultants and in the process giving birth to the so-called “**shadow public service**.”*

*Despite a highly educated population and public investments in R&D, Canada has consistently been a large net importer of intellectual property, or what economists call the “innovation trade” balance.*

*“For most of the past 40 years Canada has been in a ‘bad equilibrium,’ wherein real wages have essentially stopped growing” states a recent **research paper** by Public Policy Forum fellow Don Wright. “Government policy, consciously or unconsciously, has sustained the resulting low-wage-low-productivity model of competitiveness, hence keeping Canada in the bad equilibrium.”*

-Select quotes from:

Canada needs a revived Economic Council to thrive in the 21st century

JIM BALSILLIE

SPECIAL TO THE GLOBE AND MAIL

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# Mixing philosophy with economics.

Most of our monetary policies come from the political spectrum. While the nature and life of a business owner is vastly different than that of political actors, who utilize heart-strings and morality to gain their authority.

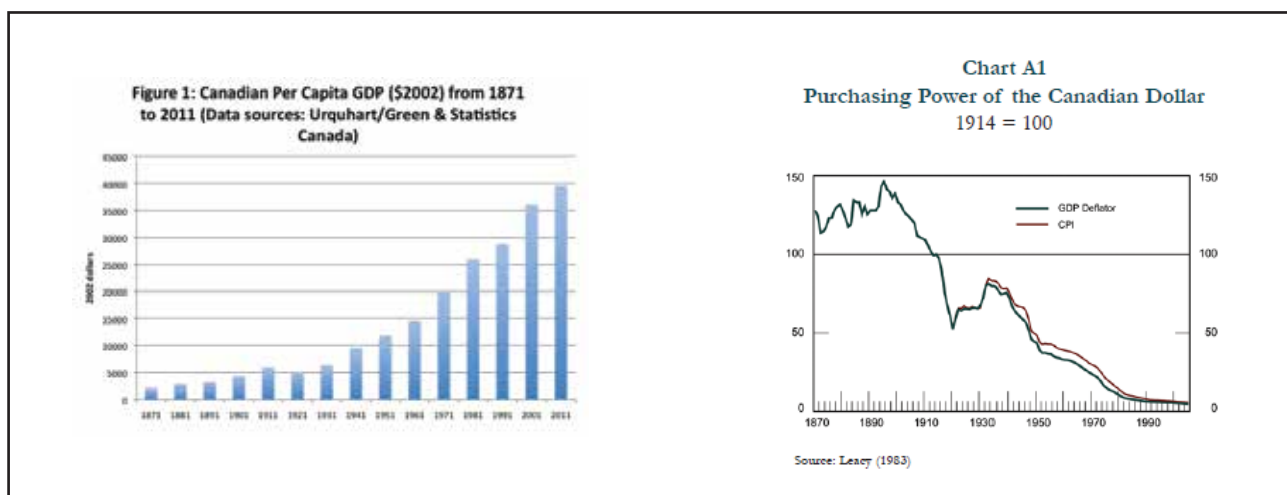


**Yet it is the businesses: owners and operators, which provides for the communities and municipalities around them.**

The taxes, charity and jobs they provide. On top of products and services. Nothing is more important to local people, than truly local businesses.

However, for a very long time the value which our neighborhoods and people trade with the world, has been unable to hold and grow its position, during the expansion of global commerce.

**A contrast: Our GDP per capita increases, while our dollar's value falls.**



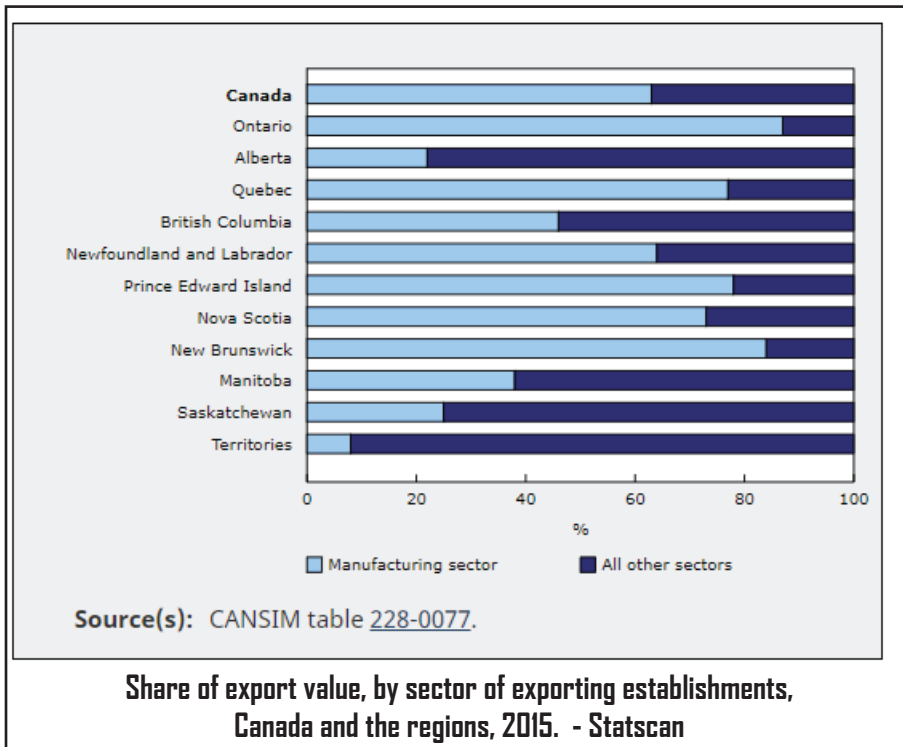
The issue isn't that our checks and balances aren't functioning. **'Chart A1'** is sourced from Canada's central bank with no barriers of access. Our issue, both locally and nationally, is one of understanding. Our people are not discussing the same information, due largely to our inability to express authentic dialogue.

Speaking poetically:

We do not utilize the time portion of a 'time = money' economy proportionately.

Yes, in the political realms there are questions and answers regarding policies of education, finance, migration, regulation and more.

These are all outside of the control for municipalities, let alone a small group of business owners.



The answer, for what can be done at the local level, at least for Alberta. Is found in our ability to produce sell-able products.

Just as a farmer may battle for the ability to control their plants, right down to the seeding.

Our business owners must have local products, to offer as a portion of their business.

The reason for this is found in the frequency and scope for how well currency recirculates, locally, before it is passed on to another region.

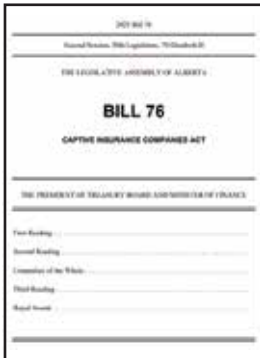
Due to an inefficiency in our actuarial investigations on this matter, we can only go by business history. No matter which retail industry we look at in Calgary, nearly every business owner who has long-term experience in their respective markets, will attest to decreases in profitability compared to past decades and when looking at individual profit centres.

**All of this comes down to the consumer mindset, which craves convenience and thus plagues our local business practices, to no end.**

Calgary, Alberta & Palliser's Triangle.

Does not have a strong local culture which supports local business.

# What can a group of businesses gain, aside from the free flow of ideas and information?



## Insurance:

The captive insurance regulations brought in by finance minister Travis Toews, provide a scalable approach for expanding individual coverages while reducing the costs of the group.



## Consumer/Employee Relations:

A strengthened bond between the companies and both the internal and external customers which they serve.

## HORIZONTAL GROWTH

This is the unexplored landscape amongst local businesses.

In the past this would have indicated mergers, but open-minds can find a way to remain separate while sharing challenges and benefits.

## LOCAL ADVANTAGE

The rules for every market already favour locals.  
Currently though, our homegrown talent, skill and intellect serve foreign interest to a greater rate and degree.

## Local Names Redacted

Supply Chain Control, with innovation for sourcing needed parts and materials.

## Environmental, Social Governance:

Whether or not an individual owner agrees with ESG. It is here to stay, due to its use amongst the large corporations. Partnering together allows owners to use this tool as a conglomerate would.



## Skilled Professionals:

An increase in the quality of professional services, as resources are pooled for premium coverage and assurances.



To further the vision:



Local Names  
Redacted



A partnership with local finance can be established at rates that are truly competitive with the 'big box' influences.



Finding ways to grow local Artisan furniture, will lead to inroads for locally made products en masse.

Furniture packages for large community builders and apartment complexes can be entertained. (New affordable homes legislation, will help to buoy this endeavour).



BUSINESS COUNCIL  
OF ALBERTA

A seat at the business table, not solely for furniture but for retail.



#### Products

Life Insurance  
Vehicle & RV Protection  
Group Benefits

#### Contact

1.800.561.3242  
Contact Us  
Claims

#### Location

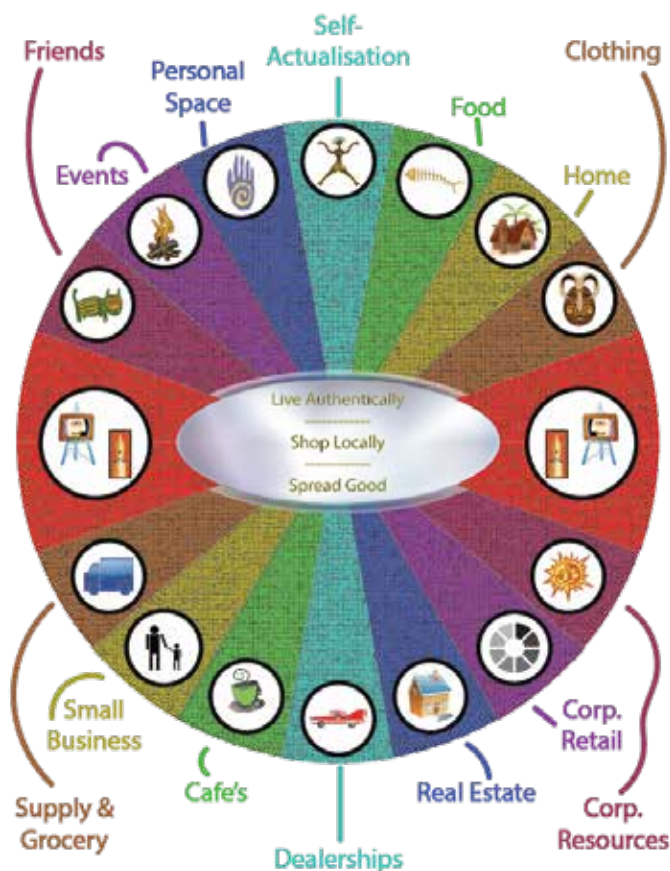
First Canadian Financial Group  
320 Sioux Road  
Sherwood Park, AB  
T8A 3X6

Just like in the automotive industry. A warranty and measures program can be developed for furniture and other products. One that competes with non-local protections, currently established in the furniture industry, while also providing reciprocity for local investors.



The scope of this endeavour seems large and encompassing.  
Yet, while the focus of this document is on the furniture retail market.  
The scope of design is greater than individual sectors.

And that is why it will work!



This is about Calgary's culture  
as a whole.

Integrating 'the Arts,' with our local  
commerce. In a way that is  
advantageous towards local business.

So that market share can be taken  
back from international players  
operating in our local sector.  
Those which currently seem too big to  
compete with.

It means taking the global consumer mindset that exists within our populous  
and making local fashion the preferred choice for spending.

Imagine how much more business local furniture owners will  
capitalize on. When the populous increases their concern for local affairs.  
This is what fashion houses have been doing in Europe for years.  
And what celebrity culture provides for American brands.

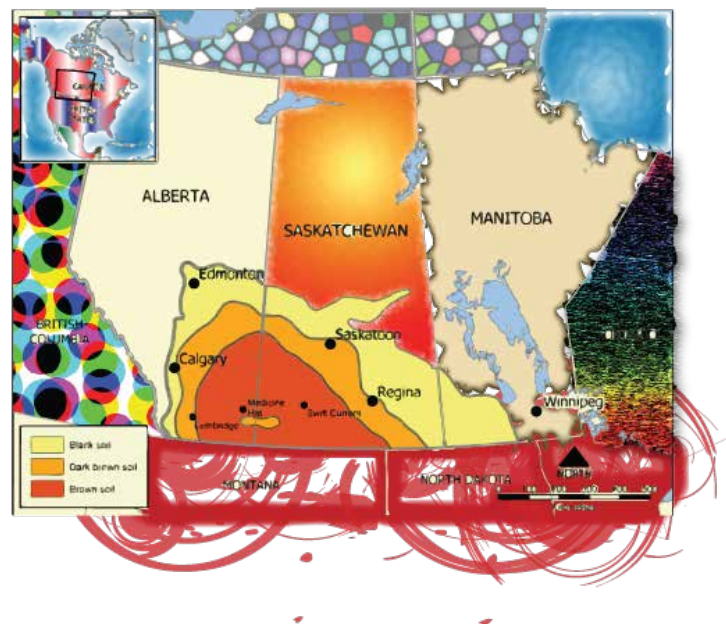


By creating a brand which encompasses a 'local option' in nearly every retail sector. A road map for our populous is revealed.

By keeping it relatively local in terms of entry.

A market is formed. One which the larger non-local competitors cannot access.

By tying it all to local art, we are able to grow our culture, in fashion.



Honesty, integrity and hard-work are still the trifecta for good business principles. Local alignment is the 4th wall needed for success.

By aligning your local furniture brands, to this local work.

Prosperity can be shared for the betterment of

Calgary, Alberta & Palliser's Triangle.

**LIVE AUTHENTICALLY | SHOP LOCALLY | SPREAD GOOD**