

Chapter 6940

Bertnard replied calmly, "There's no deadline."

"But it definitely can't be too soon."

"I know you're worried I'm exaggerating for attention,"

"But I can promise you one thing:"

"The minimum closure period for all stores here will be three years."

"With no upper limit!"

"Fck! Fcking beast!"

One of the officials, watching from the TV, slammed his half-drunk Coke to the ground.

He was furious, yet felt utterly powerless.

All he could guarantee was that everyone should tow the official line,

Or anyone who wanted to come there to live and earn money would obey the orders.

But if they don't want to live there or earn money there, then their influence is practically zero.

Once Bertnard abandons this market, his relationship will become like that of the peasants in those underdeveloped countries.

Despite the vast disparity in status, ultimately, neither can do anything to the other.

Furthermore, Bertnard has publicly announced that all the stores here will be closed for at least three years,

Potentially costing him \$10 billion in net profit.

To cut costs, he'll undoubtedly have to lay off tens of thousands of employees here.

These employees and their families will then become his opponents,

And public opinion will undoubtedly favor Bertnard!

The president was furious, wishing he could slap the old man across the face.

At this time, a reporter at the scene asked Bertnard with a dark face:

"Mr. Arno, if you really close all your stores,"

"Does that mean that your company will lay off tens of thousands of employees?"

"Do you think this is fair to those employees and their families?"

Bertnard sneered in his heart:

"Layoffs? Don't be ridiculous, how could I lay off employees?"

"These tens of thousands of employees are just my cheating tips for gaining experience!"

"Although the amount per person is not much, when added together, isn't it an astronomical figure?"

"It must start at least one billion dollars!"

"Doing business is like sailing against the current; if you don't make progress, you will fail."

"If I close all the stores here, not only will I lose tens of billions of dollars in annual sales and billions of dollars in net profit,"

"I'll also have to cover the rent for thousands of stores and the salaries and benefits of tens of thousands of employees."

"How could I possibly let this opportunity pass me by?!"

Then, with a wave of his hand, he declared with great authority,

"Closing the stores is my personal protest against the US government's shielding of Black Water."

"How could I allow tens of thousands of employees across the US to be affected by my personal decision?"

"Therefore, I'm making an announcement to all the employees:"

"During the next three years of store closures, everyone's salary will continue to be paid as usual!"

"Holy sh!t!"

Everyone was completely devastated.

This was truly devastating!

Facing an enemy like this, even a god couldn't defeat them!

The reporters on the scene were stunned.

They'd been in the news industry for so many years and had seen all sorts of bizarre things, but nothing like this.

An owner shut down an entire market worth billions of dollars a year because of a petty temper.

That would have been fine, but the key was that no employees would be laid off, and their salaries would continue to be paid.

If he had known this would happen,

He would have resigned a day in advance and found a job at one of the group's stores.

Wouldn't he have been able to sit back and collect three years' salary?

At that moment, employees at all the stores under the Bertnard Group were celebrating wildly.

Happiness had arrived so suddenly.

This was truly a blessing beyond their wildest dreams.

How great was it? Even at church, you wouldn't have been ashamed to make such a wish to God.

But now, Bertnard had made it happen.

As he spoke these words, he felt a pang of pain.

As a capitalist, his pain wasn't about losing money,

Because in his eyes, losing money was profit,

Because he was earning experience points from Charlie by losing money.

His real pain was for his employees.

Three years' salary without working was truly a bit of a bargain for them.

The essence of a capitalist is to exploit the surplus value of their employees.

But when they can't exploit the employees they paid for,

They feel like they've been badly shortchanged.

However, he was, after all, a veteran capitalist born in a traditional capitalist country.

He quickly came up with a solution, smiling and saying,

"Of course, I should clarify here."

"When I say store closures, I don't mean firing all employees or closing the doors."

"Instead, I want my employees to continue working in my stores,"

"And my stores will remain open to all customers here."

"However, all the stores will no longer function as sales outlets."

"I will use them solely as showrooms,"

"Showcasing our products and brand philosophy to the public!"

With these words, the employees' earlier revelry came to an abrupt end.

But this didn't affect the public's admiration for him.

For Bertnard, closing this market while continuing to pay employee salaries and rent for thousands of stores would make the group's financial reports look bleak,

And the losses would be astronomical.

This way, he could maximize his experience points with Charlie.

While thousands of stores open only for display and not for sales wouldn't contribute to revenue,

They could still provide ample publicity for the brand.

This means that locals who want to buy their own brand luxury goods will have no choice but to purchase them overseas,

Through overseas purchasing agents, or through online shopping.

At that point, the revenue from these orders will be counted towards the group's sales performance in other countries.

This not only allows them to profit,

But also maintains its losses in this market.

It's like earning experience points while also earning money in a different way.

It's the perfect solution!