

Chapter 6949

Bernard's business acumen puts even Charlie to shame.

His lifelong focus is on how to make more money,

This results in a formidable financial mindset.

Collaborations have long been a staple in the luxury and fashion industries.

A few years ago, LV collaborated with the trendy brand Supreme.

At the time, a simple short-sleeved T-shirt, incorporating both brands' logos, fetched a five-figure price tag.

After a wave of hype from retail investors, the price even doubled.

Even in the digital world, collaborations are common,

With some computer and hardware brands are collaborating with well-known game brands to further boost sales.

For consumers, these collaborations offer excellent value,

As they only need to purchase one product and receive the support of two brands,

Naturally resulting in a better deal.

For Bernard, collaborations are generally frowned upon.

Most brands aren't as well-known as his,

And collaborating with lesser-known brands would simply be allowing others to take advantage of him.

But the situation is different now.

Their production capacity is severely limited,

And consumers are eagerly waiting to buy their products!

Their supply chain, after years of refinement, perfectly matches their previous needs in terms of production costs, efficiency, and quality.

But they never imagined sales would skyrocket dozens of times,

Surpassing their previous month's sales in a single day.

Even if they were asked to increase production capacity now,

They'd only be able to increase it by 30% at best,

Which wouldn't be enough to meet current demand.

Bernard is well aware that public enthusiasm,

Like the rising tide, ebbs and flows.

If they can fully satisfy their purchasing needs before enthusiasm fades,

They can maximize their profits.

However, if their supply chain falters,

They'll miss out on this golden opportunity once enthusiasm fades.

Collaboration offers a perfect solution.

By outsourcing production to other companies,

They're effectively creating numerous production lines and supply chains, solving all problems.

Furthermore, with his current fame at its peak, people eagerly sought his products,

This naturally squeezed the market share of other brands, causing them to slump.

Many brands saw sales plummet by over 80% compared to previous years.

Collaborating with Bertnard's brands at this time would effectively fill their own excess production capacity and generate additional revenue.

Consequently, almost all major brands that received invitations to collaborate immediately accepted the proposals.

Immediately, their designers, having secured authorization,

Began designing collaborative products utilizing classic elements from Bertnard's brands.

Bertnard was thrilled.

He had calculated that if this hype continued for a month,

He could potentially recoup his three-year nominal losses in the American market.

If the spillover effects from the American market were factored in,

He could potentially reap even higher profits,

Meaning not only would he not lose a cent,

But he could even earn billions more annually!

He thought to himself excitedly,

“This is the true meaning of fame and fortune!”

“And this kind of fame is something I never dared to hope for in my entire life!”

This also made him feel grateful to Charlie.

Then, he fulfilled his promise to Charlie,

Not only donating 2 billion US dollars to the Cataclysmic Front,

But also spending hundreds of millions of dollars to purchase the 99-year use rights of an island from Sri Lanka and transfer it to the Cataclysmic Front.

This island is located near the international shipping routes in the Indian Ocean.

Sri Lanka is a must-visit for shipping from East Asia to the Middle East, Europe, and Africa.

Cataclysmic Front currently derives half of its revenue from ocean escort missions.

With the Maldives island already in place,

Adding this Sri Lankan island would make escort work even more time-efficient and effective.