



Making Money By Cutting Corners

Case Study #01

Scenario

A BAM business that runs God's way produces pure, wholesome, and untainted profits. It is a by-product of running business to please the one and ultimate Owner Who owns everything, and to Whom we must give an account.

In the face of cut-throat competition, we may face the unenviable tasks of having to cut costs. While cutting deadwoods and unproductive and unprofitable lines make good business sense, **cutting costs that would render our products and services unsafe and un-trustworthy are not**, even if they bring short term benefits.

A Manila-based maker of noodles refuses to add preservatives which would extend its shelf-life up to 14 days, because it is harmful to health. Without preservatives, its noodles have a shelf-life of only 3 days. Initially, this was met with resistance from its retailers, and the sales dropped. However, over time, when consumers became better informed, the 3 day shelf-life noodles have become popular and sales have been rising ever since.

"I thought it was medicine. It was poison." The syrups consist of cough suppressant dextromethorphan, ingredients that settle to the bottom of the bottle. So, manufacturers add a solvent, propylene glycol, a harmless, clear, slightly sweet liquid derived from petroleum. Instead, they look and taste like the cheaper Ethylene glycol and diethylene glycol which are toxic to children. Indian-produced medicine found causing **deaths of dozens of children.** A doctor in Gambia said, "All these children lying here, took the same medication." Several other children in the emergency pediatric ward, **would be dead within a week.**

Varieties of cheap, common, over-the-counter syrups meant to treat coughs, colds and nausea were loaded with toxic industrial solvents that can ravage internal organs.

A few teaspoons into a kid's mouth to help him sleep through the night became a death sentence. In 2022, Indonesia had some **200 children died from swallowing poisoned medicine.** Haiti, Panama, Nigeria faced similar problem. *Bloomberg 11.7.2023*



Maiden Pharmaceuticals, India, produces cough syrup

PSALM 24:1-5

The earth is the Lord's and the fullness thereof, the world and those who dwell therein, for he has founded it upon the seas and established it upon the rivers. Who shall ascend the hill of the Lord? And who shall stand in his holy place? He who has clean hands and a pure heart, who does not lift up his soul to what is false and does not swear deceitfully. He will receive blessing from the Lord and righteousness from the God of his salvation.

How can businesses prioritize customer safety and well-being while still being profitable?



WHAT DO WE DO?



from Case Study #01

Matthew 6:33

Reflection Questions:

- ### NOTES & REFLECTIONS: