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What is happening to big business in America? What is happening to the capitalist spirit that has made this country great? What happened to the concept of supply and demand? Why are so many big business leaders not responding to the needs and wants of the people? What’s going on?

People buy things because they want or need them, they think the price is right, or they’re helping someone sell. And right now there are millions of people with money in their hands demanding certain products and services and many big business leaders aren’t responding. They have excuses: lack of workers, bad supply chains, skyrocketing material costs, the pandemic, etc.

Recently, I tried to buy my grandson a video game console for two consecutive years at Christmas time. None were available with waiting lists galore. So many other families, too, were frustrated that advertisements were out on television and the Internet but yet the new game console was not available on store shelves or online. Why not? The video game company could have raised the price and I would’ve still bought it. Heck, I would have paid double for it!

According to the economic law of supply and demand, they should have responded to me and everyone else. A high demand should generate either more supplies or a rise in price. Neither happened with the video game company. The law of supply and demand has four components with an inflation condition:

1) If the supply increases and demand stays the same, the price will go down.

2) If the supply decreases and demand stays the same, the price will go up.

3) If the supply stays the same and demand increases, the price will go up.

4) If the supply stays the same and demand decreases, the price will go down.

(Note: If or when national leaders make economic and production decisions that drive up energy prices, rapid inflation occurs, causing prices on almost everything to go up, regardless of supply and demand.)

The video game company ignored the opportunity that existed with supply and demand law #3 (same supplies/increased demand). Once they sold out the game console, they appeared to take no action. They didn’t raise prices nor did they produce. Why not? There was a ton of money to be made. If they were able to make 50,000 of these game consoles, why couldn’t or wouldn’t they make 500,000? Or 5,000,000? What’s stopping them?

The other day I walked into a shoe store and picked out a pair of dark silver athletic shoes to buy. The salesman brought out both a pair of black ones and a pair of light silver ones for me to try on. I reminded him I wanted the dark silver ones. He said he was out of stock on those. I declined on the offer to try on other colors--I said I would wait for the dark silver ones to arrive. He then showed me a stack of notes that were apparently his massive “waiting list” for that dark silver shoe, indicating it would take six months for them to come in. So the shoe company has the means to make other colors but not dark silver? Or they could make dark silver once but not again? They literally could build, stock, and open a whole new store in the same six months’ time. This is not good business.

Look at the new car industry. How many of you are trying to order a new

car but are being told you will have to wait several months to receive it? All because some of the car’s parts have become unavailable due to an inefficient supply chain. In fact, all across America business leaders in various industries are blaming supply chains for lack of production. (Hint: When customers are standing outside your front door with dollars in hand, you should find a way to sell them what they want or need.)

There are two concepts in regards to supply and demand that drive innovation and production: either “build it and they will come” or “when they come, build it.” If you build it before they come, you’re taking your innovative idea and producing it, believing that once people see it, they will like it and buy it. You are letting the product present itself and convincing the buyer they want or need it. On the other hand, when people come to you before you have built anything, you are relying on them to tell you what they want or need and then providing it. And if people aren’t making it clear what they want or need, then get your marketing specialists involved. Conduct research, surveys, and/or tests to determine what people want or need.

It’s time for big business leaders to wake up and step up. If foreign countries are slowing us down, then bring production back to America. We have the resources. We have the people. We have the buyers. It’s time to get back to producing and selling. Stop worrying about the political elites trying to influence you or threatening to “cancel” you. Quit with the excuses. Quit the blaming. Quit the side-stepping. It’s time to get this country back on track.

When people come, build it!

~ The End ~