6) Manage Use of other Trading Companies - Finally, one of the most intriguing aspect of companies forming trading companies, is to evaluate, manage and handle the company's use of other trading companies. And Mike, you alluded to this in connection with what they say how do we reevaluate whether MG services or Philipp Brothers or Continental or Cargil or, any other trading companies that are out there and that are in the market, are really most effective for what we want to do, do we really need to know a bit more about the trading business, so we will set up our own intermediary group, we will become specialist in our trading company to evaluate, when we use an outside trading company, or when basically the company does its own trading or trading type of transactions.

Understanding the Purpose:

A couple of final comments in connection of the objectives and goals then we will move quickly to the last section. We found that it is absolutely essential that the trading company's purpose be very, very well understood by the market, that being its customers or clients around the world, by various suppliers that it would have, and by the management of the company itself. Good examples of how this has work and hasn't work. Sears is an example of a company that had initial difficulty because not too many people understood exactly what they were trying to do nor did many people understood how it related back to Sears' main business or main expertise. This was essentially, as you all know, merchandising, buying and selling products very effectively on a domestic market and on an international basis using the leverage that they may have had in terms of purchasing large amounts of products in various key markets to broaden