

## STRATEGY FOR week commencing 21 December –

The festive time of the year is in normal times a period of celebration where business activity is heightened and party season ensures a season of good cheer. Alas 2020 will be seen as a year of ‘annus horribilis’ where the pandemic has devastated economies and the full effect of the consequences of this still to be really felt. A perfect trilogy storm of Brexit, recession and the pandemic mean that the year 2020 will end on a awful sour note despite Santa apparently coming down the mountain on his sleight. Many commentators have focused on the terrible effects from a human perspective, and rightly so of the many lives lost both home and abroad. There’s no denying the fact that societal changes in all countries will see a different ways of doing business. With the traditional high street model and home working now seeing major changes, one must acknowledge that change brings opportunity if one can only decipher where that change will be. Manufacturing was often considered the engine for growth and countries that take heed of this principle will come out more strongly than economies that rely on services as their saviour.

The UK has over many many years been reliant on services for much of its expanded growth in the noughties. Alas such reliance on a services based economy at the expense of manufacturing has now been brought home to roast as UK government support for the ailing economy means state intervention now at its highest since the Second World War. Predicting the future is often a tricky thing but hard facts cannot be dismissed as the pandemic hijacks every economy. The new norm will alas see unemployment at increasing disturbingly high levels. The shape on how well economies will cope with the new norm will be dependent on adapting to new forms of communication as a way of doing business. Why have waiters when an app will do the job of taking orders. Why have cash when digital looks like the way forward. Last week crypto currency again took centre stage as bitcoin started to regain its pseudo popularity. But all that glitters is not always gold. From 6 January tighter regulations come into play as trading firms will no longer be able to open new or existing positions in crypto and crypto indices instruments. This change follows the FCA’s ban on the sale of crypto currency derivatives to retail clients announced in October 2020.

I expect this week there will be media driven frenzy on Brexit finalisation or not. The final two weeks of December can be a make or break period where decisions taken or not can influence the final outcome for the year. Last week saw the portfolio regain momentum to the upside with a +5.98% increase. As good as my word I sold Teradyne for \$120 per share ensuring a positive outcome. I took a new position in energy alternative First solar a US stock ( indicated in [CLICK HERE on How to trade the US 2020 election](#) ) With Bango Plc not doing much for price action I disposed of my holding and looked for another US share Digital Turbine Inc dealing with Mobile Apps and monetisation. With adaptability in mind I felt that potential for mobile app technology will be the new white gold. A new share review on Digital Turbine has been produced so perhaps Santa may oblige on this one, which it has so far. I also took a position in US share Hologic Inc at the forefront of women’s health and currently involved in COVID testing in the US. I have purposely recalibrated the portfolio towards US shares given the potential for clean energy, mobile technology and renewables. It also provides a welcome relief from the ‘ disputed Brexit no deal trade arrangements’ that will do havoc with domestic currency. Do I hear Santa ringing his bell this year? I think so. This week I may look at taking profits but conscious of the fact that Santa comes just once a year so I may hold off any disposals to when Christmas has been and gone. May I wish you season’s greetings at such a difficult time. Until Next Time.

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