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Hermina, U. N., & Liliyana, L. (2022). Understanding the challenges of the Company's HR strengthening strategy in marketing products and services during the global financial crisis. *International Journal of Business, Economics & Management*, 5(4), 413-422. <https://doi.org/10.21744/ijbem.v5n4.2020>

Understanding the Challenges of the Company's HR Strengthening Strategy in Marketing Products and Services during the Global Financial Crisis

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Abstract---*This study discusses the challenges companies face in empowering their human resources to market their products and services when the financial crisis is rocking the world. To address this issue, we did a series of data searches with the help of the Google search engine electronically on several literature sources published between 2010 to 2022, all of which are scientific literature in book communication and journal articles. The technical effort of the editorial review is to edit and integrate the data before we conclude so that the results can validly answer issues and hypotheses. After a series of in-depth studies under the phenomenological approach, we can finally conclude that understanding the constraints faced by companies in making their resources, especially in marketing products and services due to the world in crisis, is a critical study due to the company's success in both services and services—products about the capabilities of their department's marketing resources. The hopeful language of this finding will be valuable insight for the next marketing research with other crisis eras.*

Keywords---*Company HR challenges, financial crisis, marketing strategy, products and services.*

Introduction

Human resources, or HR, are crucial in any institution, business, or nation as thinkers, planners, and movers. Thus, individuals who work for a company or institution and become members are called employees, laborers, employees, workers, or workers in a microcosm (Purcell, 2014). At a macro level, HR refers to citizens of a nation who have reached working age, including those who have or have not worked. Therefore, HR must be developed as an asset to achieve organizational objectives. All organizations expect superior human resources, regardless of whether they are states, businesses, or institutions. However, only some of these expectations were met. Employees, laborers, and employees only possess the expected capabilities (Stahl et al., 2012). As a result, it is necessary to develop human resources, which include the growth of physical and mental strength. Formal education, education and training, technical guidance, workshops, seminars, workshops, coaching, mentoring, and mentoring are all methods of human resource development. Knowledge development can still be obtained through self-taught self-study from various informational media, even in the current era of information disclosure (Swanson, 2022).

Thinking power is the intelligence (essential capital) humans acquire at birth that enables them to perform tasks requiring physical strength. With the help of various innovations and concepts processed by the human mind, humans can find methods or solutions to various issues that human physical power cannot accomplish. Human insight is estimated by IQ (intelligence level) and the profound remainder (Jacoby, 2018). Thinking power begins with working on the nature of its upstream, specifically formal training. On November 17, 2021, the Central Statistics Agency reported that 138.2 million people work in Indonesia. Not finishing elementary school (ten percent), finishing elementary school (26.2%), graduating from junior high (18.2%), graduating from high

school/vocational school (32%), and college (13.6%). The country's human resources are of higher quality the more educated its population is (Udin, 2020).

Education will increase the ability of the population to process their natural resources to improve the population's welfare. Human resources are a significant concern for organizations, companies, institutions, and countries (Rhama, 2020). The qualities and talents of each individual are seen as playing an essential role in growth, job creation, and innovation. For this reason, countries prepare and take steps to improve competitiveness, talent, and quality of human resources. The role of higher education is very significant as a driver in improving human resources. The higher education system is expected to make it easier for someone to demand higher education according to their talents, interests, and goals while maintaining the requirements for establishing the study program. Development of physical strength is a person's strength and endurance to do heavy work and work for a long time, as well as disease resistance (Berthon et al., 2012; Leonidou et al., 2002). For example, some people can only work 4 hours a day, but others can work up to 8-10 hours a day. Physical power is significant and determines a person's ability to achieve his goals (Muda, 2014).

Humans are the people, while HR is the totality of the ability of thought power and physical power contained in that person. The quality of human resources must be improved so that their work productivity increases and organizational goals are achieved (Sue & Ritter, 2012). Actual power as abilities or capacities can be created through preparing and learning endeavors by people themselves. Put another way, the power of thought and physical power determine human ability, making humans the primary component of activities, individually and collectively. Laptops, CCTV, and other high-tech equipment, for instance, are all products of human thought or reason designed to facilitate human physical labor. Human Resources Development is only possible with adequate human resources management (Townley, 2019). HR management begins from the planning stage to the end of HR in an organization. Ensuring that the appropriate number and type of employees are available, at the appropriate location, and at the appropriate time for the future and capable of performing the required tasks is known as HR planning (Smith, 2011).

This is done so that the organization can continue to achieve its goals. HR planning is known as planning the workforce to meet the company's needs effectively and efficiently. HR management functions such as organizing, redirecting, monitoring, reprocurring, compensating, maintaining, redisciplining, and terminating employees are the best of all HR planning components. As a result, the HR plan must accurately define all of these terms (Kim et al., 2011; Vargo & Lusch, 2008). As a large organization, the position of Civil Servants has a sovereign government. The government regulates the life of the nation and state (Kluckhohn, 2017).

The State Civil Apparatus (SCA), which consists of civil servants and government employees with work agreements and is responsible for implementing public policies, providing public services, and strengthening the unity and integrity of the nation, is in charge of running the government. According to BPS data for 2021, only 1.52 percent (4,168,118 people) of the country's population are civil servants. However, it plays a vital role in the nation's growth (Dahlansyah et al., 2021). SCA's core values are product-oriented, more accountable, competency, harmony, loyalty, adaptability, and collaborativeness, which must be implemented by civil servants in carrying out their duties. SCA's employer branding is "Proud to Serve the Nation." made to develop human resources, both in terms of thought and physical strength, as has long been coveted by state administrators. WR Supratman added this to the national anthem line: "Wake up the soul, wake up the body for Indonesia Raya (Mohammed, 2021).

Client exploration

Many organizations have cut the financial plan for statistical surveying administrations during seasons of emergency. Businesses need to have a deeper comprehension of their client's requirements than ever before and consider how clients are redefining their requirements in light of the recession (Willard et al., 2012). The elasticity curve has changed, and consumers find it harder to negotiate prices and spend more time looking for durable goods. Customers are also more willing to put off purchases, look for cheaper alternatives, or reduce spending. Businesses should keep an eye out for these trends if consumers believe in their products (Rachmawati et al., 2022; Nurmala, 2022). Brands with trustworthiness are highly prized, and as long as they can satisfy the anxieties and requirements of customers during this crisis, they can continue to introduce new products (Gabriel & Lang, 2015).

Additionally, after-sales and pre-sales services should be addressed. After-sales are essential because customers choose product development that maximizes their products' value, and overconsumption is becoming less common. Pre-sales are essential because they provide insight into when customers are looking for goods. Marketing at a Lower Cost in times of crisis like this one, costs must be cut. Therefore, a marketing strategy can be implemented cheaply (Lindsey, 2011). In the current computerized period, minimal expense or free advertising strategies will be easy to execute. As a result, people ought to use every social media platform. There are other low-cost marketing strategies,

such as maximizing social media marketing. Concentrate on service. Even if the business makes people feel dizzy, it can still provide the best service to the clients or customers. Customers who frequently use the product will appreciate it. Customers can continue purchasing the product if the best service is provided. While waiting in line, people can also sell drinks, candies, cakes, or other goods. When a customer or customer responds positively to the business, these customers are more likely to spread the word about it (Cohen & Babey, 2012).

Try to find support from a distributor in uncertain times; businesses must produce goods effectively. It will be difficult to replace their economic value, and the remaining sales will be wasted. As a result, people must establish a dependable distribution channel from the beginning. Customer data collection and product sales are connected to distribution channels. The number of products produced will be determined using this customer data. In addition, if people keep the distributors when things get tough, they will try to sell people more products to show their appreciation for keeping the relationship going. By employing efficient marketing strategies during world financial crisis, such as the post-pandemic caused by the Coronavirus even though sales fell below average. However, using the above marketing strategies must also cut costs. Do statistical surveying on the off chance that people cannot go disconnected; utilize online statistical surveying administrations (Toepoel, 2017).

Research Method

Efforts to understand the challenges of strengthening corporate human resources in marketing products and services during this global financial crisis is one of the proper steps to take because today, business is carried out no longer with the traditional system with local market segments (Andrei et al., 2018). However, with the development of business technology, it can also be promoted to foreign countries. To discuss the signature strategy in improving human business resources, especially global marketing, a series of information and data searches deal with this problem. We did an online search on several scientific communications in the form of books and the results of academic scientific work published in journal publications 12 years ago. After obtaining the necessary data, we will examine a qualitative approach where we want to understand the challenges and efforts made to strengthen human resources, especially the global marketing of products and services, which are currently experiencing pressure from the economic crisis (Schuler et al., 2011).

For the data to answer the problem, we need to study it by involving the data coding system, interpreting in-depth data, and drawing conclusions with the principle of high qualification. In completing this study, we first conducted a data search, rationalized the problem, and then searched for data electronically, hopefully analyzing and using Google Scholar and Google searches (Athukorala et al., 2013). This study depends on secondary data from several publications we have searched for. Then we design a study in descriptive qualitative under the phenomenon again approach which we believe that by examining all data, we can answer a phenomenal problem, namely challenges and strategies for strengthening human resources. In strengthening product and service marketing efforts when the world is in a pandemic crisis. Thus, among others, the procedures and methodologies for carrying out this study started with the formulation of problems in searching for data, analyzing data, and reporting products (Klein, & Todesco, 2021).

Result and Discussion

Understanding human resources challenges

Human resource professionals have faced challenge after challenge over the past few years. Many of those difficulties will likely be present again this year, as a few new ones. The eight most huge ones in the play are illustrated underneath. Human resource (HR) professionals have been concerned about employee engagement for decades (Isenberg, 2011). Due to increased transparency and communication in the early stages of the pandemic, engagement metrics rose. These advantages have been difficult to retain as the debate has switched to whether or not individuals would return to office employees. Invest in focused, intentional communication to assist team members to understand their role in developing the business and attaining the company's values, mission, and vision. When daily work is tied to the company's strategy, employees feel more invested, accomplished, and engaged (Mirvis, 2012).

One of the year's most pressing human resources issues is attracting talent to the enterprise. Many businesses need help filling open positions promptly during the labor reshuffle known as the Great Resignation (Liu-Lastres et al., 2022). Additionally, unemployment in the United States is hovering around all-time lows. Nonetheless, to contend, people want to go further and give the workers more significant encounters and a more prominent feeling of direction. This objective can be communicated, and the employer brand can attract motivated employees. A business

culture that pleases everyone is optional. This is impossible, and the resulting brand would be so diluted that almost no one would recognize it. All else being equal, narrow the focus and build a business brand around the most important and distinguishing features. An employer brand that is steadfast in its core beliefs may only attract candidates who share or share those values (Bonet et al., 2013).

However, that is fine: It only needs to be liked by people whose beliefs align with the business. If people still need to, now is the time to establish the employer brand. Please investigate and consider better approaches to rejuvenate it, assuming people have recorded it (Mosley & Schmidt, 2017). Choose the company culture people want based on the values, mission, and vision. Check the culture of the business right now to see if it is where people want it to be. Managing Relationships Relationships in the workplace is more important than ever in 2022. One of the many challenges HR faces this year is supporting healthy relationships. Set goals for filling in the gaps, such as expanding the DEI efforts to increase employee sense of belonging, is essential. How employees interact with one another is significantly impacted by the long-term hybrid or remote working models that businesses are finally settling. Relationships between managers, members of a team, and colleagues are the driving force behind work models in the new economy (Hurst, 2016).

Healthy relationships enable employees to work together more effectively and build trust in the workforce, even if they do not see each other often or work together. We must be intentional about making connections in remote and half-breed workplaces (Farr et al., 2021). The human resources department can help people establish communication patterns for departments and teams, build relationships, and raise awareness of each person's roles and how they relate to one another. Through regular communication, employees learn more about working together and assisting one another, strengthening relationships. Representatives are better able to articulate their positions the more they are familiar with one another and their work. For instance, individual contributors improve their work by being aware of the project's next stage. Employees must trust their coworkers to keep projects on track (Katzenbach & Smith, 2015).

Training and development strategies

Rapid upskilling and reskilling are becoming the norm in the new economy. However, the rapid pace of change in the workplace makes it impossible for static learning management systems to keep up. In 2022, HR professionals will need to develop new ways to implement training programs and ongoing professional development (McGowan & Shipley, 2020). An efficient training and development plan needs to consider skills that can be transferred to other jobs over time and technical skills that change quickly. Only spend some of the limited learning resources on technical training because technical skills only last a short time in a constantly changing workplace. Integrate technical training into the workflow as much as possible. When technical training is incorporated into the workflow, it is also simpler to adapt it to current requirements. The workforce will have an advantage if they can handle specialized preparation with more dexterity. Transferable skills are cumulative and have a longer lifespan because they can be built upon adjacent skills (Halpern, 2013).

These include "delicate" skills like decisive reasoning, social and profound insight, and communication. Transferable skills are essential for leadership development in the new economy. To keep projects on track, leaders today and in the future will need to be able to support employees and remove obstacles to their success. That requires, among other things, awareness, empathy, and efficient communication. AI in human resources can be extremely helpful in predicting skill gaps and identifying employee training and development opportunities. Talent Retention Because workers now have more employment options than they have in decades, every HR professional must keep the current workforce in place or risk losing them to a highly competitive talent market. Finding out why workers are leaving is the first step in developing maintenance (Rathi et al., 2021).

Post-employment surveys can uncover what representatives are delighted in generally about working for the organization and what they could have done. With this information, HR professionals can plan to address the factors that lead to employee turnover. Also, consider the departure dates of employees, as this may reveal the reasons for their departure. Are there typical times during a person's residency when they leave more frequently, and if so, what factors might be at play? For example, assuming a great deal of turnover in the initial few months of a worker's life cycle could imply that new representatives felt they needed to prepare to do all they should (Pandita & Ray, 2018). HR managers can mitigate this by improving onboarding procedures and communication during the hiring process. Dealing with employees who leave later in their careers can be more challenging. For example, they might leave since they accept they have surpassed their capacity at the organization. To address that issue, it is necessary to reevaluate career paths and internal mobility to provide employees with more opportunities for advancement.

Diversity in the workplace

Diversity is still a hot topic in human resources, and many businesses still have trouble incorporating DEI goals into the overall strategic plan. If people want the business to expand, this is an essential point. Subsequently, more specialists are keen on working for organizations that esteem variety and provide everybody with a feeling of having a place. This, in turn, is crucial for talent acquisition and the employer's brand. Set clear ownership guidelines for each goal and critical outcome to achieve the current state of the business's DEI. Last but not least, allocate resources to each goal to ensure its owners achieve their objectives (Rothwell et al., 2015). Accepting unavoidable change, the workplace will not return to its pre-pandemic state. Dealing with the new reality so that the HR department can begin developing long-term designs that record for agility and change is one of the best human resource challenges in 2022.

For the past two years, businesses have yet to be able to return to the workplace. Organizations, on the other hand, no longer operate in that manner. Employees have come to expect flexible and remote work arrangements from the workplace because they are now commonplace. In addition, in a competitive labor market, people must pay attention to the requirements of employees (Chandrasekar, 2011). In 2022, HR teams must implement changes to employment laws and regulations, particularly at the state level, in addition to more significant strategic HR issues. For example, paid family and medical leave laws are being updated in many states, so HR departments need to be ready for changing compliance requirements. Make plans for individuals and businesses that can keep up with this rate of development. In a fast-paced work environment, people must quickly adjust to new situations. During meetings for business planning, think about a variety of scenarios that could affect the business model and work processes. To avoid being caught off guard, develop alternate or contingent plans to deal with these circumstances (Cavalcante, 2014).

In 2022, a major HR concern will continue to be employees' health and well-being. Employers began to realize the need for individualized benefit plans to address the most pressing concerns of individual employees following the significant disruptions of 2020. From one company to the next, benefits for children, the elderly, and mental health services are getting better and more varied. However, benefits alone will not be enough to motivate employees: In addition, health and wellness at work must be prioritized. This could mean giving employees more paid time off, giving them more time off, or scheduling and managing their workloads better so that they don't feel overwhelmed (Happell et al., 2013).

Take a survey of the employees to find out how people can help them better on their way to wellness, and then act accordingly. Be sure to let the employees know that the company places a high value on their health because they are the engine that drives the business. Employees should be urged to take advantage of the benefits people do provide, and people should solicit suggestions for improving them in the future (Pfeffer, 2010). Overcoming the Challenges of HR Management in 2022 Leaders in human resources will face significant challenges in 2022, but they will also have the opportunity to rethink the HR function. When creative solutions to HR issues are discovered, collaboration with other business leaders is encouraged. More alterations to the business model and operations are connected to HR issues. Work is currently being redefined by HR professionals by redefining how we work. Think about how your company is laying the groundwork for the future when you address HR issues with candidates. Find out about the most recent HR predictions and trends (Przytuła et al., 2020).

Strategies for marketing during a financial crisis

Liu et al., (2011), said that customers alter their purchasing habits during financial crises. Willys, ICA, and Axfood have all recognized and comprehended the current shift in their customers' purchasing habits. As a result, they have devised various strategies for adapting to these shifts and catering to their customers' new preferences. There are some changes in their strategies that are similar or almost the same, but there are also some differences. Product People generally become more concerned with money when a financial crisis occurs, whether they can feel it in the form of less money or their minds as worries about the future (Broadstock et al., 2021; Campello et al., 2010). Customers only buy what they need when they shop (Gheaus & Herzog, 2016). Customers have all begun to emphasize their private-label products after recognizing this customer preference shift through data or sales figures. They can offer diverse customers cheaper alternatives to other brands in all market segments thanks to their extensive product portfolio, which includes environmentally friendly, organic, and healthy products. In economic downturns, customers place an even greater emphasis on high-quality and long-lasting products (Lundblad & Davies, 2016).

Since each of the examined businesses altered their pricing in some way, it is evident that this is the case. In addition, their literature describes two distinct recession-appropriate pricing strategies (Houde, 2022). The first

concern is maintaining quality by charging average prices for higher-quality goods. By offering standard products at low prices, the second strategy should assist the business in maintaining or expanding its market share. Although they have utilized portions of these strategies, it cannot be said that any of these businesses are fully implementing them. They and ICA anticipate that supermarkets and discount chains will maintain or even strengthen their positions, starting with Axfood. As a discount chain, they anticipate good opportunities. As a result, their goal is to be the cheapest rather than the best (Barbosa, 2021).

Additionally, Axfoods' discount brand Eldorado, distributed throughout the organization, provides essential quality products at meager prices. On the other hand, when it comes to their second chain, Hemköp, their primary goal is always to provide their customers with high-quality, fresh goods (Stenmarck et al., 2011). However, to continue operating, they are also developing new pricing strategies at the moment. Despite this, they want to become a discount brand and offer competitive prices in their respective markets. Through various offerings and attractive discounts, ICA increased sales at the end of 2008 and will continue to do so in 2009. ICA reaches out to a wide range of customers by lowering the prices of various products. In addition to retaining existing customers, they may attract new ones to their locations. However, they will simultaneously increase their market share and maintain the same quality because they reduced prices on various products. Their cheaper products, such as private label products, are high quality. Except for Willys, this chain, Coop, has undergone the fewest price adjustments and will continue to do so. They maintain their limited-time discounts, although a little more may be available now (DeLuca et al., 2016).

To attract more members to their loyalty program, they are now focusing on offering better prices and exclusive discounts to their members rather than lowering prices or expanding discounts for everyone. Lastly, according to Bourletidis & Triantafyllopoulos (2014), most businesses experiencing a financial crisis attempt to rapidly increase sales volume by lowering prices. To lower prices and boost sales, ICA is cutting costs 32, except for special offers. Axfood will also focus on costs this year and try to cut them as much as possible to keep prices low. Location many food retailers employ experts to locate the ideal location because a store's location is crucial. According to the studied grocery store chains, having the right location is always essential and does not change in any way during a financial crisis. Instead, the kind of shop is becoming more important during economic downturns. Axfood and ICA have realized that discounters and supermarkets are becoming more interested in benefiting some of their stores while hurting others (Andersson & Boman, 2014).

According to Zhang et al. (2015), the Internet is a cost-effective and easy way to communicate with many customers simultaneously. As a result, all three businesses use it to inform, promote, and inspire their customers. The grocery store chains, of course, hope to attract customers to their establishments by providing them with inspiring recipes and recommendations. Nonetheless, this approach to Internet use is the same as before the crisis. Axfood's online shop, NetXtra, is the only place where online sales are available. It is hard to say that NetXtra benefits Axfood in these times of financial crisis because it only serves Stockholm customers and did not start or change. In addition, individuals in the United States were willing to carry out their own "locate-compare selection" to save money during the 1930s depression (Vargo et al., 2014). Today, Swedish food retail is experiencing a similar transformation. Self-service checkouts have been installed in all of ICA's larger supermarkets and shops and Coop and Axfood. The stores and customers should benefit financially from these (Chkanikova & Mont, 2015).

Self-service checkouts and instructing customers on how to use them have recently received even more attention at ICA. It is seen as a way to help customers and get closer to them. Nevertheless, relying solely on these communication channels makes it more challenging to acquire new clients (Hagberg & Normark, 2015). Of the grocery store chains examined, only ICA will fully maintain its previous marketing strategy. Direct mail and customer-specific marketing will receive additional attention to strengthen relationships with their members. Morgan & Pritchard (2012), says constant communication with customers is essential, especially during economic downturns. To persuade customers, it is also vital to communicate effectively. People generally prefer product-specific information to fictitious commercials during financial crises; they need to have the option to trust the organization and item before purchasing. The three companies that were examined used direct mail to strengthen their relationships with their clients and, as a result, win their trust. Womack & Jones (2015) claim that print takes on greater significance in today's times.

They trust the message and feel at ease as a result. According to Jones (2019), all three businesses now emphasize printed advertisements. Greenwashing: A rethink: In addition to direct mail, ICA and Coop also use local newspapers and the papers of their members to inform their customers about various discounts and offers. Corporate discourse, unethical practice, and the unmet potential of ethics. In addition, every customer enjoys sales or other price reductions, whether with coupons, premiums, or other incentives. In addition, customers prefer these promotions and campaigns over discount chains, according to a Nielsen Company study from 2009. Willys, already a discount Axfood chain, is not exploding and is not planning any unusual promotions or discounts (Bååth, 2018).

However, they will emphasize in their advertisements how inexpensive they are already. On the other hand, Hemköp, the second Axfood chain, is planning more substantial adjustments to its promotion strategy for this year. By concentrating on the channels for promotion, they want to change their customers' negative perception of their prices through in-store advertising, direct marketing, 34 loyalty programs, and an effort to attract even more new members (Shaw, 2011).

Shops like Hemköp must find ways to entice customers back because, as was mentioned earlier, discounters and supermarkets are becoming increasingly popular. In addition, Coop had planned a new promotion strategy for the spring that focuses primarily on members and affordability and recently launched a campaign around this theme (Eriksson et al., 2017). The goal is to keep current members, encourage them to shop more and attract new members by providing and communicating a higher quality added value to their loyalty program members. Last but not least, ICA will continue reducing overall prices for both members and nonmembers this year, despite the program's continued attracting more members, particularly for its bank services, which attracted many new members last year. The goal is to make shopping for all their customers completely affordable. This is also the focus of their year-end campaign. A total of 2000 items are now less expensive, and this trend will continue for at least through September (Yazdanifard & Li, 2014).

Conclusion

We repeat this study discussing understanding the challenges of corporate HR in strengthening product and service marketing strategies during the global financial crisis. We answer this problem by describing some data that we have analyzed from a series of scientific facts from publications in the form of books and academic journals, all of which are intended to provide an understanding of how to challenge efforts to hone company human resources in joining competitors in marketing their products and services in the world during the post-pandemic financial crisis. From the series of results that we have described in the results and discussion section, we can now summarize the results, among others, that understanding the challenges of strengthening the company's human resources in the strategy of marketing its products and goods is an effort that can be taken through strengthening education and training and adapting to the challenges of an increasingly global and competitive world but is still in the corridor of a financial crisis after the pandemic (Joniaková & Blštáková, 2015; Biron et al., 2021).

The main things that we got were that in getting understanding and hands like humans, we later found that development and training strategies were the key and then stabilizing the world of work and then training on marketing strategies during the world financial crisis, which, among other things, had been conveyed from a series of literature. Field studies many international companies have succeeded in managing their resources by strengthening the sales strategy, price strategy, and strategy of the advantages of each product as the strategy of understanding some of the needs and wants of today's more and more consumers. Thus, among others, the results that we can summarize and realize that these results have weaknesses and limitations. Therefore, we expect constructive input and criticism to improve our findings in the future.

Acknowledgements

This study received funding from the government. Therefore, we thank all parties, primarily academic professors, university colleagues, and incredibly professional editors, who have actively helped us with all feedback and enlightenment. Thank you again to all of you.

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