

Information Specific Final Outline

Importance of Small Shops

- I. Many people don't realize how much has changed to get from small companies to big corporations.
 - a. Similar to the switch from cassette tapes to mp3 players.
 - i. If anyone is aware there is a new way to listen and store music.
 - ii. Many don't realize just how much changed to get from cassette to mp3 players.
 - b. Loss of individual structure from an employee usually the only interaction is with the machine.
- II. Because of the struggling economy/business has gotten increasingly harder for independent stores to survive.
 - a. When an independent company profits that they have more of a financial stress than corporations would.
 - b. If companies they order from can also change policies and prices.
 - c. One company we used to order from allowed us to order whatever we wanted.
 - i. We used to call a thousand or more of their items in a matter of hours when a new shipment came in.
 - ii. Now because they want to only sell to big chains like walmart and costco, small companies not only order 10 times a month.
- III. Small businesses are important to our economy because they provide a constantly changing and flexible retail environment.
 - a. Catherine Johnson says that "America has 27 million small businesses that represent a significant and growing part of our economy."¹
 - b. The business structure is flexible enough to constantly change products and services.
 - c. Important distinctions make from small companies at work, if we were that, from big corporations.
 - i. An example would be located in New York City.