

WHY SMALL BUSINESSES ARE THE WAY TO GO

a brief journey into the future of labour

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WHAT YOU CAN EXPECT

- What exactly is a small business ?
- Current work ethics
- Advantages of a small business
- “Tante-Emma-Laden” as the initial small business
- “Etsy” as the poster child of small businesses (turnstile for all favourite small businesses)

THE REASON I CHOSE THIS TOPIC

- World is managed by money and labour
- Concerns every individual
- New Small Business are formed everyday
- Most of us may want to work as a freelancer and might consider starting ones own business

WHAT EXACTLY IS A SMALL BUSINESS?

- No general implemented definition for small businesses
- Comparatively small in size
- Fewer than 100 employees (often relatives or family members)
- Financed by one or a small group of individuals
- Fewer functional specialties (e.g. fulltime accountant or a personal assistant)
- Area of operation is mainly local, and consist of one main work location (rarely chain businesses)

CURRENT WORK ETHICS

- “Work as much as you can and earn as much money as possible”
= financial dependency
- Follow the firms guidelines and rules = no autonomy
- Personal dreams or passions are secondary regarding job-choosing
- Risk of boredom, decline of mental health and burnouts can increase in an unfitted work environment
- Working overtime, no time for family or hobbies
- E.g. in America , 18 % of the population is satisfied with their job
- VS: 70% self-employed Americans are happy with their job

ADVANTAGES OF SMALL BUSINESSES

For the business	For the customer
Flexibility and less bureaucracy	Personalized customer service
More ambitious and passionate about their job	Better quality and environmentally friendly
Independency	A more comfortable, authentic and unique experience
Turn your passion into form and at your own pace	No mainstream products etc.
Financial benefits from own hard work	Opportunity to shop locally
Gaining the value of owning and running a business	Support s.b. and their creative output
Positive work atmosphere	

A woman with short blonde hair and glasses, wearing a blue vest over a yellow top, is operating a silver slicer in a grocery store. The slicer has the brand name 'Blanca' on it. She is smiling and looking towards a customer. The customer, a woman with short brown hair wearing a grey t-shirt, is standing at the counter. The background is filled with shelves of various food products, including bottles of beverages and boxes of cereal. The scene is set in a well-lit grocery store with wooden shelves and a counter.

THE “TANTE-EMMA-LADEN”

THE INITIAL SMALL BUSINESS

- Conventional form in comparison to a supermarket known today
- Have formed after the war
- Run by the elderly
- Often located in small towns
- Groceries and everyday needs
- Nowadays: “Onkel-Mehmet-Laden” more prevalent in the urban areas
- Comparable to a kiosk



ETSY

AN UNIVERSAL BUSINESS

ETSY: AN UNIVERSAL BUSINESS

- Modern poster child of small business
- Turnstile for all your favourite small businesses
- Big catalogue of items to choose from
- Creative Platform for a small business owner to advertise their products

MY SOURCES

- [10 Most Popular Small Businesses \(2021\) \(mightycall.com\)](https://mightycall.com)
- [11 Advantages Small Businesses Have Over Large Corporations \(And How To Use Them\) \(forbes.com\)](https://forbes.com)
- [12 Reasons We Love Small Businesses – Marketcircle Blog](#)
- [Small Business: Characteristics, Strengths, Reasons for Failure in Small Business \(iedunote.com\)](https://iedunote.com)
- [Tante-Emma-Laden – Wikipedia](#)
- [How Small Businesses Can Influence Big Companies - businessnewsdaily.com](https://businessnewsdaily.com)
- [4 Big Reasons Why Small Businesses are Important — Pack Up + Go | A Surprise Travel Agency](#)
- [Small Business Definition - What is Small Business \(shopify.com\)](https://shopify.com)