

I. Background

This document is a transcription of the Navocate™ video titled: *How and Why Small Business is Going National*.

II. Transcription

Hi. I'm Karl Buhl, president of Navocate Consulting. Today we're going to take a look at how small business across virtually every industry has been impacted by large national conglomerates. Let's take a look.

The title of today's video is "How and Why Small Businesses is Going National." In this video we're primarily focusing on and talking about local business, consumer, and some business-to-business. Let's rewind the clock about 50 years back to the 40s or 50s when most local business was small business. In the small town I grew up in Illinois there was a butcher, a baker, shoe store, a local hardware store, and a local diner. You get the idea. All local businesses.

Retail stores sold to consumers while some businesses sold to other businesses. In the 50s and 60s and 70s we saw the birth of many of the nationals. For example in 1955 Ray Kroc acquired the rights to a restaurant owned by the McDonald brothers. In 1962 Sam Walton founded Walmart.

In the 80s and 90s these nationals grew in size, efficiency, and revenue. And in the 2000s we learn that we could get quality and price all at the same time. Consequently more and more consumers bought from the national stores. More and more business-to-business became national as well.

As a result the local and regional businesses that started in the 40s and 50s lost more of that business that the nationals took over. Competition became more difficult as the nationals continued and increasingly competed on price. Then, the locals started to go out of business.

To survive, we see businesses across many industries exploring how to work together to compete with these national companies. Navocate Consulting has developed a strategy to do just that—to help small business and regional businesses compete nationally.

Our next video reviews that strategy: *Small Business Survival in a Global Economy and a Walmart World*.

Navocate Consulting is a management consulting practice focusing on strategic business development—which we define as identifying planning and managing your company's growth. Find us at www.navocateconsulting.com.

Thanks for watching.