We see a lot of people owning a small store or shop and earning a lot of money from that small shop such as small vegetable shop, canteen, retail store, etc. We also observe that the shop is not properly managed but it is popular and the owners are earning a huge profit from it and making a good living. In my understanding there isn't any technical term for such sort of phenomena. Such small business owners don't have any business scheme and their future plan. They only think about selling the products from their store and make money. But, not all business function properly without a plan. We have also witnessed some of such shops and stores closed or moved from place to place in the middle of its operation due to some troubles or failure in planning. Some owners make a nice living out of that business, but they actually don't care or manage their shop. In my opinion they think that “the business is doing well without making any changes, if something is changed then customers won't come to my shop”. We also notice that the owner doesn't even bother to expand his/her business in spite of earning huge profit. It may be because they are afraid to accept a risk. But, we have also seen many small business going big and booming the market. For instance, if the owner of “Bhat Bhateni Super Market” hadn't taken risk to expand his retail store into a big supermarket, he would be still making a profit from his small retail store and making his living. But he took risks in investing in a concept of big supermarket and it is a huge success now. Hence, the bottom line is – owners of those small shops and canteens want to grow bigger or expand their business but they can't take risks in expanding the business because if they do they have to follow many legal procedures and also have to pay taxes to the government and many other problem arises.

Similarly, another reason for such small business becoming successful may be due to the behavior of the owner. If the owner is polite and gracious to his customers, more customers will be attracted to his store than the raw ones. Customers will go to the hotel/canteen of more polite owner than the rude ones no matter how delicious their foods are. It's in the human nature. For example, let's observe a successful vegetable shop's owner. He might have small hut to sell his vegetables, simply when we study his behavior, we see more politeness in that individual. Hence, the central thing for having a successful business is politeness no matter how large the business is.

But at the end of the day, to start a business one must have a plan. To establish a small business like a vegetable shop or a canteen or a tea shop, one shouldn't have to follow all the business strategies given by the management theory about “Starting a Business”. The person should only plan or analyze his business on two things i.e. his capital and the locality of his business. He should compromise with his budget and plan accordingly and he also should study the environment. Hence, planning is important before starting any business. So, talking about the owners of the small business lihow you think those people think about becoming successful.ke vegetable shop and canteen, they must have had a plan before starting the business, but they might only have considered their financial status and the environment variable as their main factor affecting their business.

Long story short, the people who own small business but making huge profits from it must have made a plan considering their financial status and environment only. They think that their business is running well so they need not have to bring changes in their shop. And, those owners want to expand their business but they simply don't want to take risks because not all of those who took risk have made a success.

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