

Competition or Complementation.

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1. Introduction.

1.1 Background

The most common form of entrepreneurship is a small business which are very important for the economies of several developed and developing countries. For example, in the United States, small businesses represent the 99.9% of all firms, and nearly a half of private sector employees. Also they contributed to the 65.9% of job creation between 2000 and 2017 [1]. Small businesses are a great opportunity to achieve financial success for a lot of people, which include women and minorities. In fact, in the last two decades there was an increase of businesses owned by women and minorities [2]. There are several topics which we must consider before starting a new business, and a key is to develop a strategic plan.

Some ideas come to us about a new business that belongs to either, goods sector or service sector. Perhaps our idea is not so revolutionary for an industry and we want to offer a simple good or service for the customers. Maybe our idea is something that we can find hundreds of different businesses which offer the same good or service that we want to sell. Although the majority of these businesses are small businesses, some of them are the biggest and the most popular of a certain zone, and they can sink the success of a new business nearby.

1.2 Problem

In the face of the challenge of starting a new small business there are several strong competitors that can truly obstruct the success of this new business. So, the problem here is to decide to compete with them or look for a complementation. In other words, this new business can try to struggle with a bigger

business with several decades of experience, or can take advantage of the popularity of some businesses.

This work aims to obtain the most common options for new businesses based in patterns of the most popular venues in several cities.

1.3 Interest

The results of this work could be very helpful for anyone who is looking to start a new business and if he or she is not totally sure what kind of business may be the best option in a certain zone.

References.

- [1] U.S. S.B.A (2018) “Frequently Asked Questions about Small Business”, August 2018, U.S. S.B.A. Office of Advocacy. Available at <https://www.sba.gov/sites/default/files/advocacy/Frequently-Asked-Questions-Small-Business-2018.pdf>
- [2] Skripak, S. J. (2016). “Fundamentals of Business”, Virginia Tech. Available at <https://vtechworks.lib.vt.edu/handle/10919/70961>