

Topic: Big corporations vs small businesses

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Problem Background:

- Most people buy all their products from big corporations.
- This is a problem because it makes the rich people richer and takes away from the work of small business owners.
- These big companies tend to produce much waste and underpay their employees which creates a big paying gap and leads people into poverty.

Target:

- Create a site that allows more people shopping small easily.
- Find out how to have big corporations pay more to their employees.
- Help small businesses lower their production cost.
- By the end of the semester.

Causes:

- Big corporations can produce products at a lower price with bigger quantities which makes it almost impossible for small businesses to rise up and compete against their prices.
- People just want to go to one place and find all their products.

Causes:	Countermeasures:
It's easier to buy big.	Create a place where small businesses can get the same advertisement as big corporations and people can buy from all together.
Small businesses have higher production prices.	Provide resources where small businesses can collectively buy and get better prices.

Check/Evaluate:

- Small businesses we partner with should see an increase in profit.
- Surveys to evaluate the user experience of the web site and how must likely a person is to buy small business from it.

Act/Standardize:

Should partner with small businesses across Puerto Rico to increase their customers and provide a general audience through a collective website.