

# Support Local While Selling Worldwide Supply Chain 2020

In today's interconnected world, supporting local businesses has become more important than ever. The global supply chain has made it easier for businesses to expand their reach and sell their products worldwide. However, this has also led to a disregard for local businesses and a shift towards mass-produced goods. In 2020, it is crucial to find a balance between selling in the global market and supporting local economies.

## The Growth of the Global Supply Chain

Over the past few decades, the global supply chain has seen significant growth. With advancements in transportation and communication technologies, businesses can now easily source materials from different parts of the world and sell their products in various markets. This has opened up new opportunities for businesses to expand their reach and increase their profits.

However, this growth has come at a cost. Local businesses are struggling to compete with large corporations that can offer cheaper prices and mass-produced goods. Small businesses, which are the backbone of local economies, are being left behind as consumers opt for convenience and lower prices.



## Support Local While Selling Worldwide (Supply Chain 20/20: A Clear View on the Local Multiplier Effect for Book Lovers 5) by Kim Staflund (Kindle Edition)

★★★★★ 5 out of 5

Language : English  
File size : 1298 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported

Enhanced typesetting : Enabled  
X-Ray : Enabled  
Print length : 85 pages  
Lending : Enabled



## **The Importance of Supporting Local Businesses**

Supporting local businesses is crucial for the overall health and sustainability of a community. Local businesses create jobs, support local economies, and contribute to the unique character of a community. When we buy from local businesses, we are not only supporting the individuals who own and operate these businesses, but also investing in the future of our communities.

Local businesses often source their materials from nearby suppliers, which reduces transportation costs and carbon emissions. By supporting local businesses, we are also promoting sustainability and reducing our carbon footprint. Additionally, local businesses are more likely to give back to the community through donations and sponsorships, further enhancing the overall well-being of the area.

## **Finding Balance in the Global Market**

The global market offers numerous opportunities for businesses to expand and reach a wider customer base. However, it is important for businesses to find a balance between selling globally and supporting local economies.

One way businesses can support local while selling worldwide is by partnering with local suppliers. Rather than solely relying on international suppliers, businesses can establish relationships with local manufacturers and producers.

This not only supports the local economy, but also helps businesses ensure the quality and authenticity of their products.

Businesses can also emphasize their local connections and values in their marketing strategies. By highlighting their ties to the community and the benefits of supporting local businesses, they can attract customers who are conscious of the impact their purchasing decisions have on the local economy.

In a globalized world, it is easy to overlook the importance of supporting local businesses. However, by finding a balance between selling globally and supporting local economies, businesses can contribute to the overall well-being of their communities.

As consumers, we also play a vital role in this equation. By choosing to buy from local businesses whenever possible, we can make a positive impact on our communities and support the growth of local economies. It's time to recognize the value of local businesses and prioritize their sustainability in our global supply chain in 2020 and beyond.



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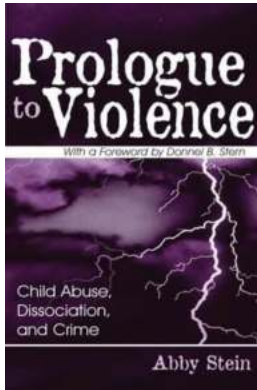


In 2018 and 2019, I was blogging, email marketing, and publishing books regularly. My Amazon author ranking was rising each month. I was confidently on my way to joining the ranks of the Amanda Hockings and Mark Dawsons of this world, all while helping other authors accomplish the same.

Then I was sucker punched in early 2020, along with so many others, when our governments announced a lockdown of all non-essential businesses. With my principal income at risk, I had to let my side hustle go. I stopped living and quickly switched to survival mode. Was I an essential employee at an essential business? So much of it was out of my hands, but I showed up every day to prove my worth. And I prayed every night.

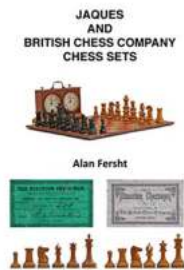
Only hindsight has been able to show me that 2020's worldwide wake-up call was actually a hidden gift we all needed to unwrap. It isn't about individual success online. If your local community is suffering, you'll never thrive in the long run. If any one link is broken, the whole supply chain suffers.

Allow me to introduce you to a new and improved book supply chain that can help us all work more efficiently while earning both local and international profits simultaneously. We can protect ourselves by helping each other. In fact, we can thrive! Does that sound farfetched? Read this book, and you will see just how realistic it is. It already exists. Now we just have to utilize it effectively.



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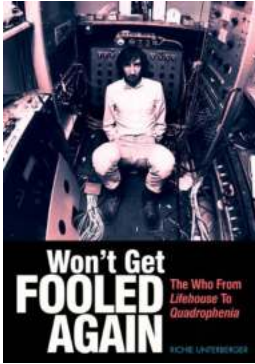
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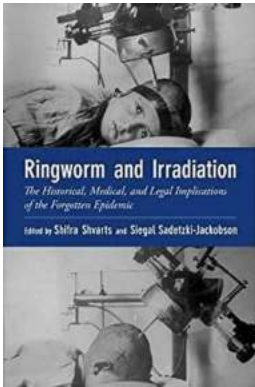
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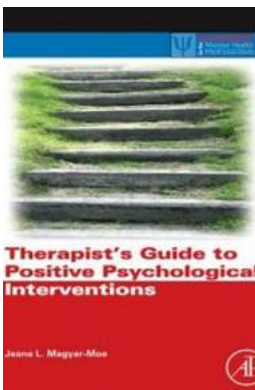
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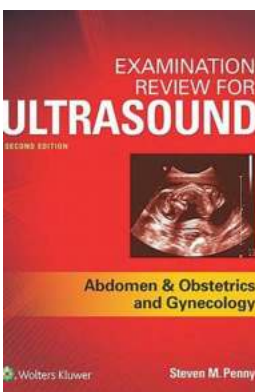
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