

Rethinking a Small Business Idea That Celebrates and Enhances Places through Placeful Business

Kestero Ueao*

Department of Business and Tourism Management, Izmail State University of Humanities, 68600 Izmail, Ukraine

Abstract

The essence of small business lies in its ability to connect with the community it serves. Small businesses often grow from the dreams and passions of individuals who want to make a difference in their local environment. One exciting and evolving concept that encapsulates this idea is Placeful Business. Placeful Business is all about celebrating and enhancing the unique attributes of a particular place, whether it's a neighborhood, town, or city. It recognizes that each place has its own character and distinct charm, and it seeks to harness these qualities to create thriving, sustainable businesses that contribute positively to the community.

Keywords: Business • Business concept • Globalization

Introduction

In this article, we will explore the concept of Placeful Business, its significance in the modern business landscape, and how small business owners can embrace this approach to not only thrive but also play a crucial role in the betterment of their local places. We'll discuss the principles, benefits, and challenges of Placeful Business, and provide real-world examples that showcase its power and potential. Placeful Business is a relatively recent concept that has gained traction as a reaction to the homogenization of commerce. In many parts of the world, cities and towns have seen the proliferation of chain stores, fast-food restaurants, and big-box retailers, which often lead to a loss of local identity. Placeful Business is the antithesis of this trend. It is centered on the idea that businesses should be deeply rooted in the community they serve and should strive to enhance the distinctive character of their place [1,2].

Literature Review

Patagonia, a well-known outdoor clothing and gear brand, is a shining example of a Placeful Business. The company is deeply committed to environmental sustainability and actively engages in community initiatives. They organize local events, partner with grassroots environmental organizations, and actively promote the protection of natural places. Patagonia's commitment to its local and global environment is a key part of its brand identity, attracting customers who share these values. Airbnb, the global platform for booking accommodations, has played a significant role in empowering local hosts to become Placeful Businesses. By allowing homeowners to rent out their properties, Airbnb connects travelers with unique and local experiences. Hosts often provide valuable insights about their neighborhoods, recommend local restaurants and attractions, and contribute to the local economy. Airbnb has reshaped the way people travel, emphasizing the importance of local culture and connection. The Salt Lick BBQ, located in Driftwood, Texas, is a family-

owned and operated barbecue restaurant that has become a destination in itself. With a focus on locally sourced meat and a unique Texas barbecue experience, The Salt Lick BBQ embodies the principles of Placeful Business. Visitors from around the world come to savor the local flavors and enjoy the warm, communal atmosphere created by the Roberts family. Powell's Books in Portland, Oregon, is one of the world's largest independent bookstores. Spread over an entire city block, it's a literary landmark that exemplifies the Placeful Business concept [3,4].

Discussion

The store's commitment to promoting local authors, supporting the community, and preserving the joy of reading has helped it thrive in a world of digital reading. Powell's has successfully transformed into a place where people come not only to buy books but to immerse themselves in the local literary culture. Educating the local community about the value of Placeful Businesses can be a hurdle. Many people may be accustomed to the convenience of big-box retailers and need to be convinced of the benefits of supporting local enterprises. Placeful Businesses contribute to a stronger sense of community, encouraging people to interact and engage with one another. They can also act as catalysts for positive change in their neighborhoods. In an era of globalization and standardization, Placeful Businesses help preserve and celebrate the unique identity of a place. They create a sense of pride and attachment among residents [5,6].

Conclusion

Placeful Business is an exciting concept that not only celebrates the unique qualities of a place but also empowers small business owners to create thriving enterprises that contribute positively to their communities. In an era of globalization and homogenization, Placeful Business is a breath of fresh air, reminding us of the importance of local character, authenticity, and sustainability. As a small business owner, embracing the principles of Placeful Business can be a rewarding journey. It allows you to build a business that you're passionate about while making a real difference in your community. By understanding your place, engaging with the community, and promoting sustainability and inclusivity, you can create a business that not only thrives but also helps to enhance and celebrate the unique essence of your locality. In the end, Placeful Business isn't just a business model; it's a philosophy that encourages us to take a closer look at the places we call home and the role we play in preserving and enhancing them. It's a reminder that small businesses can be powerful agents of positive change and pillars of their communities, and that the places we love can, in turn, nourish and sustain our dreams and ambitions.

*Address for Correspondence: Kestero Ueao, Department of Business and Tourism Management, Izmail State University of Humanities, 68600 Izmail, Ukraine, E-mail: kesterou@gmail.com

Copyright: © 2023 Ueao K. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Received: 03 October, 2023, Manuscript No. jbm-23-117358; **Editor assigned:** 05 October, 2023, PreQC No. P-117358; **Reviewed:** 17 October, 2023, QC No. Q-117358; **Revised:** 23 October, 2023, Manuscript No. R-117358; **Published:** 30 October, 2023, DOI: 10.37421/2223-5833.2023.13.522

Acknowledgement

None.

Conflict of Interest

None.

References

1. Mishra, Ruchi, Rajesh Kumar Singh and Bernadett Koles. "Consumer decision-making in Omnichannel retailing: Literature review and future research agenda." *Int J Consum Stud* 45 (2021): 147-174.
2. Tueanrat, Yanika, Savvas Papagiannidis and Eleftherios Alamanos. "Going on a journey: A review of the customer journey literature." *J Bus Res* 125 (2021): 336-353.
3. Sun, Chenshuo, Panagiotis Adamopoulos, Anindya Ghose and Xueming Luo. "Predicting stages in omnichannel path to purchase: A deep learning model." *Inf Syst Res* 33 (2022): 429-445.
4. Swoboda, Bernhard and Nils Fränzel. "Links and effects of channel integration in the prepurchase and purchase stages of omnichannel retailers." *Int J Electron Commer* 26 (2022): 331-354.
5. Timoumi, Ahmed, Manish Gangwar and Murali K. Mantrala. "Cross-channel effects of omnichannel retail marketing strategies: A review of extant data-driven research." *J Retail* 98 (2022): 133-151.
6. Payne, Adrian, Pennie Frow and Andreas Eggert. "The customer value proposition: Evolution, development and application in marketing." *J Acad Mark Sci* 45 (2017): 467-489.

How to cite this article: Ueao, Kestero. "Rethinking a Small Business Idea That Celebrates and Enhances Places through Placeful Business." *Arabian J Bus Manag Review* 13 (2023): 522.