



Donald Cooper, MBA
Certified Speaking Professional

Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence.

Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, idea-generating, **FREE** monthly electronic **Newsletter**, email us at newsletter@donaldcooper.com.

His website, www.donaldcooper.com also offers free articles and business tools.

Is there still room for "small" businesses in the world of globalization?

Many of my small business clients wonder if there's any future for the "little guy". The following developments in agriculture suggest that there are, if you do it well.

While agri-biz and global food companies continue to grow and Wal-Mart has become the largest grocery retailer in America, the number of small, local Farmers' Markets in the USA has more than doubled in the past few years. Some people just love the quality, the experience and the relationship that comes from doing business with small businesses run right. There's an emotional value-added that is worth a lot to many of us.

What this tells us is that, whatever your product or service, if you can offer better quality and a more personalized experience to niche customers, small can be very successful. But "small and ordinary" will get you killed. Remember, "mediocrity" is no longer an option.

Ironically, even the "big guys" are getting in on "small". Supervalu, the huge Minnesota-based grocery chain plans to open 50 small Sunflower Market grocery stores featuring "local treasures" in produce, milk, cheese, meat, etc. from small, local producers. And Whole Foods Markets are offering \$10 million in low-interest loans annually to help local small farmers. Whole Foods also opens their parking lots on Sundays to local farmers wishing to sell directly to Whole Foods' customers.

So, if you're "small", what are you going to do to deliver higher quality and more extraordinary experiences to those who want that? And, if you're "big", what will you do to appear "small" in terms of the personal experiences and connections that you make with your customers?

For more information on how Donald Cooper can help you redefine and reinvent your business to create, deliver and communicate compelling, customer-owning Value, visit our website at www.donaldcooper.com, email us at sharen@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.