

Introduction

- I. Growing pains, the teenage awkwardness of medium sized business.
- II. It is virtually impossible for any of us to function in the modern world without services provided by business of all sizes. Food, clothing, fuel, transport, all of these are provided to us (at a cost of course) by various businesses. You have the demand and they have the supply. This is capitalism at its finest. For a business centric economy to function however, there is the sad requirement of failure. And as with any system of organization, eventually patterns and trends will develop. Look around at any town or city. With some open observation you may notice that there are mainly two types of any particular business competing for your hard earned lucre. Tiny “mom and pop” establishments, and massive franchised or massive corporate conglomerates. You’ll be a bit hard pressed to find a middle ground. Business with regional influence AND longevity are rare as extra change when you need to feed the meter.
- III. I am certainly no expert in socioeconomics, nor have purview over the dynamics of local consumer habits. That said, I was raised by a family that has risen, fallen, and risen again through generations of business tides. The very history of our city (look up Morehead Fire and Flood of 39’) cannot be perused without encountering Caskey influence. Our current enterprise has stood since 1960, starting as a literal outhouse and growing into a multi-faceted and locally influential namesake. It and I aged together, merely 17 years removed, where I learned among many other things that growth is good, but brings with it pains as well. These are the kinds of pains I will speak of that many developing businesses face.
- IV. It is certainly possible to raise oneself from nothing of note into the mightiest of ivory towers. Were it not our competition centric capitalist economy would collapse within a few

short years. But just as Americans have the right to pursue happiness and not the right to happiness, so it goes that while ascension is possible, it is highly unlikely. Even in the best of circumstances, one can do everything right and still fail miserably. Statistically, this is in fact the most common result by far.

- V. Though I am not a certified business expert in any way, I will be calling upon my informal observations and research against the backdrop of a locally storied Franchise (Druther's) to speak of the rise and fall of business, and how though not impossible, "making it" in today's climate is the act of a lucky few.

Body

- I. It is very difficult to find and retain competent staff.
 - a. I was unsurprised at the difficulty given a similar issue in our own business.
 - b. The real surprise was that several staff had been on for several years.
 - c. Store cannot maintain longer hours due to lack of second shift staff.
- II. Capitol
 - a. Liquid capitol is somewhat limited compared to large business.
 - b. Reputation capitol is excellent due to history of restaurant.
- III. Competition
 - a. Unique position places Druther's in competition with both large chains and smaller "mom and pop" style business.
 - b. Competition takes the form of purchases as well.
 - c. Business must walk a fine line between immersion and protecting secrets, stagnation and alienation. JC Penney's abysmal failure at reinvention vs. Blockbuster's refusal to adapt.

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