

CLASS NOTES

Season 1, Episode 6: Small Businesses, Big Impact – Potential Futures for Clothing Production in Florida



Featured Guest: Emma Biggers, UF Food and Resource Economics Alumni, Owner of Brooklynn's by Emma, Law Student at Stetson University

Key Takeaways

- Small Businesses make up 99.9% of all businesses in the United States.
- According to the U.S. Census Bureau, clothing and clothing accessories stores like Emma's were responsible for sales amounted to about 307 billion U.S. dollars.
- Financial analysis skills and knowledge of different strategic marketing techniques have been critical to Emma's success as a business owner.
- When selling a good or service, it is critical to remain aware of changing trends in consumers' desires and decision making factors.
- Sustainability is driving up demand for various products with characteristics that are seen as more eco-friendly, such as local production. Clothing may be one of them.

Additional Resources

- UF/IFAS Food and Resource Economics Undergraduate Program: <https://fred.ifas.ufl.edu/undergraduate/>
- FRE Undergraduate Research: <https://fred.ifas.ufl.edu/undergraduate/get-involved/undergraduate-research-opportunities/>
- Small Business Administration: <https://www.usa.gov/agencies/small-business-administration>

Discussion Questions

- What types of activities / businesses are included in the textile industry?
- What would need to exist for there to be a locally produced shirt?
- Would you purchase a locally produced shirt? Why or why not?
- How would you market the benefits of locally produced clothing to consumers?
- If the average price for a basic T-shirt is 10 to 30 dollars, what is the highest you would be willing to pay for a locally produced option instead?
- How many steps can you name in the supply chain process of producing and selling a T-shirt?
- How does the complexity of maintaining an inventory change with an increase or decrease in the number of steps in the supply chain?

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**UF/IFAS Food and Resource
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