

Due to the development and rapid expansion of supermarkets in some countries, many small, local businesses are unable to compete. Some people think the closure of local businesses will bring about many problems. What problems do you think this trend can bring about?

It has been decades that supermarkets have been mushrooming throughout the world, wiping out local, small shops. Although the adverse effects of this trend definitely merit consideration, the need to establish the causes seems necessary.

Trying to offer an explanation for the rise of big supermarkets, many experts have reached a number of reasons behind this trend. First, the large variety of products offered by supermarkets gives them a distinct advantage over their small counterparts. This in addition to interior design, artificial lighting and elegant surroundings provide an environment which readily captures customers' attention, turning a routine shopping experience like an unforgettable event. Moreover, the capital that big supermarkets possess gives them the opportunity to spend lavishly to prop up advertisements in TV commercials, on giant billboards on freeways and subways and popular websites, bringing their less fortunate rivals to their knees. Finally, online shopping, a recent, fast-growing phenomenon, has fanned the flames of the fire on small businesses which had already been torched by the big names. Never will a small business be capable of winning the media battle.

The fact that the days of small businesses are numbered can have absolutely negative impacts. Initially, the diversity of places will vanish as popular corporations continue to mutate, stealing the individuality of a neighborhood or even a city. Once branches of a certain supermarket become prevalent all over a country, shining and attracting all the potential customers, making other local shops so extremely insignificant as if they were unpleasant weeds, the unique identity of that place will diminish. McDonald's is a fine example of this as its branches now can be seen in every corner of the world. secondly, the dominance of big supermarkets equals the death of the free market. Such severe is the competition that no private, business will dare step in and fight against popular brands.

In conclusion, the cancerous growth of greedy supermarkets, albeit seems being an obvious result of technology and modern time, will adversely impact society on many levels such as the loss of cultures and the free market by the unfair competition they have created.