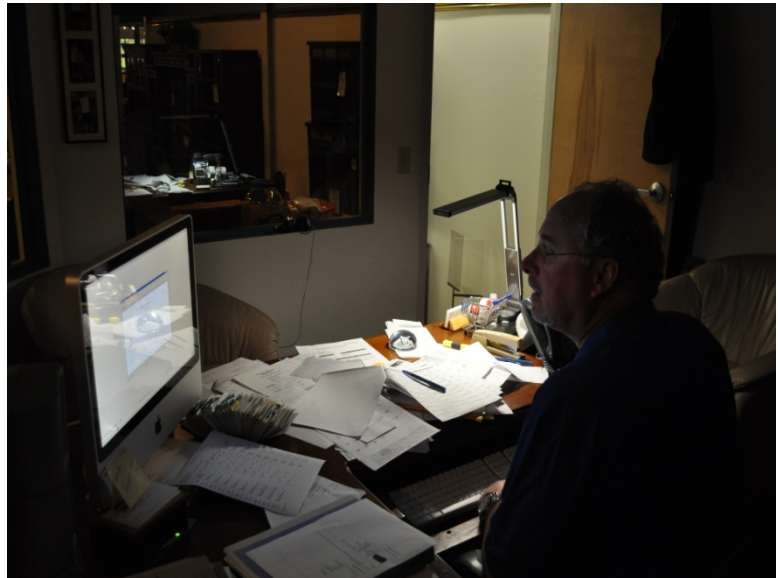


## *The SuperStore!*

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A conversation with Doug Whitaker, owner of The SuperStore by Noah Robinson

**It [globalization] has been tough on the United States just speaking about the furniture industry. It has really has a negative effect on the business and the people.**



As an owner of the SuperStore, I am affected by globalization through the imports of furniture and electronic appliances. I try to buy my appliances from as many local businesses as possible, but to keep up with the competition I have to purchase cheaper appliances from out of the country. The store's biggest competitions are the big box stores and the large electronic stores such as Best Buy and Radio Shack. The SuperStore has three local stores in the Vermont area but compared to the hundreds of national stores, competing is challenging.

Technology has affected our line of work as well. With the invention of the Internet and computers becoming available in households, shipping and ordering appliances has made it very easy for the store. It has also made it easy for the store to purchase their inventory from other businesses. China and Vietnam are the two major countries that appliances are purchased from.

A lot of jobs have gone offshore; a lot of plants have been closed up in the Carolinas that used to produce. It all went to China, the United States then established, what they called, anti dumping rules so that if you did business with factories in China to even the playing field they would put duties on it so when the product came in, the price would go up to make not quite as attractive. They would do that specifically against factories that didn't have what they defined as fair wages or good conditions for the workers.

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