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Do you support Black-owned Business?

Supporting black business should absolutely be the standard, not a trendy gesture simply based on the latest racially motivated injustice to our people.

We can and must love ourselves enough and make the necessary sacrifice to drive the extra mile, spend the extra dollars, take a chance on something new, and support our own economy first.

No, this doesn't mean you have to cut out all shopping with traditional stores, but, as with all other cultures, home should always be priority. Black economic growth is a must to secure a future of generational wealth for our families and communities.



- **Why ‘*drive the extra*’ mile to support black business?** ...because our grandparents were willing to **walk** for miles to effect change.
- **Why should you be willing to ‘*pay slightly more*’ for a product or service provided by a black-owned business?** Due to racial disparities in business lending and the broader racial wealth gap, many Black entrepreneurs are forced to start businesses with limited personal capital. This often means we can’t access true wholesale pricing for supplies, inventory, and ingredients.

As a result, our startup costs are significantly higher, making it much harder to offer competitive pricing in the market. Unfortunately, the side-by-side price comparison is usually not measured against other high-end companies and products, where most of our products services should truly be compared. Instead, in many cases, our pricing is compared to low-quality products and discount stores.

- **How does supporting Black Business (*Home*) help you?** Have you considered that your on-going support contributes to the growth and stabilization of a Black-owned business? This can help business growth and expansion, creating jobs, trade skills, career advancement and other opportunities for your community.

So be sure to use the many black-business directories and go out of the way to support a black business every opportunity you get!

Also, study the economy of other cultures, so you can learn and understand the innate acts of solidarity and unity within these cultures, and notice how natural it is for others to support themselves first.

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