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Struggles of A Shopkeeper

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Abstract: This article sheds light on the often-overlooked hardships faced by shopkeepers in their daily lives. From long working hours and financial instability to stiff competition from online platforms and lack of social security, shopkeepers endure numerous challenges to serve their communities. Despite limited resources and minimal recognition, they continue to work tirelessly to meet the everyday needs of people. By understanding their struggles, we can appreciate their role in society and support their livelihood in meaningful ways.

Keywords: Long Working Hours, Financial Challenge, Market Pressure and Dealing with Customers

1. INTRODUCTION

A shopkeeper is the backbone of our local economy. Whether it's a tiny grocery shop or a general store, the shopkeeper serves the daily needs of the community. But behind the counter and smile lies a story of struggle, hard work, and endless challenges.

Long Working Hours:

Early to Rise, Late to Rest Shopkeepers often start their day early and close their shops late at night. Unlike office workers, they don't have fixed working hours. No Holidays or Weekends Festivals and weekends that are holidays for others are the busiest days for shopkeepers. They sacrifice personal time to ensure others can enjoy theirs.

Financial Challenges:

Low Profit Margins Many shopkeepers work on small margins. The rising cost of goods and transportation eats into their earnings. Credit Sales and Debts Customers often buy on credit, and delayed payments put shopkeepers in difficult financial positions.

Competition and Market Pressure:

Rise of Malls and Online Stores With the advent of supermarkets and e-commerce giants, small shopkeepers are losing customers rapidly. Price Wars They are forced to sell at lower prices to stay in the market, which reduces profits further.

Dealing with Customers:

Customer Expectations every customer expects the best quality at the lowest price. Fulfilling these expectations is not always easy. Handling Misbehavior Shopkeepers also face rude or dishonest customers but have to remain polite to maintain their reputation.

Lack of Support and Facilities:

Poor Infrastructure Many shops lack proper electricity, clean surroundings, or storage space, making day-to-day operations harder. No Social Security Most shopkeepers do not have access to health insurance, pensions, or other safety nets in case of emergencies.

2. CONCLUSION

Despite facing countless struggles, a shopkeeper continues to serve the community with dedication and honesty. Their role deserves recognition and support. As consumers, we must respect their hard work and prefer local shops whenever possible. Empowering shopkeepers means strengthening the roots of our economy.

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