

The independent retailer had added value



SME retailers represent a major economic interest. But their role goes far beyond that. Less consideration is given to the major social importance of independent retailers. Independent retailers bring colour to the community. As well as running their own business, they do an exceptional amount outside the shop for the benefit of other people, the neighbourhood and the community.

Independent retailers are person-oriented, which results in a relationship between retailer and consumer which goes far beyond that of seller and customer and leads to a bond amongst citizens. They have consideration for people, as is shown by the many examples. Independent retailers are exceptionally valuable, not just for individual fellow citizens but also for the neighbourhood. And last but not least, SME retailers are crucial for the community. Independent retailers are at the heart of the community and are crucial for its quality of life. Unfortunately they do not always communicate their own added value as well as they could, which means that it is often underappreciated.

It is important that politicians on all levels recognise the added value offered by independent retailers. Eurocommerce is the sector organisation for independent SME retailers also including franchisees.

The added value offered by SME retailers (franchisees included) is clearly present in 12 areas and is enormous.

The independent retailer provides

Millions in
added value

THE CONTRIBUTION FROM VAKCENTRUM MEMBERS € 26 MILLION

