

Locally owned Calgary Businesses Face Challenges and Opportunities in the Age of Amazon

A nuanced view of the challenges faced by local Calgary retailers in light of Amazon competition.

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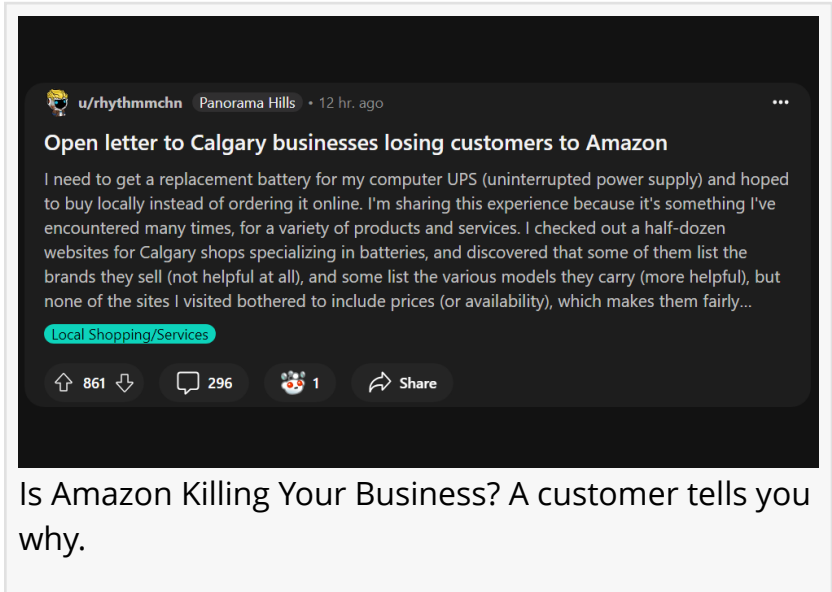
Dominated by e-commerce giants, local Calgary businesses are finding innovative ways to compete and thrive alongside Amazon. A recent article from Calgary Business News sheds light on the complex relationship between small businesses and the online retail behemoth, offering valuable insights for entrepreneurs looking to carve out their niche both in the digital marketplace and walk-in traffic.

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Josh Whitehorn

focus on personalized service and community engagement are finding ways to not just survive, but thrive.”



The article, titled "[Is Amazon Killing Your Business? A Customer Tells You Why](#)," presents a nuanced view of the challenges faced by local Calgary retailers. While Amazon's vast selection and convenient delivery options have undoubtedly changed consumer behavior, the piece argues that there's still room for small businesses to flourish by leveraging their unique strengths.

"We've seen local bookstores and electronics shops struggle to compete with Amazon's prices and convenience," says Josh Whitehorn, a small business consultant in Calgary. "However, those who adapt and

Key strategies highlighted in the article for local businesses include:

Emphasizing personal touch: Offering expert advice and personalized recommendations that online algorithms can't match. By hiring a Calgary-based [marketing agency](#), business owners can insure a local personal touch is provided.

Creating unique experiences: Hosting events and workshops that bring the community together.

Leveraging local loyalty: Building strong relationships with customers who value supporting their neighborhood businesses.

Embracing omnichannel retail: Combining the best of both worlds with a strong online presence and a welcoming physical store.

The article also presents a customer's perspective, shedding light on why some consumers choose Amazon over local options. Understanding these motivations is important for businesses looking to refine their strategies and win back market share.

"It's not about competing with Amazon on their terms," explains Levy Moskowitz, owner of a successful local electronics store. "It's about offering something they can't – a genuine connection with our customers and our community."

As the retail landscape continues to evolve, Calgary's entrepreneurial spirit remains strong. By understanding the challenges and opportunities presented by e-commerce giants like Amazon, local businesses can adapt, innovate, and continue to play a vital role in the city's economic and social fabric.

About Calgary Business News:

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