



Management

Earle worked at a popcorn stand at the local movie theater for a couple of years. He enjoyed making the popcorn, serving refreshments, and meeting the customers. He lived in a small town which had many tourists in the summer because of various historical sites. Earle decided that a good summer and weekend job for him would be selling popcorn on the corner from a cart. He decided to be on his own instead of working for someone else. He was able to secure a used popcorn popper and cart at a reasonable price in a neighboring town. He spruced it up with a coat of paint — it looked like new.

He set up his business and it was quite successful. People liked his prices and his popcorn. He was busy from the time he opened until he closed.

One day he was thinking about the similarities and differences of his job at the movie theater and his work at the popcorn stand. In both instances, most of his time was spent making and selling popcorn. But there were some important differences. In running his own stand, he was always worried about the location of his cart — was it in the best location to attract the most customers? Was the aroma of popping corn heading in the right direction? Was he getting the best popcorn kernels for the lowest price? Was anyone else going to start selling popcorn or another snack on the street? These were matters he didn't even consider when he worked at the movie theater. He realized that his job responsibilities had indeed changed. When running your own shop, there are different concerns than when you are working for someone else. Earle found out there is a real sense of freedom when you run your own business, but there are also more responsibilities.