A Story of a Business Club

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Abstract: For the increasing numbers of solo entrepreneurs or One-Person Businesses (OPEs), what support is available to help them survive, learn and develop as individuals in what can be experienced as a hostile trading environment? Given the propensity of individuals to search for 'people like ourselves' perhaps the formation of local clubs would offer the maximum of support and opportunities for marketing with the minimum of formality. With passing reference to relevant theoretical areas such as marketing, identity, entrepreneurship, group behaviour, loneliness and survival, this paper reflects on the history of one such local development from the stance of participant-observer.