

MODERN SMALL-SIZED
SOCIAL
BUSINESS

BY JAN VRBA
AND THI NGOC QUYNH HUYNH

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Modern Small-sized Social Business

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This publication is a part of a collection addressing social issues to empower the public to take practical action for their communities. We also would like to dedicate this book to everyone who cares much about their surroundings and helps their communities to flourish.

*List of Publications of the Collection
(Click on underlined DOI number to access)*

- Modern Small-sized Social Business, DOI: 10.5281/zenodo.7439950. ISBN: 978-80-908843-0-4.
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PROLOGUE

Since this book is written with intent of education for beginning social business owner and managers. The importance of social business is crucial in Today's World. Social business help to improve community live, standards and wellbeing.

Social business also provides the poorer and underprivileged population access to funds, goods, services which they could normally not afford.

Have you ever heard about food-banks, free-to-access education in remote villages, relief help to homeless people or also community help to elderly people? That may be some of the viable examples of social businesses in reality.

The book consists of chapters focusing on:

- Introduction to Social Business,
- What is Social Business,
- Starting and Setting Up a Social Business,
- Case Studies of Social Business,
- Crisis in Social Business,
- Social Innovations and their implementations.

This book is dedicated to introduce necessary knowledge of social business and social innovations to the public.

The book *Social Business* explores the concept of using business strategies and tactics for the greater good of society.

This idea, also known as social entrepreneurship, has gained popularity in recent years as more and more people become aware of the need for businesses to take social and environmental issues into account. In this book, the author delves into the ways that businesses can use their resources and expertise to create positive change in the world.

“Helping, fixing and serving represent three different ways of seeing life. When you help, you see life as weak. When you fix, you see life as broken. When you serve, you see life as whole. Fixing and helping may be the work of the ego, and service the work of the soul.”

— *Rachel Naomi Remen*

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1.

INTRODUCTION TO SOCIAL BUSINESS

Choosing the topic of business models for social enterprises was an easy decision. The world of social enterprises and their combination of profit-gaining while creating social benefits is simply fascinating. Getting a closer overview related to their practical implementation, their struggles and difficulties, their sense of genius and ability to problem-solving, moreover their spirit of resilience combined with philanthropic charity is an inspiring experience and thus worth sharing and spreading the word. Still, what are social enterprises or social businesses, exactly? In this paper, social businesses and social enterprises are treated as equivalent concepts. Born in peripheral areas of India and Latin America, the Ashoka organization started the social enterprise movement with a picture entitled "reverse innovation." Then, social entrepreneurship began its expansion in Europe during the last ten years, revolutionizing our everyday thinking about development aid. Social businesses are enterprises whose primary goal is to solve a social problem through a profitable business model. Objectively, they constitute profit-oriented private companies.

On the other hand, a social entrepreneur combines a social goal with business-like discipline, ingenuity, and tenacity to provide social value to the underprivileged through an entrepreneurially oriented entity that is financially independent or self-sufficient.

Nevertheless, the gained economic profit does not return or only minimally returns to shareholders or associate partners. Instead, it is mainly reinvested into the entrepreneurial realization of the social aim. Frequently, when people hear for the first time the term "social enterprise," they associate and even confound it with nonprofit organizations. The explanation for this could be that there is still low publicity of the concept and the fact that it is relatively new as an entrepreneurial form and less diffused inefficient social economies with well-established welfare states, e.g., Germany and France.

“SOCIAL BUSINESS CARES ABOUT PEOPLE AND COMMUNITY AND HELPS COMMUNITY TO THRIVE.”