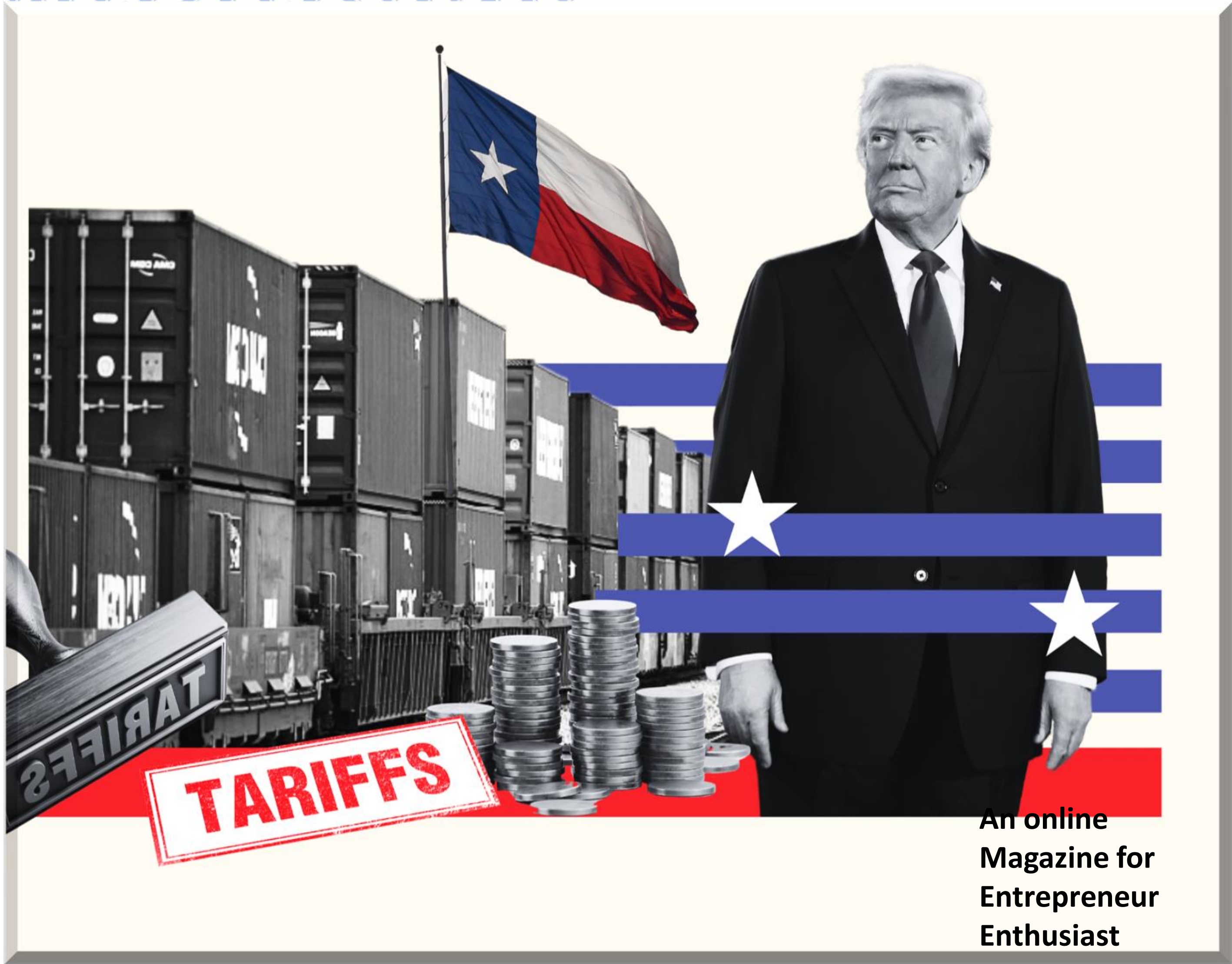
Fall Edition 2025

ENTREPRENEUR'S WORLD
THE MAGAZINE

Entrepreneur Spotlight – Anne E. Wojcicki

How Trump's Tariffs Impact Small Businesses And Entrepreneurs

Strategies to Beat the Tariffs Challenges for Small Businesses and Entrepreneurs



An online Magazine for Entrepreneur Enthusiast

Table of Content

About Entrepreneur's World

Welcome to Entrepreneur's World by BBV2M-Media.

Our information is designed to give insight and motivation to current, future and anyone with interest in being an Entrepreneurs. Stories, advice, quotes and anything that can help you be the best entrepreneur you can be.

BBV2M-Media is a product of Brothers Brooks Vision 2 Mission LLC.


TARIFFS
TARIFFS
TARIFFS
TARIFFS
TARIFFS
TARIFFS
TARIFFS
TARIFFS
TARIFFS
TARIFFS
TARIFFS
TARIFFS

How Trump’s Tariffs Impact Small Businesses And Entrepreneurs

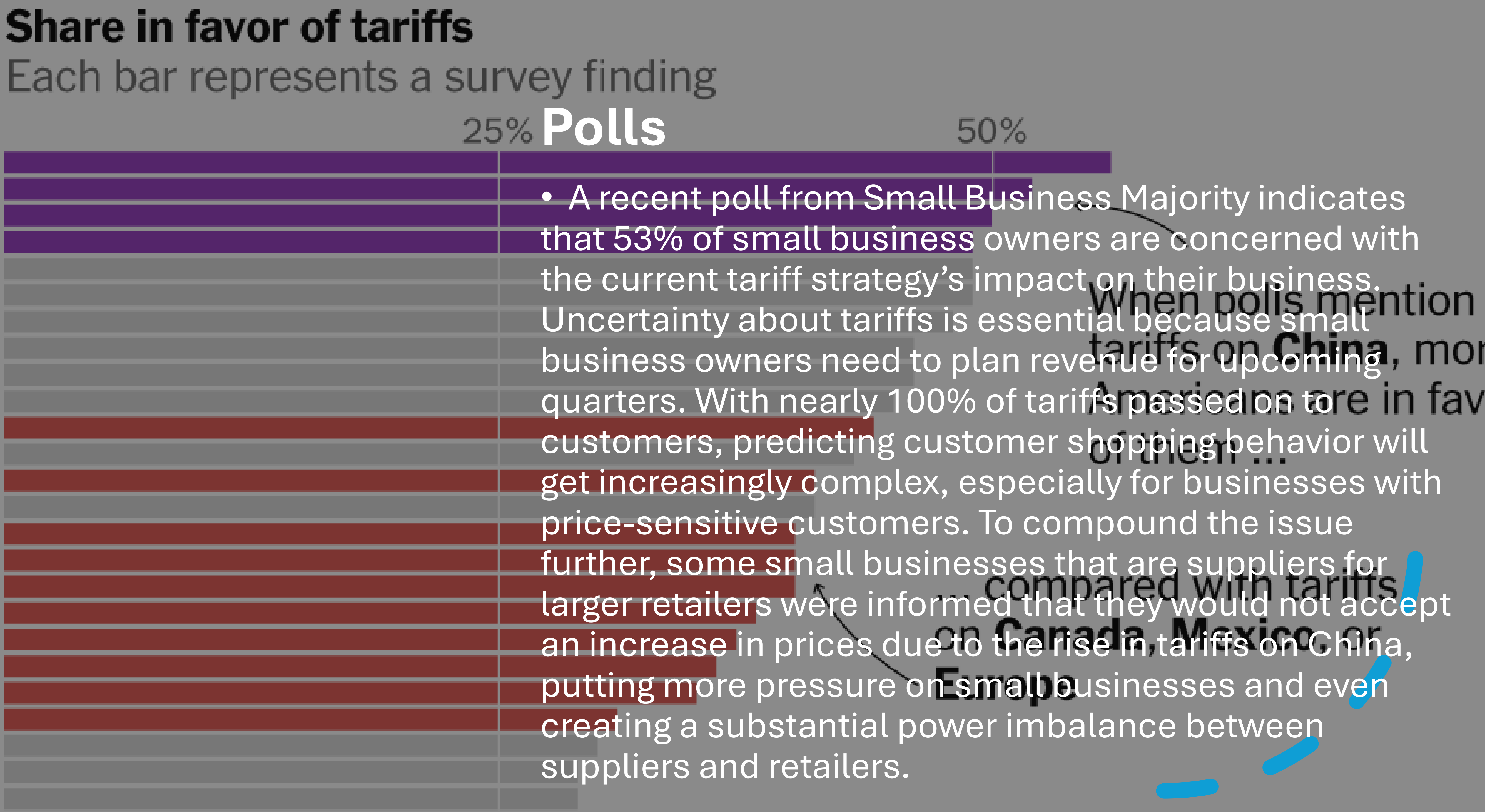
- The recent Trump administration’s tariffs are stirring the markets, causing some of the most pronounced volatility in market history. However, small businesses are not immune from the recent tariffs.

- Small businesses include manufacturing, export and import, logistics, and many others that rely on robust trading opportunities globally. The recent tariff imposition also affects many main street businesses in your neighborhoods.

- Operating a small retail business is difficult already given that small retail businesses rely on more expensive inventory due to the relatively small amount they carry in their operation. The increased inventory costs for small businesses generally make shopping at smaller stores more expensive.

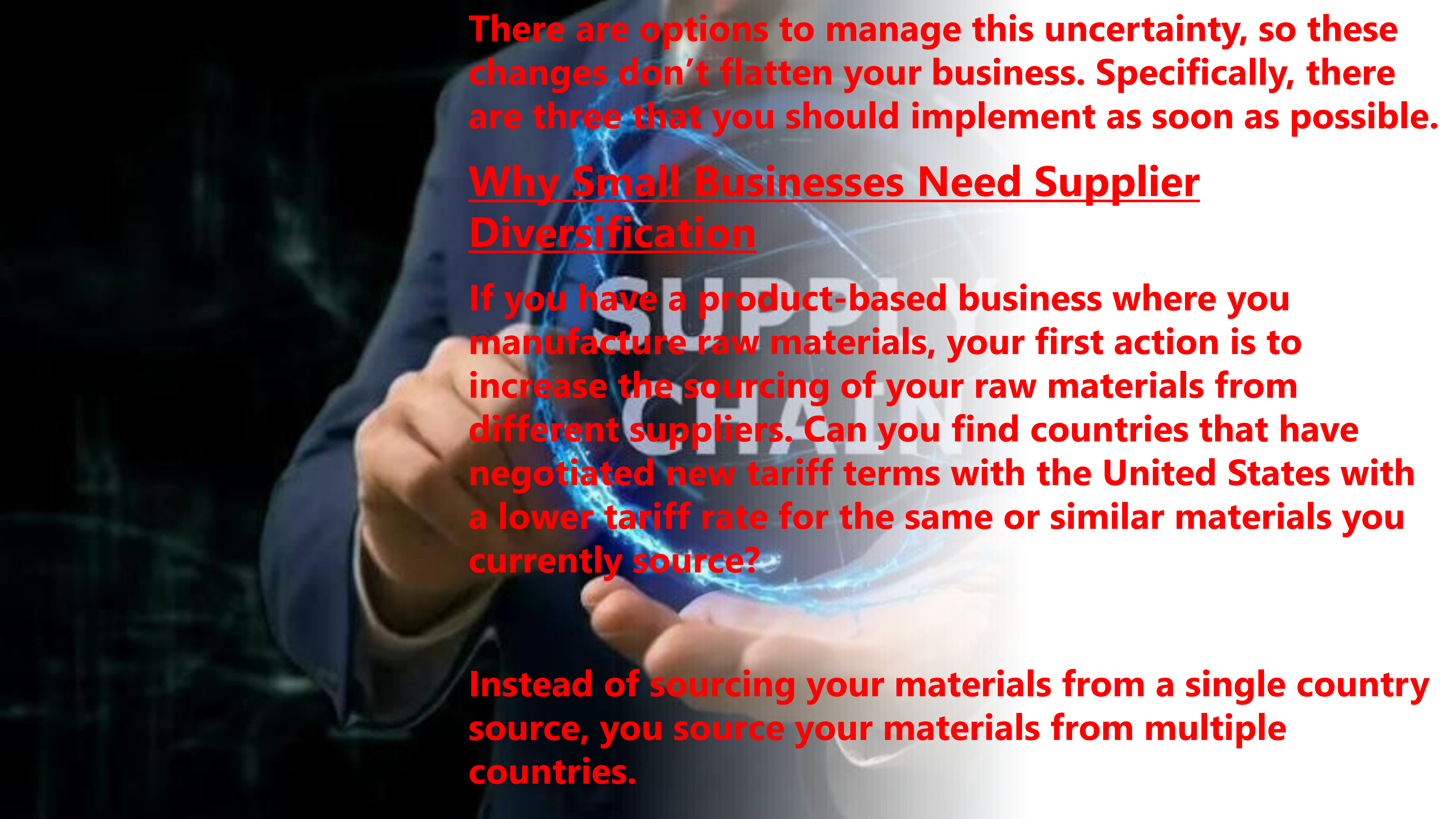
How Tariffs Impact Small Businesses

- Millions of small businesses often operate on a razor’s edge with operating costs, so when the economic environment changes, like with the recently imposed tariffs, it can have an outsized effect on those small businesses. An increase in tariffs can cause disruptions in supply chains, which cause delays in small businesses getting products for their stores, which can lead to longer wait times for customers and loss of revenue if those customers can get those products elsewhere.
- As a small business who is manufacturer, if you rely on the global supply chain to manufacture your product, you might find a significant increase in the costs of your raw materials, which might cause you to pass that cost onto your customer or have to seek relief through another supplier in another lower tariffed country.



Polls

- A recent poll from Small Business Majority indicates that 53% of small business owners are concerned with the current tariff strategy's impact on their business. Uncertainty about tariffs is essential because small business owners need to plan revenue for upcoming quarters. With nearly 100% of tariffs passed on to customers, predicting customer shopping behavior will get increasingly complex, especially for businesses with price-sensitive customers. To compound the issue further, some small businesses that are suppliers for larger retailers were informed that they would not accept an increase in prices due to the rise in tariffs on China, putting more pressure on small businesses and even creating a substantial power imbalance between suppliers and retailers.

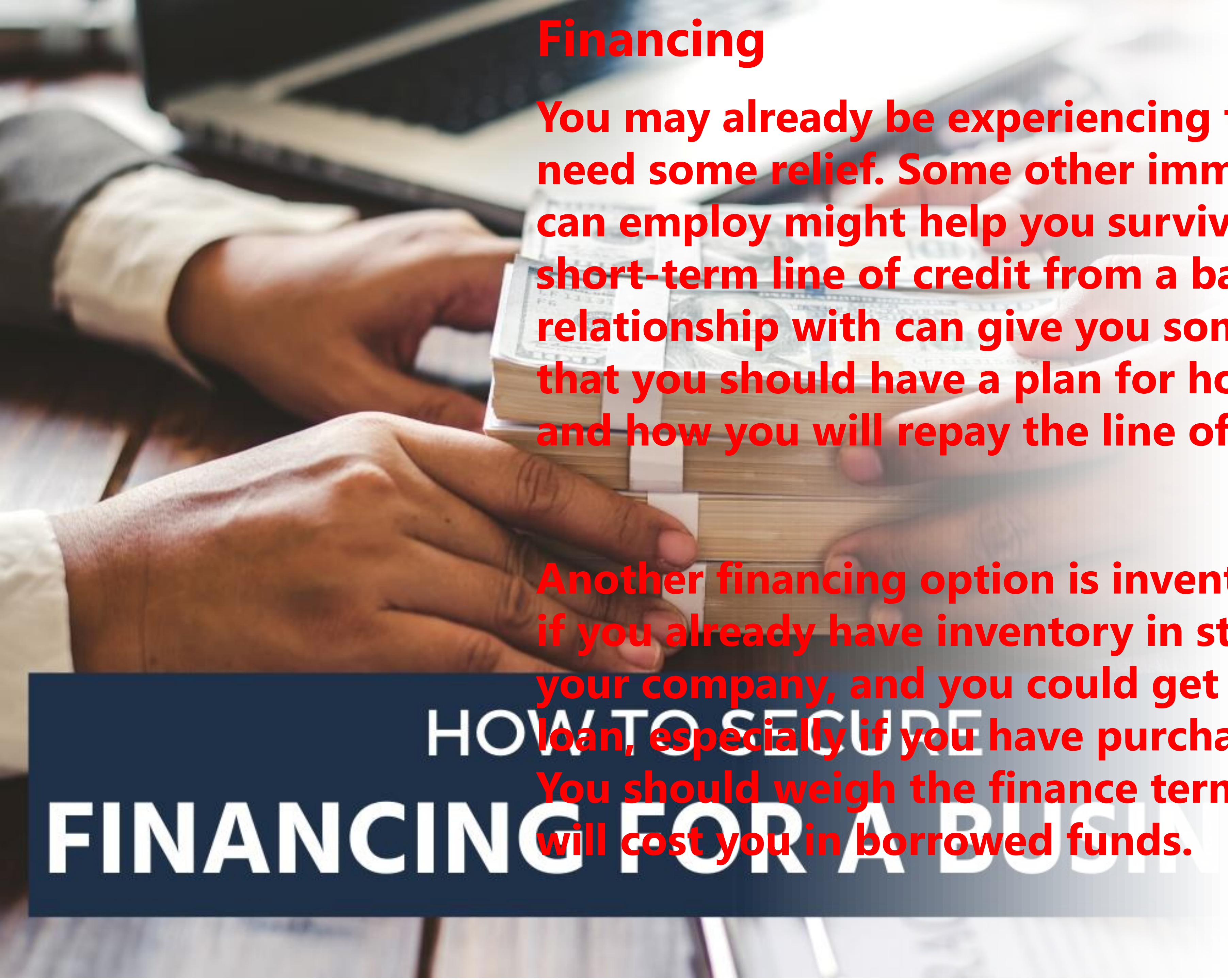


There are options to manage this uncertainty, so these changes don’t flatten your business. Specifically, there are three that you should implement as soon as possible.

Why Small Businesses Need Supplier Diversification

If you have a product-based business where you manufacture raw materials, your first action is to increase the sourcing of your raw materials from different suppliers. Can you find countries that have negotiated new tariff terms with the United States with a lower tariff rate for the same or similar materials you currently source?

Instead of sourcing your materials from a single country source, you source your materials from multiple countries.



Financing

You may already be experiencing the cost increases and need some relief. Some other immediate strategies you can employ might help you survive the tariff storm. A short-term line of credit from a bank that you have a relationship with can give you some relief but remember that you should have a plan for how you will earn a profit and how you will repay the line of credit with interest.

Another financing option is inventory financing; perhaps if you already have inventory in stock, that is an asset for your company, and you could get an inventory financing loan, especially if you have purchase orders in waiting. You should weigh the finance terms to see how much it will cost you in borrowed funds.

Why Small Businesses Need Lean Operation

- After assessing whether or not you want to finance, you must make your firm as lean as possible. You must weigh a just-in-time approach to inventory acquisition versus your standard just-in-case method. Keeping your inventory costs down means that your cost estimates must be exact. You may also have to adjust your staffing levels to the new reality of uncertainty and stick to key employees in revenue generation.

- While the current Administration’s tariff policies are making some business decisions uncertain, it's important to remember your advantage as a business owner. You can be nimble and agile. Plan, and don't make long-term decisions based on short-term feelings.


SUCCESS


BEST
OF THE
BEST

Strategies to Beat the Tariffs Challenges for Small Businesses and Entrepreneurs

- Small businesses and entrepreneurs can navigate the challenges of tariffs by adopting strategic approaches aimed at reducing exposure and maintaining operational flexibility. Here are some key strategies to consider:

- **Diversify Suppliers**: Sourcing materials and products from multiple countries or domestic suppliers can help mitigate risks related to tariffs on specific imports.

- **Adjust Product Design**: Modifying products to use fewer tariff-affected components or substituting with locally sourced materials can lower costs.

- **<u>Enhance Operational Efficiency</u>**: Streamlining operations and reducing waste can offset increased input costs.

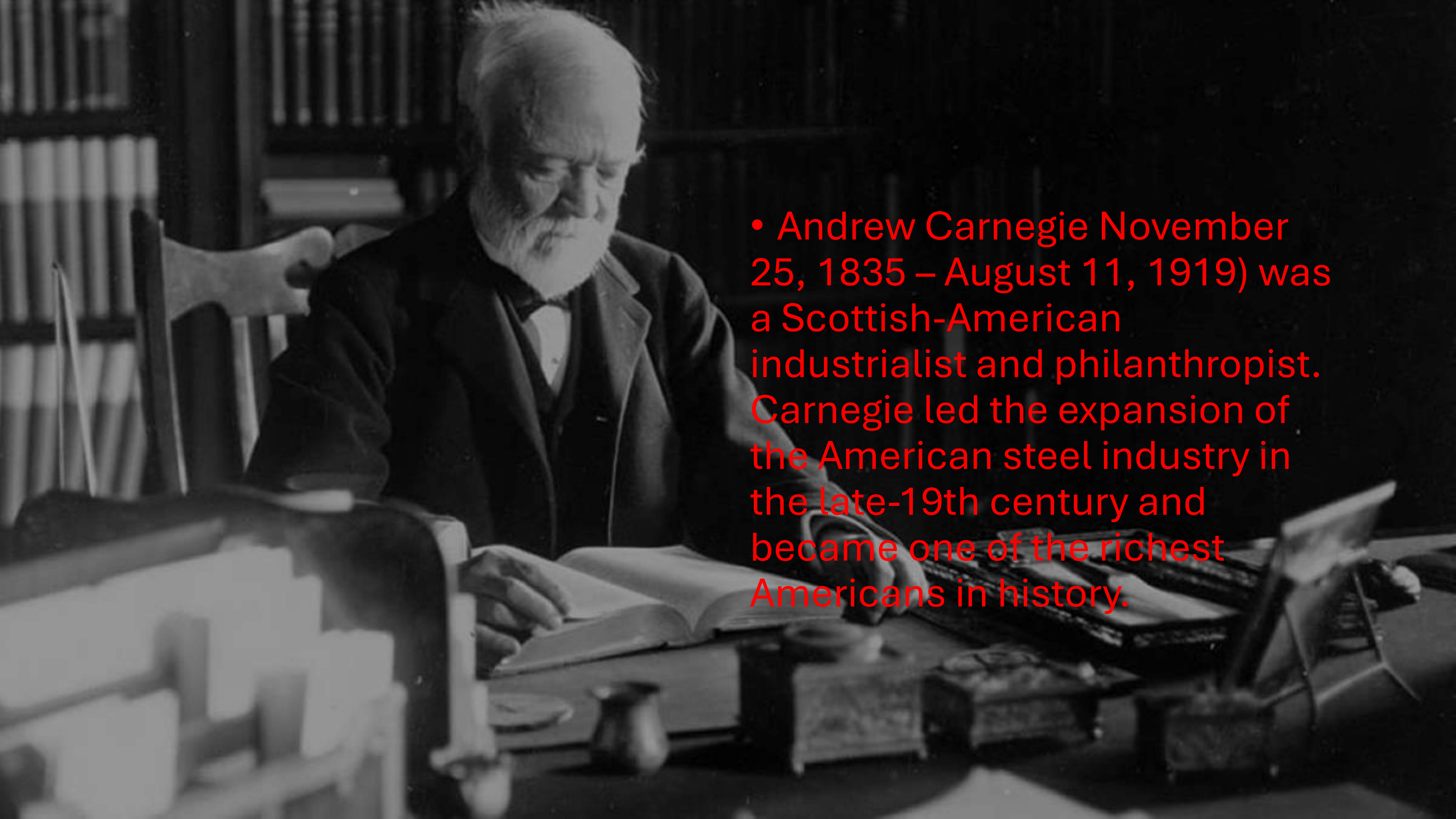
- **Leverage Trade Agreements**: Understanding and utilizing free trade agreements and tariff exemptions can provide cost advantages.

- **Invest in Market Research**: Staying informed about tariff policy changes enables proactive adjustments in pricing and inventory.

- **Explore New Markets**: Expanding sales channels, particularly into markets with more favorable trade conditions, can diversify revenue streams.

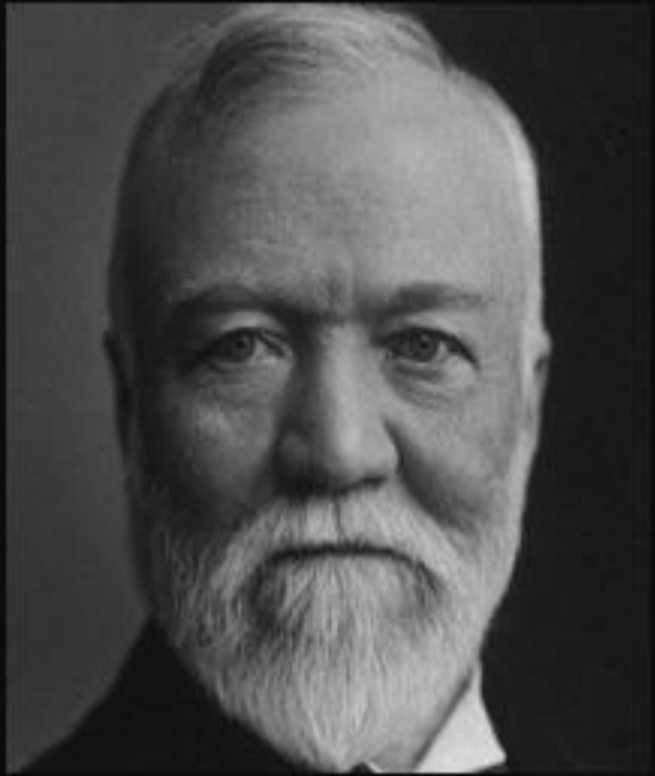
- By proactively adapting to tariff-related challenges, small businesses and entrepreneurs can often find new opportunities, although the transition may require significant resources and expertise


Entrepreneur Pioneer
Andrew Carnegie

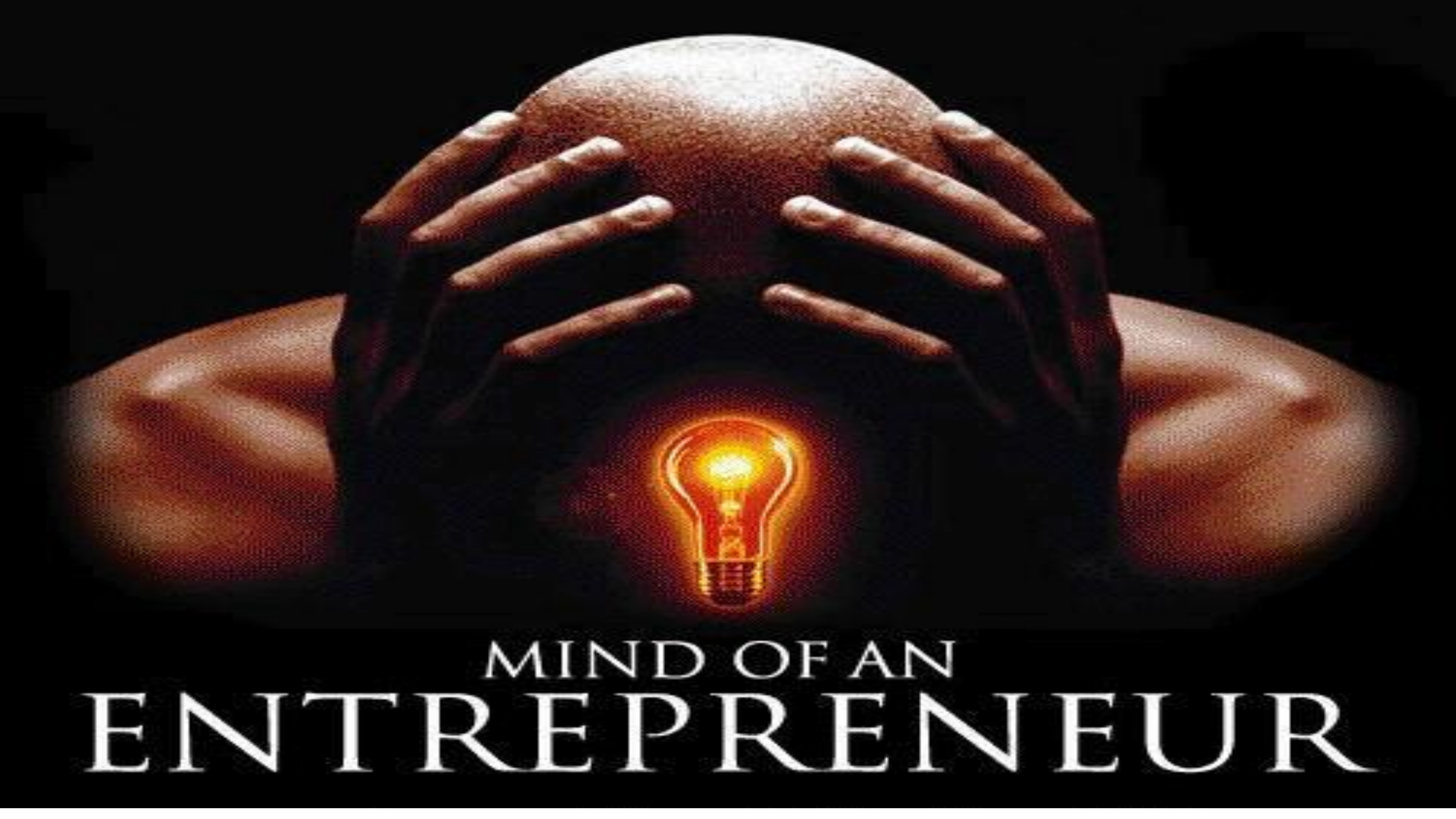


- Andrew Carnegie November 25, 1835 – August 11, 1919) was a Scottish-American industrialist and philanthropist. Carnegie led the expansion of the American steel industry in the late-19th century and became one of the richest Americans in history.

Andrew Carnegie



You are what you think. So just think big, believe big, act big, work big, give big, forgive big, laugh big, love big and live big.


MIND OF AN
ENTREPRENEUR

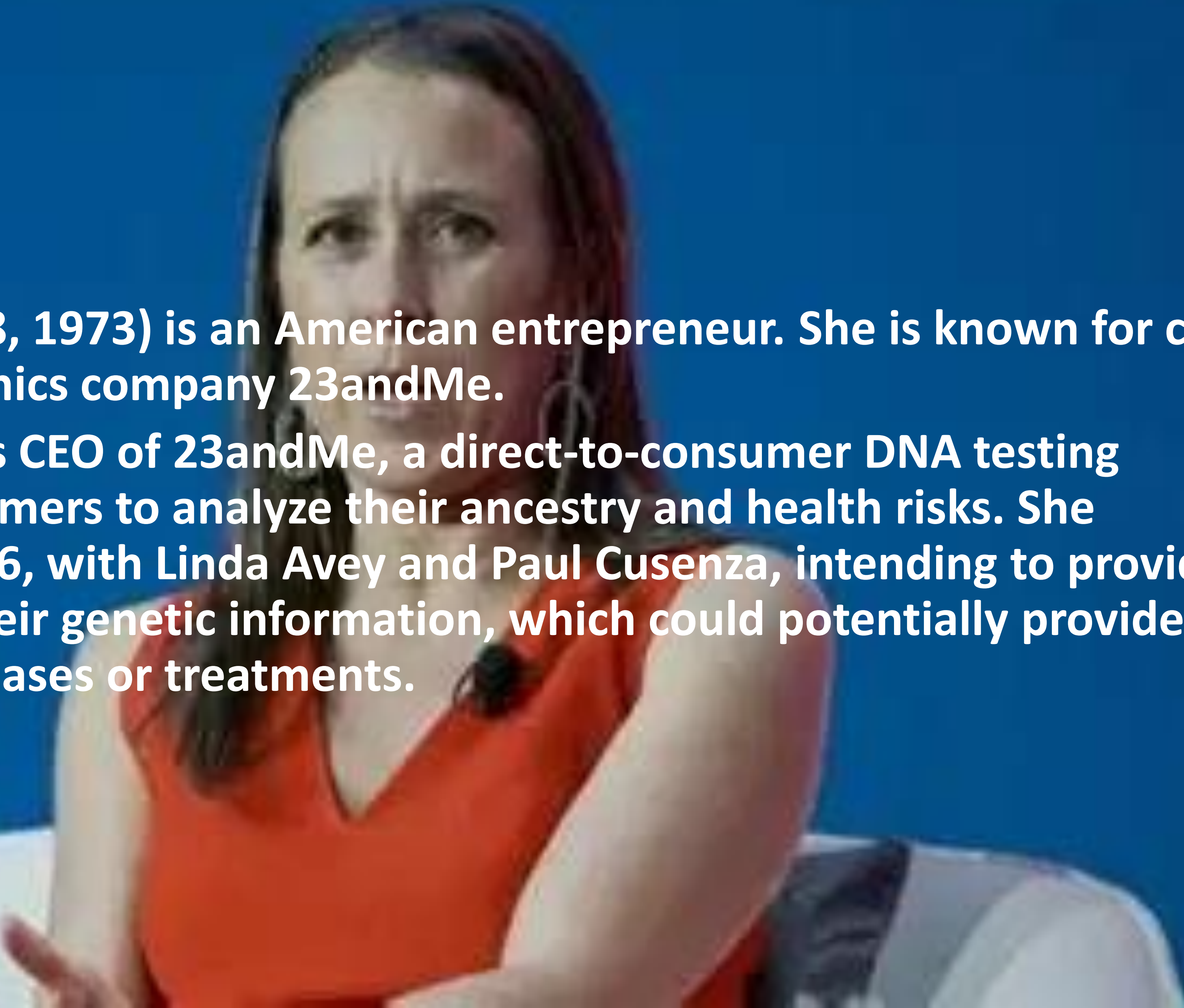

Entrepreneurship

Meet Anne E. Wojcicki

an American entrepreneur. Co-Founder of 23andMe

X

23andMe®



Anne E. Wojcicki born July 28, 1973) is an American entrepreneur. She is known for co-founding the personal genomics company 23andMe.

Wojcicki co-founded and was CEO of 23andMe, a direct-to-consumer DNA testing company that allowed consumers to analyze their ancestry and health risks. She founded the company in 2006, with Linda Avey and Paul Cusenza, intending to provide common people access to their genetic information, which could potentially provide information on cures for diseases or treatments.

- She was ranked 93rd in Forbes's 2020 list of the World's 100 Most Powerful Women

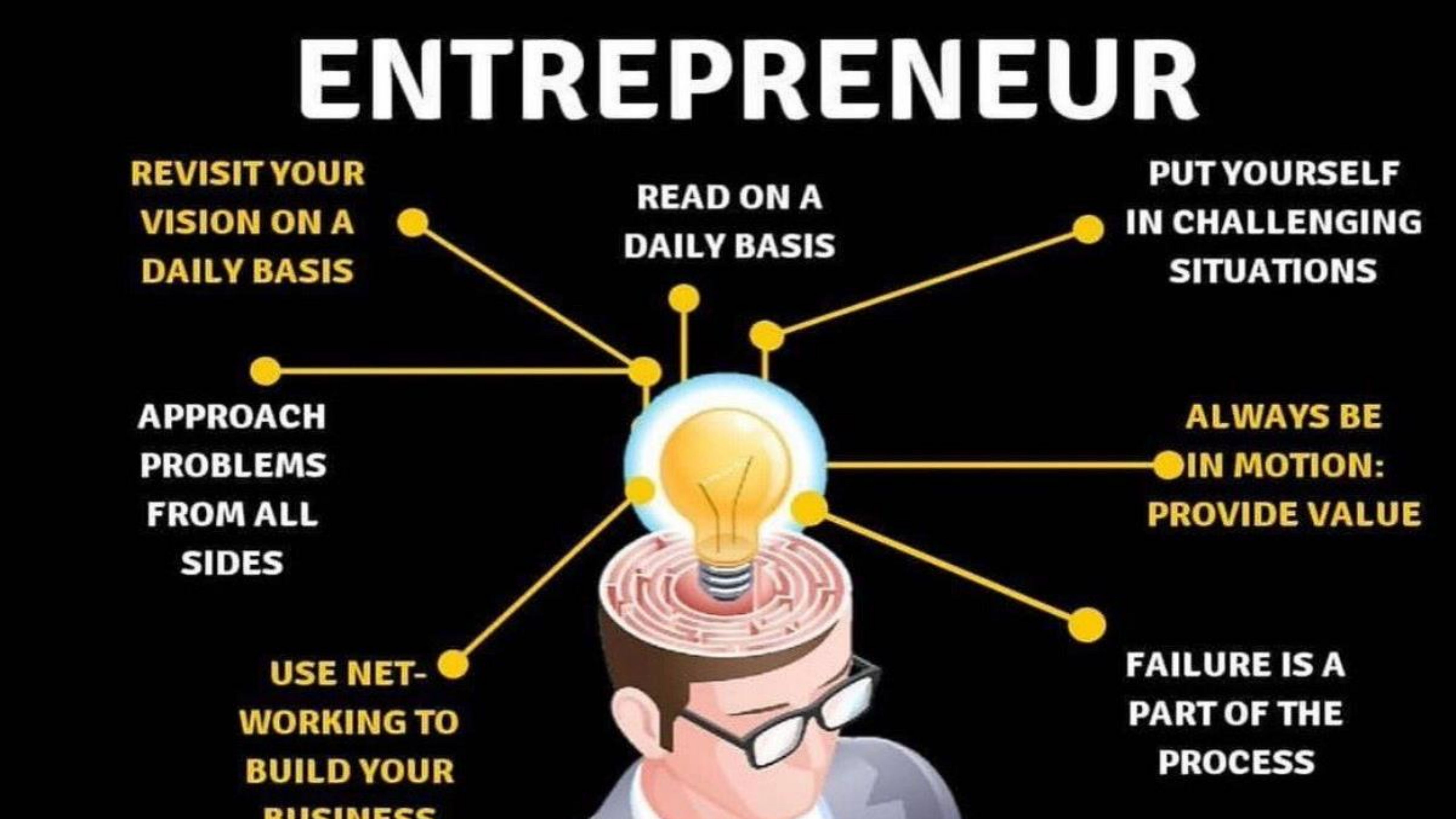
No one makes money in healthcare by keeping you healthy.

– Anne Wojcicki

CEO of 23andMe


"The reality is that the only way change comes is when you lead by example."
Anne Wojcicki
The Life Story of
Anne Wojcicki
atouchofbusiness.com

To All Entrepreneurs


ENTREPRENEUR
REVISIT YOUR VISION ON A DAILY BASIS
READ ON A DAILY BASIS
PUT YOURSELF IN CHALLENGING SITUATIONS
APPROACH PROBLEMS FROM ALL SIDES
ALWAYS BE IN MOTION: PROVIDE VALUE
USE NET- WORKING TO BUILD YOUR
FAILURE IS A PART OF THE PROCESS


Entrepreneurship
business
entrepreneur
innovation
Wealth
entrepreneurial
creation
small
venture
Definition
new
one
extreme
factors
often
excess
owner
considered
creates
function
idea
originates
exist
used
found
result
define
differences
businesses
substantial
means
several
forms
Schumpeter
assumes
French
Speed
manages
generate
competitive
deliver
might
Merriam-Webster
range
wants
ventures
processes
cost
organization
Risk
use
Amount
Many
lifetime
within
entrepreneurdre
incentive
person
exceed
start
concept
traditional
high
context
work
differ
vs
involves
risks
View
profits
years
terms
input
possessing
enterprise
exhibit
ways
profit
thus
replaces
people
presents
emphasis
successful
returns
characteristics
longer
simply
service
synonymously
undertake
placed
income
sure
rather
otherwise
value
anyone
million
pursuing
economist
dollars
Austrian
beyond
meanings
change
generating
example
fraction
Dictionary
manner
organizes
word
common
aptitude
Joseph
results
production
entrepreneurs
employment
significant
viewpoint
opportunity
superior
Schumpeter's
pioneers
hope
may
much
wide
demand
product
rapid
innovative
combining
methods
typically
stream
various
customer
must
population
advantage
definitions
products
created
markets
gives

The Anatomy of An Entrepreneur

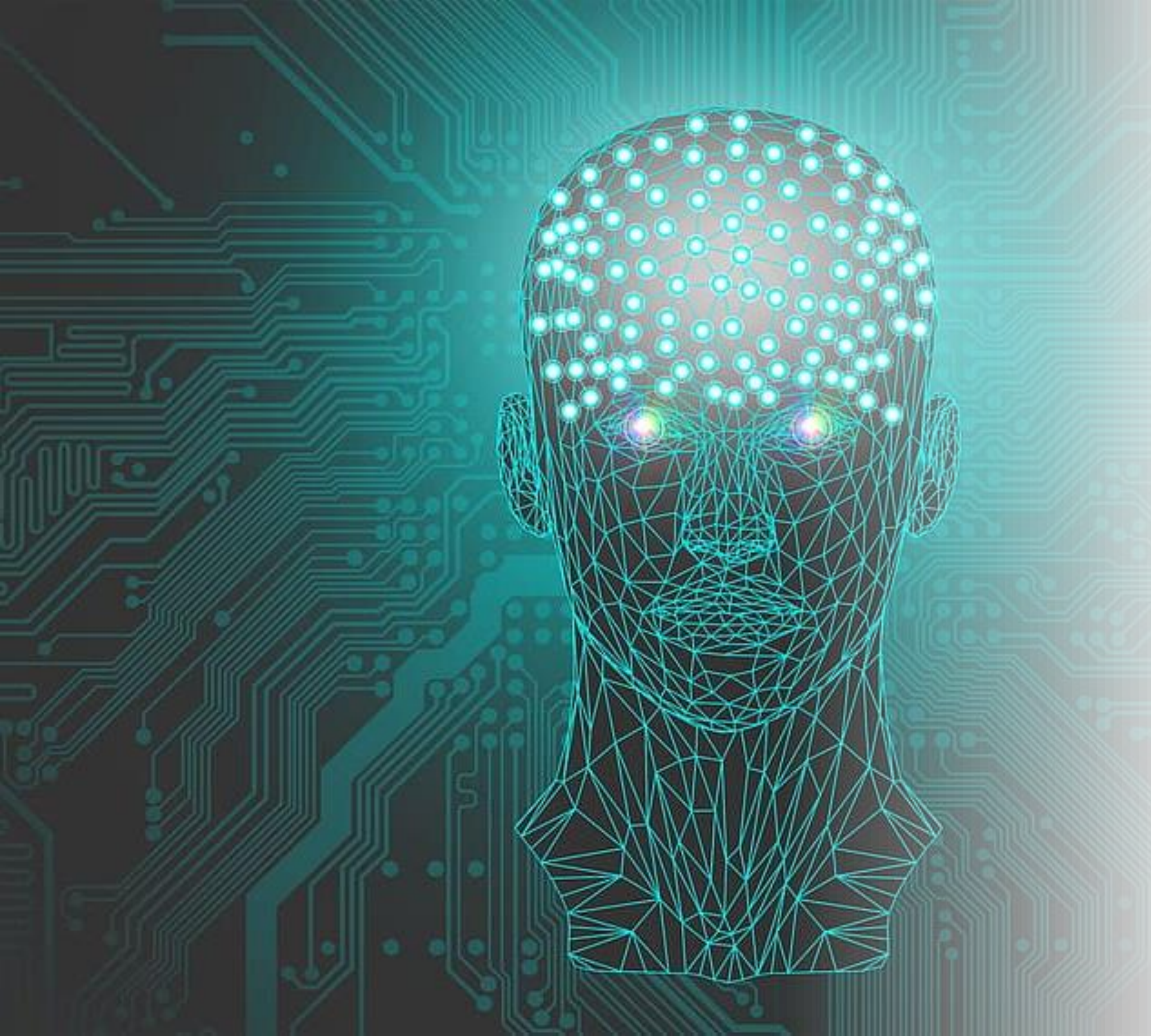
WHERE ARE THE JOBS?

12 Reasons getting a job is difficult in America

- **Entry-Level Jobs Require Experience**
- Landing an entry-level job has become a paradox for many job seekers, as more than half of these positions now demand prior work experience. According to StandOut CV, 51.3% of entry-level job listings request previous experience, making it increasingly difficult for new graduates to get a foot in the door.

- Even roles traditionally considered accessible, like a construction worker or event planner, often require one to two years of experience. This highlights a systemic issue in job advertising.

- This trend forces candidates to rely heavily on internships or unpaid work, which not everyone can afford, further widening the gap between opportunity and access. The result is a frustrating cycle where candidates need experience to get a job but need a job to gain experience.



- **AI and Automation Are Reducing Roles**
- Artificial intelligence and automation are rapidly transforming the American job market, leading to the elimination of millions of roles. The World Economic Forum's Future of Jobs Report 2025 reveals that 40% of employers expect to reduce their workforce where AI can automate tasks. This will impact nearly 50 million U.S. jobs in the coming years.

- Machines now perform more than a third of all business tasks, and AI is projected to replace over 41% of jobs within the next five years. This technological shift is not only shrinking the number of available positions but also raising the bar for the skills required to land and keep a job. As automation accelerates, job seekers must adapt quickly or risk being left behind in a rapidly evolving labor landscape.

- **Overqualification Paradox**

The modern job market has created a perplexing dilemma where being overqualified can actually hurt a candidate's chances of getting hired. Highly educated individuals often find themselves applying for roles beneath their skill level, only to be rejected for having too much experience or too many credentials.

- In some cases, companies fear that overqualified candidates will leave as soon as a better opportunity arises, leading to increased turnover and wasted training resources.

- This paradox results in underemployment, where talented workers accept positions that fail to utilize their full potential, contributing to frustration and skill atrophy. The prevalence of overqualification highlights a disconnect between educational attainment and labor market demand. Many job seekers end up stuck in roles that don't match their abilities.

- **Remote Work Has Globalized Competition**

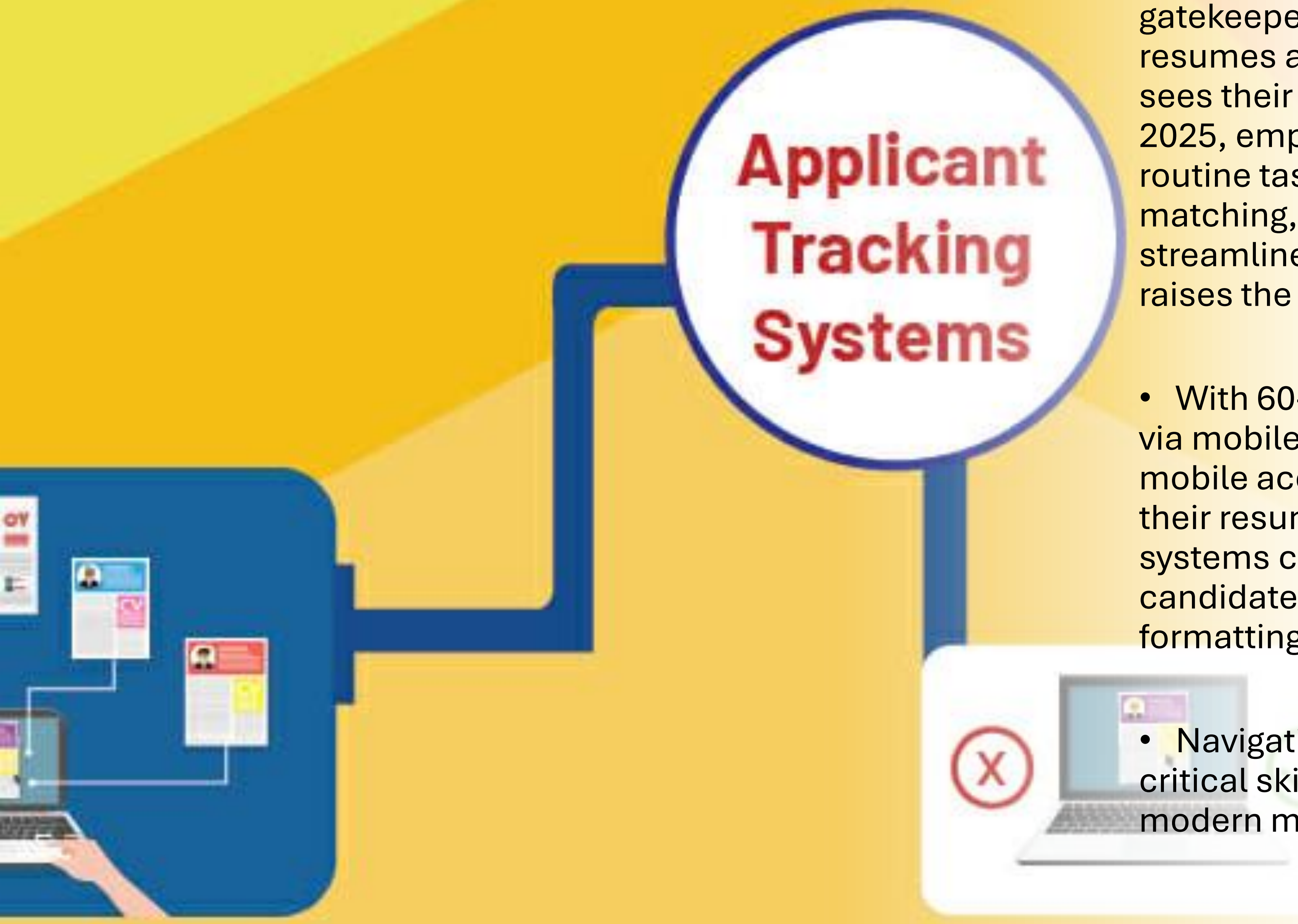
Remote work has fundamentally changed the hiring landscape by opening up the talent pool to candidates from around the world. Capita Works reports that companies now recruit skilled professionals across time zones and continents, which intensifies competition for every open role.

- Businesses are leveraging digital tools and AI-driven recruitment platforms to efficiently assess and onboard global talent, making it harder for domestic candidates to stand out.

- This borderless hiring environment means that American job seekers are now competing not just with their neighbors but with equally qualified applicants worldwide. The globalization of remote work has raised the stakes and increased the difficulty of securing a desirable position.

- **Ghost Job Postings**
- A growing number of job seekers are encountering “ghost jobs”—listings for positions that don’t actually exist or have already been filled. According to an article on LinkedIn, recent data shows that 18% to 36% of current job openings are not genuine. Some companies admit to posting fake jobs to build talent pools or as a marketing tactic.

- This phenomenon leads to wasted time, dashed hopes, and mounting frustration for applicants who never hear back after applying. The prevalence of ghost jobs makes the search process more opaque and undermines trust in employers, further complicating an already challenging job market. Job seekers must now navigate not only real competition but also a landscape littered with phantom opportunities.



- **Automated Applicant Tracking Systems (ATS)**

Applicant Tracking Systems have become a gatekeeper for job seekers, using AI to screen resumes and filter candidates before a human ever sees their application. According to SaaSworthy, in 2025, employers use ATS platforms to handle routine tasks like resume screening, candidate matching, and even initial interviews. This streamlines the hiring process for companies but raises the bar for applicants.

- With 60-67% of job applications now submitted via mobile devices, ATS platforms are prioritizing mobile accessibility. Candidates must optimize their resumes for both content and format. These systems can inadvertently filter out qualified candidates who don’t use the right keywords or formatting, making it harder to get noticed.

- Navigating the ATS gauntlet has become a critical skill for anyone hoping to land a job in the modern market.

- **High Cost of Living Requires Higher Pay**

The rising cost of living in many American cities has made it essential for job seekers to secure higher-paying positions just to make ends meet. Housing, healthcare, and transportation expenses have outpaced wage growth, forcing many to seek jobs that offer salaries well above the national average.

- Employers, however, are often reluctant to increase pay, leading to a mismatch between what job seekers need and what companies are willing to offer.

- This disconnect can prolong job searches and force candidates to accept roles that don’t meet their financial needs. The high cost of living acts as a barrier, making job hunting more stressful and limiting opportunities for upward mobility.

- **Lengthy Hiring Processes**

Job seekers are facing increasingly drawn-out hiring processes, with multiple rounds of interviews, assessments, and background checks becoming the norm. Companies are taking longer to make decisions, often leaving candidates in limbo for weeks or even months.

- This extended timeline can be discouraging and financially draining, especially for those who are unemployed or underemployed. Lengthy hiring processes also increase the risk of losing top talent to faster-moving competitors, adding another layer of frustration for both applicants and employers.

- **Cultural Fit Bias**

- Many employers now emphasize “cultural fit” as a key hiring criterion, but this subjective standard can introduce bias and limit diversity. Candidates who don’t match a company’s existing culture may be overlooked, regardless of their skills or experience.

- This focus on fit can disadvantage those from different backgrounds or with unconventional perspectives, narrowing the pool of potential hires. The emphasis on cultural fit adds another hurdle for job seekers, making it harder to break into organizations that value homogeneity over true talent.

- **Gig Economy Replacing Full-Time Jobs**

The rise of the gig economy has shifted many traditional full-time roles into temporary, contract, or freelance positions. Gig work offers flexibility but often lacks benefits, job security, and opportunities for advancement. Many workers find themselves juggling multiple gigs to make ends meet, with little hope of transitioning to stable, long-term employment.

- This shift undermines the traditional career ladder and makes it harder for job seekers to find positions with predictable income and growth potential. As a result, financial planning and long-term stability have become increasingly difficult for those relying on gig work.

- **Widespread Layoffs and Hiring Freezes**

Mass layoffs and hiring freezes have become common across multiple industries, shrinking the number of available jobs and intensifying competition among applicants. The San Francisco Standard reports that since 2019, the 15 largest tech companies have reduced their hiring of new graduates by more than 50%.

- Companies are scaling back internship programs and entry-level roles, making it even harder for early-career professionals to gain experience and secure employment. This contraction in hiring not only limits opportunities but also creates uncertainty and anxiety for job seekers navigating a volatile market.

- **Fewer Employer Training Programs**

Companies are investing less in training and development, expecting new hires to arrive fully equipped with all necessary skills. This reduction in employer-sponsored training puts the onus on job seekers to acquire and pay for their own education, certifications, and upskilling. The lack of on-the-job training opportunities makes it harder for candidates to transition into new fields or advance within their current careers.

- As a result, many job seekers are left without the support they need to grow and succeed in the workforce. This shift further widens the gap between those who can afford ongoing education and those who cannot, deepening inequality in career advancement.

BROTHERS BROOKS
VISION 2 MISSION LLC

Our vision is to be the best in helping all people excel in all aspects of life. Our Mission - Vigilant in our Non-Profit, Extraordinary in our Media Delivery and Timely in our Youth and Adult Development. Our Branding includes: Brothers Brooks Vision 2 Mission LLC® BBV2M-Media, The Wallaroos Learning and Adventures LLC, EEP, What If? Just A.S.K.®, W.I.J.A.-What If? Just A.S.K.® W.I.J.A.-NNECT, BBV2M Professional Development, RodTV65, Entrepreneur’s World, W.I.J.A.-2BA Christian, Books by Author Rodney D. Brooks, and BBV2M LLC Non-Profit

E.W.

Entrepreneur's World

The Magazine

By BBV2M Media