Shopping at local stores, you will be much more inclined to employ local resources into your community. Small businesses often put a larger share of their revenue back into their communities, thus keeping money in the local economy. Promote entrepreneurship and build local economies that mean something to the community and its businesses. The word "locally" in front of a business name means that the products are made in the area, that means more than just a big chain in another state. Shopping locally benefits consumers in various ways, many of which can contribute to a healthy local economy.