

Reflection Paper: More than a Hobby

Laura Shoopman

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More than a Hobby by David Green dives in-depth to the start-up of the national craft store: Hobby Lobby. He explains his work ethic, company goals, and how he incorporated Christ with his sales and ran a successful business.

Mr. Green used countless business practices to build the Hobby Lobby empire. However, one that was more significant was the fact that his company does not rely on computers to make stocking decisions for them. Items counted weekly allow the employee to determine how much to order for the next shipment. No items in the store have barcodes, but instead, prices on the packaging, this way, the employee knows the costs of the products, and they must stay up to date with current sales, instead of allowing room for the computer to make errors. Green states, “staff members have no computer list to indicate what they should reorder. Instead, they have to go to the aisle and actually look at the merchandise” (Green 37). Because Mr. Green implemented this system of human analysis rather than computer analysis on product stock, sales, and other sales-related analytics, it forces the employees to check up on the aisles and make sure they are presentable to the customer at all times.

The Hobby Lobby product buyers also try to buy the products straight from the factory. If the buyers purchase from anywhere else, they are paying extra for an intermediary to re-distribute the item. Green has found it easier to buy products overseas due to the competitive pricing, and the factories are more willing to work to fit the demands that Hobby Lobby has for its products. Green states, “The Asians are especially cooperative in this regard. We tell them how big to make the packaging, what it should say in English, what colors it should use- and they follow through” (Green 65). Since Green’s product buyers find the best deal with the

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factories that work to please them, they are capable of giving the customer the best price possible for a quality product.

David Green explains that he wanted to share his faith not only through his store but through his advertising as well. Following this decision, he began creating Christian advertisements for Easter and Christmas. He did not necessarily advertise his products at Hobby Lobby but instead promoted his beliefs. His first Easter advertisement said: "For God so loved the world he gave acceptance, peace, mercy, confidence, purpose, forgiveness, simplicity, hope, relief, comfort, equality, life, his son. This Easter, we encourage you to believe in the love that sent Jesus Christ. Accept the hope. Accept the joy. Accept the LIFE! Hobby Lobby Stores, Inc." (Green 161). Eventually, these advertisements included hotline numbers people could call and get saved. Mr. Green began to notice compliments sent to him with the occasional complaint about mixing business with religion. David Green was able to use these advertisements to display his beliefs because he had no outside stockholders who could control what he did or did not do with his business.

David Green took plenty of risks because of his faith. He questioned if parents had to work such long hours, every day to make a living was worth missing out on their children's milestones. When it came time for Mr. Green to create business hours and days of business, he held onto this memory. To help his employees still be involved in their family's lives, Hobby lobby would close at 8:00 P.M. every day. David Green was thinking about his employees when he made this decision, not his profit. Soon enough, customers began adjusting to the store hours, so it became a win-win for the business and the consumer. Sunday is a perfect business day in America, and without those sales, Hobby Lobby could flop. In total, Hobby Lobby was making

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100 million per year on Sunday. David Green decided to close on Sundays to "Allow Employees Time for Family and Worship" (Green 135). He placed a sign with those exact words on their doors to let the consumers know. These actions of Mr. Green have propelled Hobby Lobby to the enjoyable, yet productive work environment that it is today.

The most critical Christian aspects to include in the running of a business would be to joyful and pray, to not steal, and to love their work and not their money. In I Thessalonians 5:16-18 it states to "Rejoice always, pray continually, give thanks in all circumstances; for this is Gods will for you in Jesus Christ" (New International Version). The first and foremost Christian value to follow when running a business is to pray and give thanks because to prosper in business and life; business leaders must be thankful for the placement their business is in currently and pray for growth and success if it is the Lord's will. Leviticus 19:11 states, "Do not steal. Do not lie. Do not deceive one another" (New International Version). A successful business requires a truthful, responsible, and respectful leader. An example could be giving back to vendors when they send too much product to stores. Being a truthful leader is one way to run an honest business. Finally, an essential Christian value that will help a business prosper is found in 1 Timothy 6:10, "For the love of money is the root of all evil..." (New International Version). Companies need to create revenue to stay in business, but once the vision and goal of the company is solely to produce income, and not to take care of employees and create jobs, and create a quality product or service, the company is not set up for success. Companies that incorporate God will have his blessings and prosper.

David Green is the prime example of creating a successful, nation-wide, Christian business that has spread word about God, created a quality product at a low price, but also

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creating revenue and jobs for the working class and around the world. David Green's Hobby Lobby empire has come under fire for their firm Christian values. However, those values and God's love has propelled Hobby Lobby to the top of the arts and crafts industry.

Works Cited

Green, D., & Merrill, D. (2005). *More than a hobby: how a \$600 start-up became Americas home and craft superstore*. Nashville: Thomas Nelson.

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